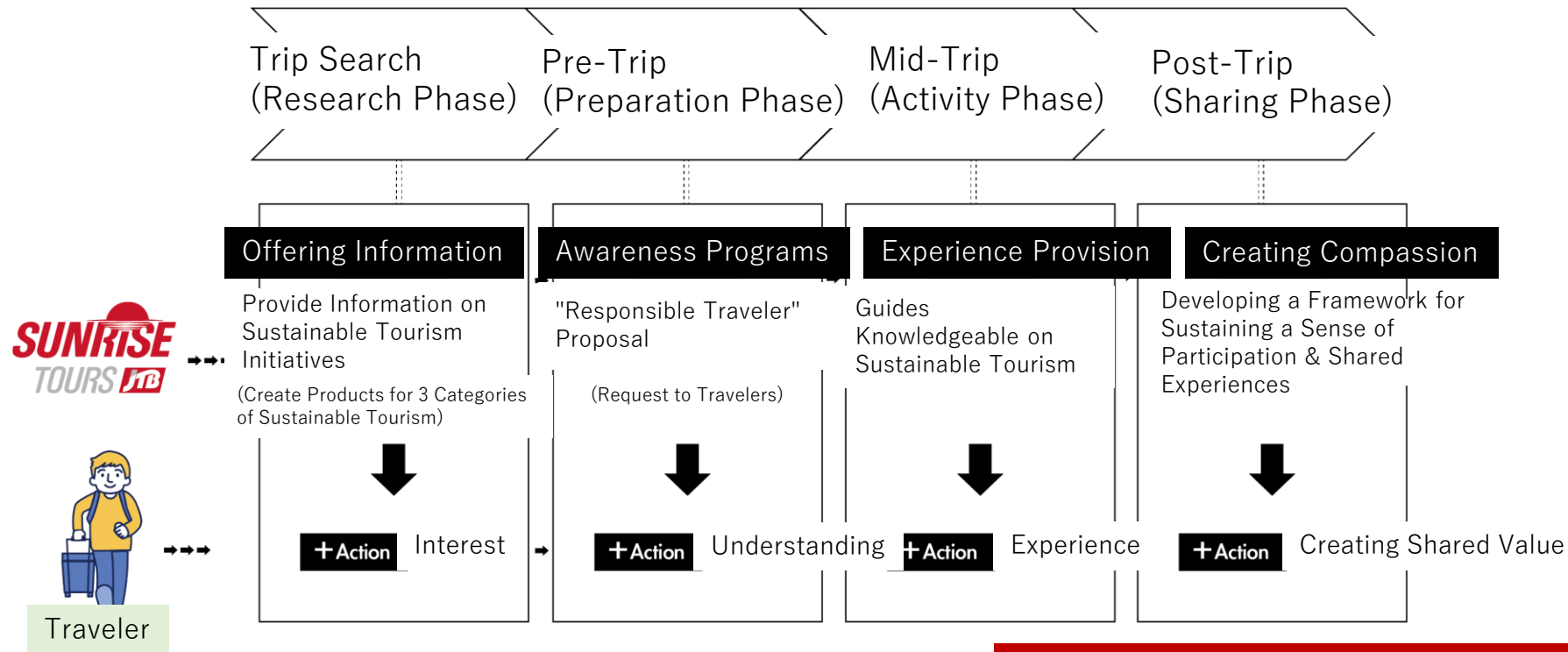


# How to be a Responsible Traveler

Sunrise Tours JTB promotes Sustainable Tourism.

It has become clear to us that achieving Sustainable Tourism is a task that cannot be accomplished by our efforts alone; it requires a commitment to responsible action from tour participants. We call for travelers to take concrete action in each of the 4 phases of travel.



**Responsible Travelers**

**Travelers Creating The Future of Travel Destinations**

\*1 Responsible Traveler: From "Tips for a Responsible Traveler" created by the World Committee on Tourism Ethics based on the United Nations World Tourism Organization (UNWTO) Global Code of Ethics for Tourism.

[https://unwto-ap.org/wp-content/uploads/2017/05/Tip-for-Travellers\\_web.pdf](https://unwto-ap.org/wp-content/uploads/2017/05/Tip-for-Travellers_web.pdf)

At Sunrise Tours, we define Responsible Traveler as a traveler who shapes the future of travel destinations, and we advocate this concept to travelers.

# 9 Actions Requested of Travelers



## 「Journeys We Want to Create with Customers」

<https://www.youtube.com/watch?v=jMv3pJrm00o>



We are working on raising awareness not only by posting on the website, but also by showing videos on board the tour vehicle.

## 9 Actions

1

Listen to the guide and learn about the culture and customs.

2

Support the local economy by considering products locally produced for local consumption.

3

Act with consideration for local residents.

4

Be considerate of the subject as well as location and surroundings when taking photos.

5

Try off-season travel and explore off the beaten path to avoid congestion and crowds.

6

Use your own bag when shopping.

7

Bring your own bottle for drinks.

8

Bring home any of your trash during the tour with you.

9

Take care of the scenery for future generations.

There is a board game for learning about Japan and how to become a responsible traveler, so feel free to download it and give it a try!