

MIND OUR TOURISM



Things to keep in mind
for Kyoto sustainable tourism



While it is important that tourists fully enjoy the charms of Kyoto, it is also important that tourism contributes to the local community and enriches the lives of the residents while respecting local culture. The Code of Conduct for Sustainable Tourism in Kyoto (Kyoto Tourism Code) has therefore been formulated as a list of things we wish for the tourism industry and its workers, tourists, and residents —thus, all who are involved in Kyoto tourism—to keep in mind in order to do each of their part with mutual respect in sustaining this invaluable city into the future. We request your understanding and cooperation to keep Kyoto the wonderful and amazing city that it is.

Then, let's try to answer the following quiz!

Do you know
the best way to tour **Kyoto**?

“Giving Souvenirs”



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京都市観光協会
KYOTO CITY
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The answer is written on the back

Which is the best way to tour Kyoto?

“Giving Souvenirs”

A

Buy a fancy souvenir and hand it over

B

Write an essay about the souvenir and hand it over along with the souvenir

C

Give souvenirs with some history and culture around it

Excellent!

Give a souvenir that represents the culture and its ideas,
not just the physical item itself,
and with your memories of your trip.



さてとサラダ
(イラストレーター)

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