

JTB GLOBAL MARKETING & TRAVEL INC. SUSTAINABILITY POLICY

OUR MISSION

At JTB Global Marketing & Travel Inc., we will strive to ensure every effort is made to promote the sustainability of the global environment, local community, culture, and all people involved.

We stand by the idea of “leave no-one behind” as proposed in the Sustainable Development Goals (SDGs), which were adopted by the United Nations in September 2015. Furthermore, based on the following five viewpoints proposed during the 2017 International Year of Sustainable Tourism for Development, we commit to:

1. Inclusive and sustainable economic growth;
2. Social inclusiveness, employment expansion, poverty reduction, and human rights protection;
3. Resource efficiency, environmental protection and combatting the efforts of climate change;
4. Protecting the cultural values and heritage, promoting diversity;
5. Mutual understanding, accessibility, peace and security;

Importantly, we commit to maximizing the positive benefits received by local communities as a result of our presence, while minimizing any negative impacts in our office and the holiday destinations.

THE SIX KEY SECTORS OF SUSTAINABILITY ADVANCED BY JTB GLOBAL MARKETING & TRAVEL INC.

As a leading global organization, the JTB Global Marketing & Travel's sustainability policy is guided by the following six principles.

1. Sustainability Framework and Compliance

- In order to fulfill our responsibility as a global corporate citizen, JTB Global Marketing & Travel Inc. is committed to the highest standards of integrity, transparency and compliance with applicable laws and regulations as well as the internal rules and regulations established by each of its member companies. We attempt to adhere to the JTB Group Code of Conduct while respecting the local customs and norms in the countries and regions in which we operate.
- In alignment with the Group Mission ('We strive to foster peace and global interconnectedness through the creation of opportunities for meaningful human interaction'), we keep our finger on the pulse of international expectations and concerns and honor the perspective and values of our global customer base.
- In alignment with our Sustainability Policy and The JTB Way, which is philosophy of JTB group, we continue our journey towards greater sustainability as an essential dimension of our business. Our sustainability efforts are guided in collaboration and dialogue with our stakeholders.

2. Promoting Sustainability through Customer Communication

- In order to offer a wider variety of sustainability options to our customers, we are guided by the following principles in our customer communications and service delivery:
- We strive to provide our customers with accurate information regarding the impact of our products and services on the global environment and local community as well as timely information regarding local sustainability challenges and opportunities.
- We strive to keep our customers informed of safety and health issues in order to avoid service delivery risks and facilitate an appropriate response in the event of contingencies.
- We promote sustainability awareness among our customers and aim to forge long-term, mutually beneficial relationships with the communities in which we operate.
- We conduct customer satisfaction surveys on a regular basis, respond properly to customer complaints, and use feedback to improve service and customer satisfaction.

3. Conserving the Earth's Resources and Biodiversity

- We consume resources judiciously and are committed to combating climate change, protecting the environment, and preserving biodiversity in order to ensure that the Earth's limited resources are available for generations to come.
- In our policies and practices, we take every possible measure to mitigate climate change, reduce our use of paper, plastics and other disposable goods, and promote sustainability in our procurement activity.
- We seek to reduce the amount of water and energy consumed by our organization's operations and to promote the use of eco-friendly energy sources.
- Through recycling and process reengineering, we reduce waste (solid, liquid and gaseous) and eliminate the use of toxic substances.
- We properly dispose of waste in compliance with local laws and standards.
- We are committed to animal welfare and the preservation of biodiversity. We refuse to engage in the illegal trade of fauna and flora as well as any other activity that adversely impacts internationally or locally endangered animals or plants.

* See attached Specific Policies per Theme for the JTB Global Marketing & Travel Inc. Sustainability Policy below

- 1) Sustainability Policy on Environmental Preservation (pp.4-5)
- 2) Sustainability Policy on Purchasing (p.5)

4. Promoting Sustainable Communities

- We contribute as much as possible to the development of sustainable communities.
- In collaboration with our customers and business partners, we support community development initiatives that are respectful of local customs, values, and livelihoods.
- We embrace diversity, equity and inclusion (DEI), strive to furnish reasonable accommodations, and actively seek to contribute to the creation of a society in which everyone is afforded the opportunity to realize their fullest potential regardless of age, gender, sexual orientation, gender identity, nationality, creed, disability, etc.
- We support 'buying local' and seek to nurture the unique tangible and intangible cultural heritage and local lore of every community in which we operate.
- By bringing people, places and possibilities together, we deliver solutions that contribute to area enhancement, human resource development and the creation of vibrant, sustainable communities.

* See attached Specific Policies per Theme for the JTB Global Marketing & Travel Inc. Sustainability Policy below
3) Sustainability Policy on Destinations (areas visited) (p.5)

5. Sustainable Service Delivery through Value Chain Partnering

- We view our business partners and their employees as important allies in the journey towards sustainability.
- We seek to deliver convenience, comfort, enjoyment, and value to our customers while respecting people's livelihoods, traditions, biodiversity, the environment and natural resources (water, energy, etc.) in every locality in which we conduct business. We are mindful of the impact of our operations on local culture and customs and work closely with our business partners to promote sustainable industry practices.
- We share and promote our Sustainability Policy with our business partners to enhance sustainability across the supply chain.
- We are eager to work with sustainability-minded business partners and actively recommend/promote their products and services to our customers.

* See attached Specific Policies per Theme for the JTB Global Marketing & Travel Inc. Sustainability Policy below
4) Sustainability Policy on Accommodation (pp.5-7)
5) Sustainability Policy on Transport Services (p.7)
6) Sustainability Policy on Activities (pp.8-10)
7) Sustainability Policy on Accompanying Staff (p.10)

6. Creating an Inclusive, Fair and Sustainability-Oriented Work Environment

- We respect the rights and dignity of all of its numerous stakeholders. We do not tolerate forced labor or child labor. We strive to create a safe, healthy and inclusive work environment for JTB Group colleagues and our business partners.
- We are committed to eliminating commercial, sexual and all other forms of exploitation and harassment from our value chain. We are particularly attentive to the rights and concerns of women, children and minorities.
- We value diversity/inclusion, treat all stakeholders with integrity and fairness, and promote digitalization and the effective use of technology. We are committed to the health and quality of life of every member of our workforce.
- We are always prepared to listen to the concerns and expectations of our colleagues. We deal fairly with complaints and reports received from both inside and outside the organization and use feedback to enhance our workplace environment.
- We create sustainability training opportunities for our business partners in order to actively encourage sustainability awareness and engagement.

[Click here](#) to download a copy of our Specific Policies per Theme.

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Specific Policies per Theme for the JTB Global Marketing & Travel Inc. Sustainability Policy

1) Sustainability Policy on Environmental Preservation

We commit to addressing the following issues to counteract climate change and protect the environment with due consideration for global resources.

(1) Reduction in disposable and consumable commodities

I. Reduce = Curb generation of waste

- Use eco-bags to reduce plastic bag waste.
- Use one's own bottles and cups, etc. to reduce plastic bottle waste.
- Use ceramic or reusable plates and utensils, biodegradable or plant-derived plastics instead of plastic and polystyrene products. (Use cans, glass bottles, and straws made of paper, wood, or bamboo, etc.)
- Decline unnecessary wrapping to reduce use of wrapping paper.
- Avoid leftovers. (Reduce food waste.)
- Reduce unnecessary printing. (Minimize printed pamphlets, provide digital documentation, view meeting materials on screens, use double-sided printing for internal use as far as possible, reduced size and monochrome printing, etc.)
- Do not waste paper towels and toilet paper, etc.

II. Reuse = Ensure repeated usage (Reuse and re-use)

- Select products with returnable containers, and return them for re-use after consumption. (e.g., toner)
- Seek opportunities to re-use items (Participate in flea markets and suchlike, and re-use stationery: ballpoint pens, highlighters, mechanical pencils, erasers, sticky notes, rulers, scissors, cutters, glue, correction fluid, staplers, paper clips, double clips, plastic file folders, calculators, etc.)

III. Recycle = Converting waste products back into resources (recycling and reproduction)

- Sort out waste as instructed to ensure recyclable waste is thoroughly separated. (Plastic bottles, plastic bottle caps (donations), bottles, cans, cardboard, newspapers & magazines, batteries, etc.)
- Proactively use environment-friendly recycled products and Eco Mark-certified products.

(2) Reduce energy usage

- When arriving at the office, only turn on lights in the blocks necessary, and have the last person to leave each block turn off the lights in that block upon leaving.
- Ensure that lights and power for projectors and displays in unused meeting rooms are turned off.
- Ensure air-conditioner temperatures (cooling & heating) are set appropriately. (Room temperatures recommended by the Ministry of the Environment: 28°C in summer / 20°C in winter)
- Switch off computer displays when not used.
- Use electrical equipment's energy-saving mode if available.
- Use energy-efficient LED lighting.

(3) Reduce water usage

- Install water-saving faucets with flow restrictors.
- Use water-saving toilets, and set the minimum water volume to flush the toilet.
- Strive to save water whenever using the toilet, washing one's hands, or using the sink, etc.

(4) Reduce environmental load for employee travel

- Reduce travel as much as possible. (e.g., teleworking, and videoconferencing instead of business trips)
- Use the most sustainable means of transport possible. (Public transport, Shinkansen rather than flights. Etc)
Calculate and record CO₂ emissions based on the transport used for business trips and distance travelled, and share such data so as to reduce emissions
- Consider and implement carbon offsets regarding the aforementioned CO₂ emissions.
- Provide incentives to commute by bicycle.

2) Sustainability Policy on Purchasing

We commit to prioritizing the purchase of sustainable products and services as far as possible with due consideration for price, quality, and availability, as follows:

- Purchase the following types of products with certified sustainability on a preferential basis. Products with an Eco Mark or other certifications regarding its organic, Fair Trade, or resource conservation credentials, etc. (FSC, MSC, etc.), products that include donations, or are made locally or in disaster-afflicted areas, etc.
- Wherever possible, buy locally made products by local companies.
- Prioritize the use of ceramic or reusable plates and utensils, and biodegradable or plant-derived plastics, instead of plastic or polystyrene products. (Use of cans, glass bottles, and straws made of paper, wood, or bamboo, etc.)
- Decline unnecessary wrapping to reduce use of wrapping paper.
- Buy in bulk where possible to reduce packing materials and CO₂ emissions related to delivery.
- Purchase the most energy-efficient equipment possible with due consideration for functionality and price.
- Do not purchase illegal items or that threaten any flora or fauna indicated under the Washington Convention or on the IUCN Red List.

3) Sustainability Policy on Destinations (areas visited)

We commit to considering the sustainability of destinations during the selection and product development processes for new destinations. We strive to provide social and environmental benefits to the local communities at such destinations.

- Consider sustainability whenever selecting a new destination, and – depending on the circumstances – propose alternative destinations that are not mainstream and have yet to be developed.
- Do not select destinations where tourism may have a negative structural influence on the area in terms of biodiversity, waste disposal, sanitation, human rights, or securing medical care, water, energy, and food (except where corporate involvement would clearly have a beneficial and balanced effect).
- Consider selecting new destinations that are accessible via more sustainable means of transport.
- Comply with regulations governing protected areas and heritage sites. Also, adhere to all national, regional, and local destination management strategies.
- Support measures to improve relationships with accommodation facilities and local producers.
- Support sustainable destination plans and management regarding social and cultural issues, and encourage local governments to use natural resources (together with other travel agencies and stakeholders, as far as possible).
- Support the conservation of biodiversity, including in sanctuaries and areas with exceptional biodiversity, through funding, political support, and incorporation into products.
- Do not sell souvenirs that include endangered flora and fauna as designated under the Washington Convention or on the International Union for Conservation of Nature and Natural Resources' (IUCN's) Red List of Threatened Species, nor souvenirs that include historical or archaeological artifacts (unless legally permitted).

4) Sustainability Policy on Accommodation

This “Sustainability Policy on Accommodation” clearly specifies the basic expectations to ensure that business partners understand and jointly promote “sustainability” insofar as it applies to accommodation. It summarizes the main sustainability promotion points based on Criteria and Suggested Indicators for Hotels*¹ laid out by the Global Sustainable Tourism Council (GSTC).

*1: Global Sustainable Tourism Council (GSTC) Criteria and Suggested Indicators for Hotels

<https://www.gstccouncil.org/wp-content/uploads/GSTC-Industry-Criteria-for-Hotels-2022.pdf>

- (1) Legal compliance and protection of human rights
 - I. Conduct fair business practices, ensuring compliance with national laws, regional bylaws and local customs.
 - II. Work to ensure that there is no negative impact on the provision of basic public services, in terms of the soil, air, food, water, energy, healthcare, and access to public spaces in any areas of operation.
 - III. Ensure respect for human rights and economic and social justice by affording equal rights and establishing fair working conditions for all employees working at your facilities (herein, the term “employees” refers to permanent, temporary, dispatched, and contract workers).
 - IV. Respect and protect children’s rights. In Japan, this means the following:
 - Prohibition on child labor under 16 years old. Do not hire children younger than 16 years old.
 - Clearly specify and comply with operating rules for student internships.

- (2) Contributions to the community
 - I. Purchase and use local (prefectural, etc.) ingredients, foods, and crafts produced under fair trade and sustainability principles. (Promote local production and consumption.)
 - II. Consideration and provision of financial support and suchlike for local festivals and events.
 - III. Consideration and provision of donations and suchlike for local natural, cultural, and historical heritage.

- (3) Cultural and historical preservation in the community
 - I. Respect local art and architecture, elements of tangible and intangible cultural heritage within facilities, and support the people who conduct restoration, preservation, and transmission. For example, consider and implement the following measures:
 - Adopt elements of local art, style, and cultural heritage into the facility’s interior and exterior.
 - Adopt elements of local art, style, and cultural heritage into the facility’s furniture and equipment.
 - II. Provide and sell local souvenirs produced using sustainable methods reflecting the region’s history and culture.
 - III. Consider and implement measures to convey the region’s unique culture and tradition to guests, as follows:
 - Provide information about local customs and traditions to guests.
 - Include local traditional dishes and beverages on the menu, and explain their history and sustainable significance.
 - Provide information about local art, craftwork, music, and architecture to guests.
 - IV. Ensure that any renovation or construction work does not impinge on traditional ways of life and communities (such as access to fishing and agriculture).

- (4) Protection and maintenance of the environment and biodiversity
 - I. Reduce the use of plastics in compliance with the “Act on Promotion of Resource Circulation for Plastics”
 - Consider and implement measures to reduce the use of plastic bottles and other plastic products (e.g., straws, toiletries)
 - Consider and implement measures to install water supply facilities to allow customers to refill their own drinking flasks or bottles.
 - II. Promote 3R activities (Reduce, Reuse, Recycle) for waste processing and management by implementing the following measures:
 - Take steps to minimize all types of waste by understanding the waste volume and reducing waste volume compared to the previous year.
 - Initiatives to reduce food wastage.
 - Consideration and implementation of organic waste composting.
 - Thorough separation of waste, including recyclable items in compliance with regional regulations.
 - Initiatives to recycle plastic.
 - Ensure compliance with procedures and standards for waste management, handling, disposing and discharging of chemicals and other dangerous materials, and wastewater processing.
 - Monitor, manage and appropriately process any wastewater and solid waste generated, before discharge or disposal.

- III. Reduction in paper usage
 - Make use of digital pamphlets, and if pamphlets must be printed, use environment-friendly paper, such as those certified by FSC.
 - Minimize the use of paper for sales promotion documents. (Send PDFs by email, etc.)
 - IV. Consideration and implementation of measures to reduce and more efficiently use energy.
 - Energy efficiency initiatives, such as adopting energy-efficient equipment. (e.g., use of LED lighting)
 - Set up automated systems, such as to turn off lights.
 - Understand the current electricity usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
 - Understand the current gas usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
 - V. Reduced and more efficient water usage
 - Consider and install water-saving systems on western-style toilets and showers.
 - Measure the current water usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
 - VI. Minimize the use of chemicals known to harm or pose risks to one's health or the environment.
 - VII. Ensure that all activities involving animals are conducted appropriately as per internationally accepted animal welfare conditions.
 - VIII. Support the protection and preservation of biodiversity in forests and water resource areas in the vicinity.
 - IX. Ensure that no souvenirs, foods, or menu items offered for sale include any endangered flora and fauna as designated under the Washington Convention or on the International Union for Conservation of Nature and Natural Resources' (IUCN's) Red List of Threatened Species.
- (5) Action required in the event of serious violations of compliance or sustainability-related provisions
In the unlikely event of a compliance violation involving your company's business activities or a serious breach of the provisions on sustainability promotion as described in this policy, followed by failure to take appropriate remedial action, we may consult with you to review our business relationship.

*Recommendation to our customers of business partners who promote sustainability

We will recommend and propose business partners who implement sustainable measures to our customers. For example, we will recommend facilities that implement sustainable measures (especially those who acquire sustainability-related certification) to our customers (i.e., overseas agents).

5) Sustainability Policy on Transport Services

While giving due consideration to price, quality, and availability, we commit to prioritizing the recommendation of sustainable services to our customers as follows:

- Recommending environment-friendly means of transport to, from, and within the area being visited (including airports) to customers, with due consideration for distance, price, route, and comfort.
(E.g.) Consideration and recommendation of the following transport options so as to reduce CO₂ emissions:
Public transport, walking, cycling, or using hybrid, electric, fuel cell, or plug-in hybrid vehicles, etc.
Consider prioritizing travel by Shinkansen, or suchlike, instead of flights for short-distance travel.
- Arrange appropriately sized vehicles in accordance with the number of people per group.
- Use businesses who can ensure safety and quality in full compliance with the law and applicable regulations.
(E.g.) Proactively use charter bus companies certified under safety evaluation systems.
- Adopt efficient route for tours.
- We propose carbon offsetting options to customers by calculating and presenting the transport-derived CO₂ emissions as necessary.

6) Sustainability Policy on Activities

This “Sustainability Policy on Activities” clearly specifies the basic expectations to ensure that business partners understand and jointly promote “sustainability” insofar as it applies to our activities. It summarizes the main sustainability promotion points based on Criteria and Suggested Indicators for Tour Operators*¹ laid out by the Global Sustainable Tourism Council (GSTC).

*1: Global Sustainable Tourism Council (GSTC) Criteria and Suggested Indicators

For Tour Operators

<https://www.gstccouncil.org/wp-content/uploads/GSTC-Industry-Criteria-for-Tour-Operators-2022.pdf>

For Destination

<https://www.gstccouncil.org/wp-content/uploads/GSTC-Destination-Criteria-v2.0-2022.pdf>

- (1) Legal compliance and protection of human rights
 - I. Conduct fair business practices, ensuring compliance with national laws, regional bylaws and local customs.
 - II. Work to ensure that there is no negative impact on the provision of basic public services, in terms of the soil, air, food, water, energy, healthcare, and access to public spaces in any areas of operation.
 - III. Ensure respect for human rights and economic and social justice by affording equal rights and establishing fair working conditions for all employees working at your facilities (herein, the term “employees” refers to permanent, temporary, dispatched, and contract workers).
 - IV. Respect and protect children’s rights. In Japan, this means the following:
 - Prohibition on child labor under 16 years old. Do not hire children younger than 16 years old.
 - Clearly specify and comply with operating rules for student internships.
- (2) Contributions to the community
 - I. Purchase and use local (prefectural, etc.) ingredients, foods, and crafts produced under fair trade and sustainability principles. (Promote local production and consumption.)
 - II. Consideration and provision of financial support and suchlike for local festivals and events.
 - III. Consideration and provision of donations and suchlike for local natural, cultural, and historical heritage.
- (3) Cultural and historical preservation in the community
 - I. Respect local art and architecture, elements of tangible and intangible cultural heritage within facilities, and support the people who conduct restoration, preservation, and transmission. For example, consider and implement the following measures:
 - Adopt elements of local art, style, and cultural heritage into the facility’s interior and exterior.
 - Adopt elements of local art, style, and cultural heritage into the facility’s furniture and equipment.
 - II. Provide and sell local souvenirs produced using sustainable methods reflecting the region’s history and culture.
 - III. Consider and implement measures to convey the region’s unique culture and tradition to customers, as follows:
 - Provide information about local customs and traditions to customers.
 - Include local traditional dishes and beverages on the menu, and explain their history and sustainable significance.
 - Provide information about local art, craftwork, music, and architecture to customers.
 - IV. Ensure that any renovation or construction work does not impinge on traditional ways of life and communities (such as access to fishing and agriculture).
 - V. Draw up detailed guidelines for activities that include visits to native traditional communities and observation of their culture, and ensure the details are shared amongst the participants.
- (4) Protection and maintenance of the environment and biodiversity
 - I. Reduce the use of plastics in compliance with the “Act on Promotion of Resource Circulation for Plastics”
 - Consider and implement measures to reduce the use of plastic bottles and other plastic products (e.g., straws, toiletries)
 - Consider and implement measures to install water supply facilities to allow customers to refill their own drinking flasks or bottles.

- II. Promote 3R activities (Reduce, Reuse, Recycle) for waste processing and management by implementing the following measures:
 - Take steps to minimize all types of waste by understanding the waste volume and reducing waste volume compared to the previous year.
 - Initiatives to reduce food wastage.
 - Consideration and implementation of organic waste composting.
 - Thorough separation of waste, including recyclable items, in compliance with regional regulations.
 - Initiatives to recycle plastic.
 - Ensure compliance with procedures and standards for waste management, handling, disposing and discharging of chemicals and other dangerous materials, and wastewater processing.
 - Monitor, manage and appropriately process any wastewater and solid waste generated, before discharge or disposal.
- III. Reduction in paper usage
 - Make use of digital pamphlets, and if pamphlets must be printed, use environment-friendly paper, such as those certified by FSC.
 - Minimize the use of paper for sales promotion documents. (Send PDFs by email, etc.)
- IV. Consideration and implementation of measures to reduce and more efficiently use energy.
 - Energy efficiency initiatives, such as adopting energy-efficient equipment. (e.g., use of LED lighting)
 - Set up automated systems, such as to turn off lights.
 - Understand the current electricity usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
 - Understand the current gas usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
- V. Reduced and more efficient water usage
 - Consider and install water-saving systems on western-style toilets and showers.
 - Measure the current water usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
- VI. Minimize the use of chemicals known to harm or pose risks to one's health or the environment.
- VII. Animal welfare
 - Ensure that all activities involving animals are conducted appropriately as per internationally accepted animal welfare conditions and national and local regulations.
 - Work to ensure there is no negative impact on natural ecosystems by observing the code of conduct for hands-on experiences and activities that involve any contact with wildlife.
- VIII. Draw up detailed guidelines for activities centered on flora and fauna (e.g., diving, snorkeling, and other marine activities, such as whale and dolphin watching, wildlife observation, and visits to protected areas), and ensure that the details are disseminated to visitors.
- IX. Be sure to minimize any action that may impact the natural ecosystem.
- X. Ensure that the accompanying staff provide sufficient explanation about the protection and conservation of biodiversity in forests and water resource areas in the vicinity of such activities to visitors, and also proactively provide support. (Entrust this to local professional staff as far as possible.)
- XI. Ensure that no souvenirs, foods, or menu items offered for sale include any endangered flora and fauna as designated under the Washington Convention or on the International Union for Conservation of Nature and Natural Resources' (IUCN's) Red List of Threatened Species.

*(3) (4) Shared prerequisites

Do not provide services that may harm local residents, flora, fauna, or natural resources (e.g., water and energy), or which are not socially or culturally acceptable.

- (5) Action required in the event of serious violations of compliance or sustainability-related provisions
In the unlikely event of a compliance violation involving your company's business activities or a serious breach of the provisions on sustainability promotion as described in this policy, followed by failure to take appropriate remedial action, we may consult with you to review our business relationship.

*Recommendation to our customers of business partners who promote sustainability

We will recommend and propose activities that operate based on the above standards, especially activities and content that respect local traditional culture, animal welfare, and the environment to our customers (i.e., overseas agents). We will also recommend businesses who have acquired sustainability-related certification that demonstrate compliance with international GSTC standards.

7) Sustainability Policy on Accompanying Staff

We commit to providing accompanying guidance services as follows.

- Provide information and training for staff accompanying customers (i.e., licensed guide interpreter, foreign language speaking assistant/escort) to fully understand our sustainability policy and respond appropriately on site.
- Conclude contracts with qualified licensed guide interpreter.
- The following information regarding sustainability must be given to customers by accompanying staff.
 - Be considerate of global environmental conservation, appropriately dispose of waste, and also request that customers do so.
 - Provide information on the natural environment, regional culture (cultural customs, behavior, dress code), and cultural heritage in the area being visited to promote understanding.
 - Especially in places where care must be taken in terms of culture and ecology, a fulsome explanation must be provided to customers by staff, instructing them to comply with the detailed guidelines created by the areas being visited or the business operators who provide such activities. Also, assign local professionals as far as possible to provide detailed guidance.
 - From the perspective of promoting local production for local consumption, the option of using local restaurants and shops offering local specialties is also recommended.
 - Provide information on sustainable means of transport (e.g., public transport, such as trains, subways, and buses; and eco-vehicles (hydrogen, electric, and hybrid buses, etc.)) where available, or access on foot for the area being visited.
 - Provide information about opportunities to donate to charity organizations, or for the protection, conservation, and nurturing of natural resources, or tangible and intangible cultural resources at the area being visited, if applicable.
 - Provide information about any risks concerning safety and hygiene, and appropriate cautions for the area being visited.
 - Provide warnings and, where necessary, training opportunities to prevent sexual exploitation of minors.
 - Accurately convey information about applicable laws concerning the trade in historical or religious artifacts and goods made from endangered species of flora and fauna in the area being visited.
E.g.: Washington Convention; Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)
 - In the event of an emergency, follow the predetermined contact system and handling procedure.

JTB Global Marketing & Travel Inc.