



## 2021 TOP 100 GOOD PRACTICE STORY

Title of the Story: **Balancing tourism with measures to prevent infectious diseases and their spread**

Destination Name: *(include any state, province or region)*

City of Kyoto

Country: Japan

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Position: Kyoto City Tourism & MICE Office

Nomination Category: *(Please check the boxes that indicate the focus of your story)*

*Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.*

- Localizing the destination supply chain
- Decarbonizing the destination supply chain
- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Tourism Reset & Recovery

*Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".*

*Should you have any questions on your submission please refer to our FAQ page or contact [top100@greendestinations.org](mailto:top100@greendestinations.org)*

# DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

## Issues faced

*With the rapid increase in the number of tourists in recent years, there have been some tourism issues such as congestion and violation of manners in some tourist spots and transportation facilities. Furthermore, since January 2020, with the spread of COVID-19, many countries have imposed measures such as restricting overseas travel, with tourism demand in Japan also plummeting due to people refraining from traveling and going out. In 2020, the average occupancy rate at major hotels in the city (source: Kyoto City Tourism Association data, monthly report) decreased by 45.4 percentage points from the previous year to 35.8%, putting Kyoto tourism in a critical situation never experienced before.*

*In order to recover from this situation, it is necessary to ensure the safety and security of both citizens and tourists, and to prevent the reoccurrence of tourism issues such as congestion and violation of manners that occurred before the COVID-19 pandemic.*

## Methods, steps and tools applied

*In order to shift to tourism based on measures against infectious diseases and avoidance of the 3 Cs (Closed spaces, Crowded places and Close-contact settings), We have formulated guidelines for measures against infectious diseases. Stickers were issued to businesses (11,153 in the city) promoting measures based on the guidelines in order to heighten visibility of businesses following hygiene measures.*

*In addition, the city, in cooperation with the private sector, has devised new manners that correspond to the style of tourism in the age of sustainable tourism amid COVID-19 by disseminating "Kyoto Machiketto," a list of "etiquette guidelines" to follow when spending time in Kyoto. Furthermore, in order to visualize congestion in sightseeing areas and encourage tourists to go to places at times when they are not congested, we have been working on displaying crowd forecasts by time of day and area.*

## Key success factors

*With limitations on what the government could do on its own, we were able to quickly establish a cooperative system with the Kyoto City Tourism Association, a DMO, as well as with industry organizations involved in tourism and private businesses such as those in the accommodation and restaurant industries. This played an important role in solving problems.*

*In addition, the government set up an advisory team in collaboration with the tourism and public health sectors. Instead of the two sectors working on their own, they worked together to share information and provide effective support for infectious disease countermeasures to tourist businesses in the city used by tourists.*



## Lessons learned

*In order to heighten visibility of hygiene measures, it was necessary for a wide range of related parties, including restaurants and accommodation facilities, to unite and quickly implement the measures. We quickly coordinated with 23 industry organizations involved in Kyoto tourism to encourage each business to take action, and distributed explanatory videos on hygiene measures to expand the number of target businesses. As for visualization of congestion, it has become difficult to predict the degree of congestion as the situation changes daily due to the COVID-19 disaster. So we have responded by newly installing web cameras at tourist sites to distribute real-time images of congestion. In order to attain sustainable tourism that respects the local identity, it is important for tourists to observe good manners, as part of mutual respect with tourism businesses and citizens. We have formulated the "Kyoto Tourism Code of Conduct" as a standard that all parties should respect.*

## Results, achievements and recognitions

*Since the spread of the COVID-19 pandemic in January 2020, efforts have been made to shift to tourism based on measures to prevent infectious diseases and avoidance of the 3Cs. We have formulated the "Kyoto Model for MICE in a Society Amid COVID-19.". Leading to the hosting of Japan's first large-scale international conference in a society amid COVID-19, the 14th United Nations Congress on Crime Prevention and Criminal Justice (with approximately 5,600 registered participants from 152 countries), from March 7 to 12, 2021.*

*In addition, with the disappearance of inbound demand, we are working to promote Kyoto as a safe and secure city by publicizing Kyoto's measures to prevent the spread of infectious diseases to domestic tourists. In November 2020, the number of Japanese guests at major hotels exceeded that of the previous year (approximately 190,000, up 30.7%), showing a recovery.*

*We will continue to make efforts to realize more advanced and sustainable tourism that will respond to the strong recovery from this crisis and the post-corona era.*

## Additional references

**【Kyoto Tourism Promotion Plan 2025】**

<https://www.city.kyoto.lg.jp/sankan/page/0000282475.html>

**【Code of Conduct for Sustainable Tourism in Kyoto】**

<https://www.city.kyoto.lg.jp/sankan/page/0000277340.html>

**【Release of "Kyoto Sightseeing Comfort Level Map】**

<https://www.city.kyoto.lg.jp/sankan/page/0000277725.html>

**【Kyoto Machiketto】**

<https://www.city.kyoto.lg.jp/sankan/page/0000275559.html>

**【The Kyoto Model for MICE in the With Corona Society (2nd Edition)】**

<https://www.city.kyoto.lg.jp/sankan/page/0000284235.html>

