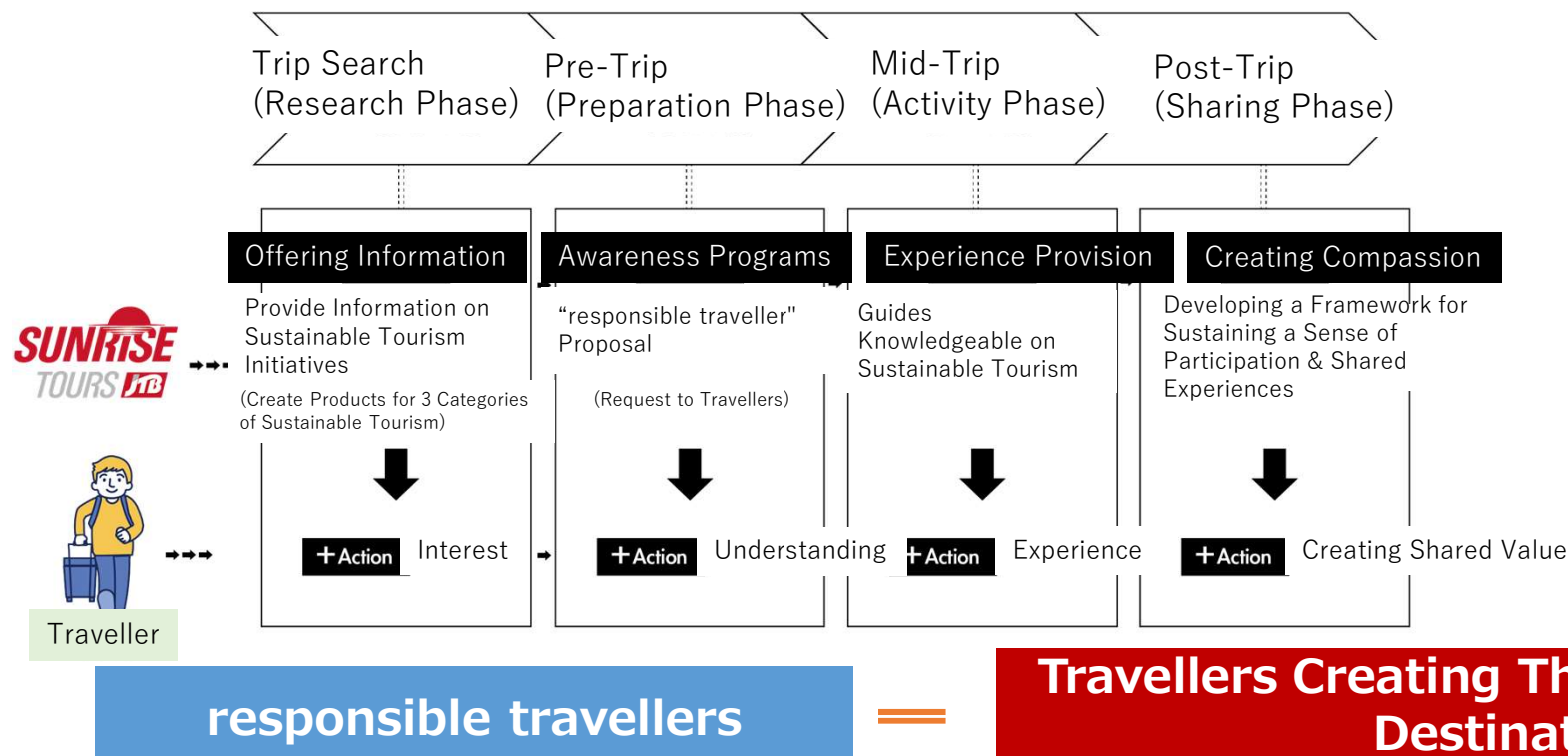


How to be a responsible traveller



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 travellers to take concrete action in each of the 4 phases of travel.



*1 responsible traveller: From "Tips for a responsible traveller" 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

At Sunrise Tours, we define responsible traveller as a traveller who shapes the future of travel destinations, and we advocate this concept to travellers.

9 Actions Requested of Travellers



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 traveller, so feel free to **download** it and give it a try!