

Tourism Policy of Kyoto

UNCRD/BMA Training Programme in Japan for
15th Intermediate Executive Bangkok Metropolitan Management Programme



17 March 2015
Tourism and MICE Office
Kyoto City Government



Kyoto City Basic Concept



Formulated in 17 Dec 1999

Chapter 1: Kyoto citizens' way of life

⇒ It is our responsibility for future generations to create a sustainable society that is in harmony with nature, by reviewing the urban civilization that is characterized by mass production, mass consumption and mass disposal.

- Sluggish growth of industry and tourism
 - Relocation of factories and universities out of Kyoto City
 - Lower capacity to create and disseminate its cultures
 - Hollowing-out of city centers
 - Decreasing old and quaint townscapes
- ➔
- Unprecedented "New Landscape Policy"
 - Tourism policy to make Kyoto a city that "everyone longs to visit"
 - Environmentally-advanced city with "beautification campaigns" and countermeasures against global warming

Making various efforts that would enable Kyoto City to lead Japan and the World

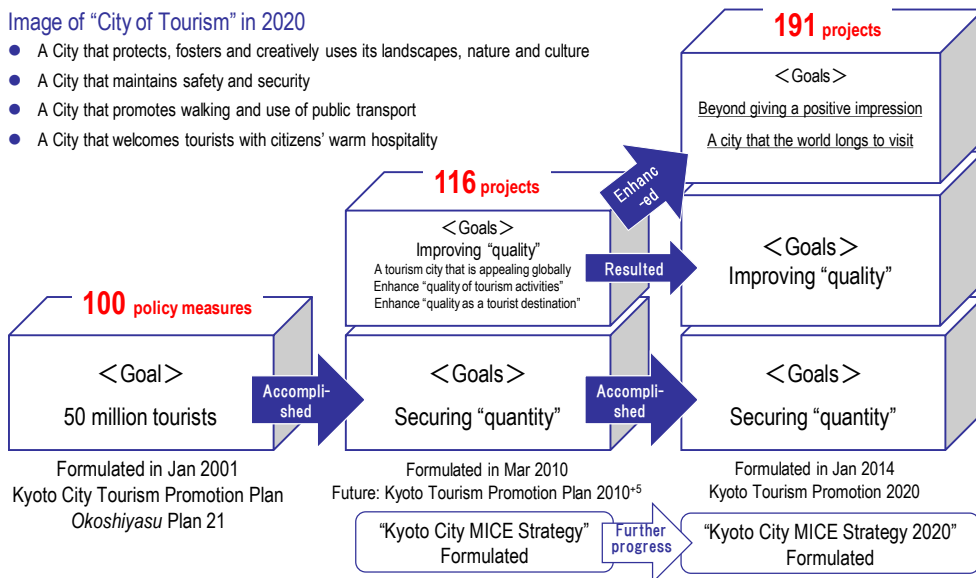


Tourism Promotion Plan of Kyoto City



Image of "City of Tourism" in 2020

- A City that protects, fosters and creatively uses its landscapes, nature and culture
- A City that maintains safety and security
- A City that promotes walking and use of public transport
- A City that welcomes tourists with citizens' warm hospitality



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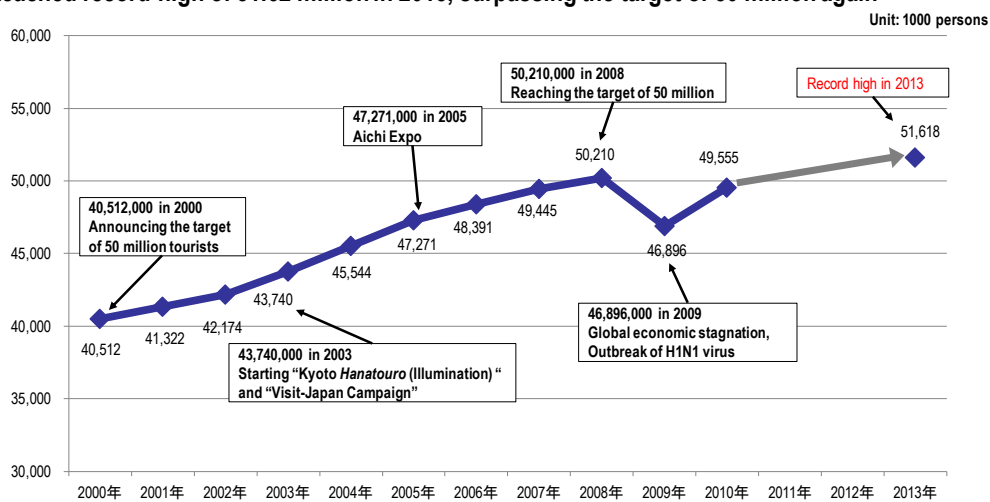
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Number of Visitors to Kyoto



Reached record-high of 51.62 million in 2013, surpassing the target of 50 million again



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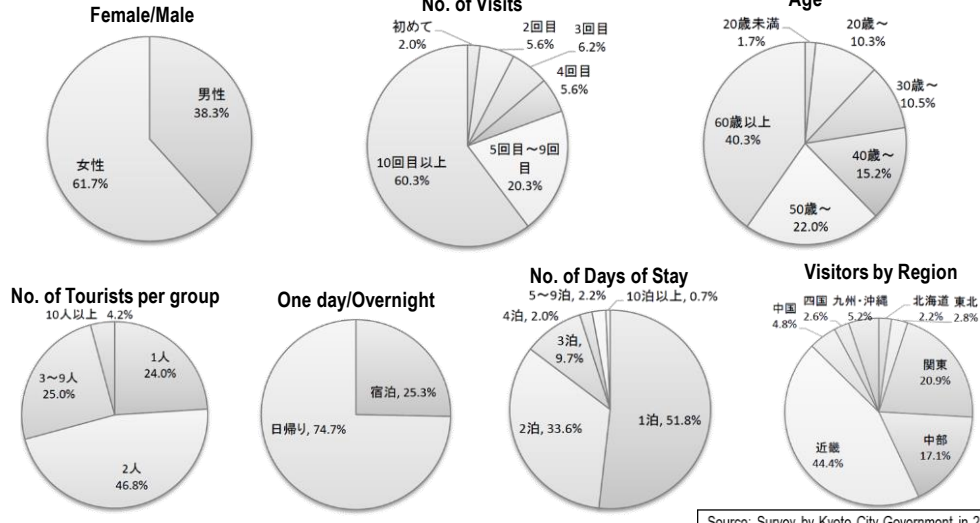
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Characteristics of Visitors to Kyoto



The Visitors who have visited more than five times account for 80% and 60% are older than 50 years old.



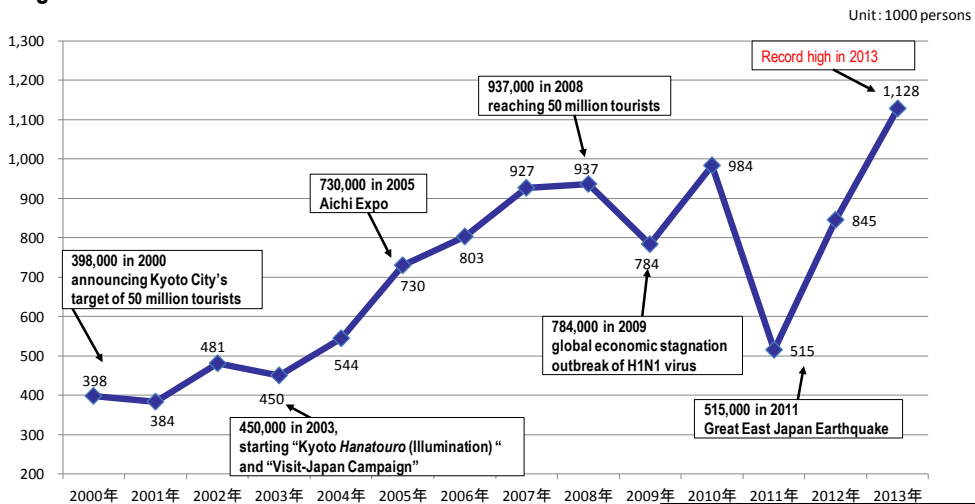
Source: Survey by Kyoto City Government in 2013



Number of Overnight Visitors to Kyoto



The number of overnight guests from abroad reached 1.13 million in 2013, that is 2.5 times of the figure in 2003.



Source: Survey by Kyoto City Government in 2013

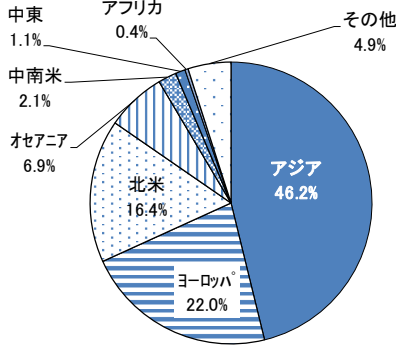


Trend of Foreign Tourists visiting Japan



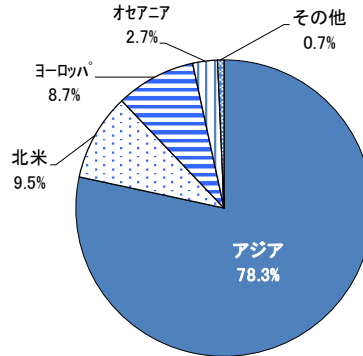
46.2% of the tourists in Kyoto came from Asian countries while 45.3% from Europe, North America and Oceania, which shows a different pattern from Japan as a whole.

Breakdown of foreign visitors to Kyoto in 2013



Source: Survey by Kyoto City Government in 2013

Breakdown of foreign visitors to Japan in 2013



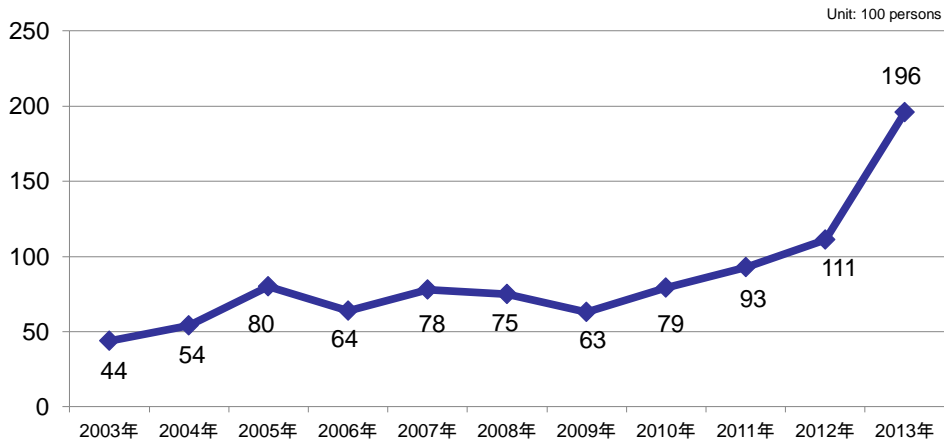
Source: Survey by JNTO in 2013



Number of Thai Visitors to Kyoto



The number of Thai visitors to Kyoto reached 19,600 in 2013, increasing over 4.5 times from 4,400 in 2003.



Source: Survey by Kyoto City Government in 2013



Responding to complaints and enhancing satisfaction

- **“Cleanliness of the city”** has received the highest-satisfaction level rating from foreign tourists

Keeping sightseeing in Kyoto safe and secured

- **Support measures for tourists in case of disasters/emergencies**

Comfortable city for residents



Highly satisfactory city for tourists



Measures Implemented for Mobility Management



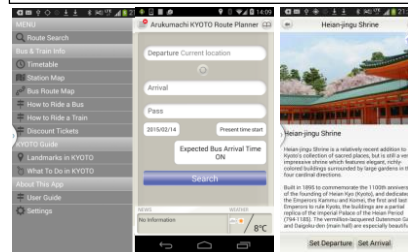
An Application for Walking in Kyoto City “Bus and Train Veteran”



In Japanese



In English





Signboards for Promoting “Walking of Tourists”



Projects for upgrading tourist information signboards

Targeting “tourists and residents” and encouraging them to “walk” and “use of public transport”

<Tourist information boards>



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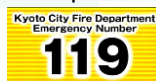
Multilingual Interpretation Service for Tourists



24-hour multilingual call center for tourists



24-hour multilingual interpretation system for 119



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Kyoto Official Travel Guide in 13 Languages

English, French, German, Spanish, Italian, Traditional Chinese, Simplified Chinese, Korean, Thai, Malaysian, Arabic, Portuguese and Russian



<https://www.facebook.com/visitkyoto>



<http://www.kyoto.travel/>



Kyoto Wi-Fi

**No need to get s code
24-hour service**

- locations of hot spots
at bus stops, subway stations,
7-Eleven stores, and public facilities
- Number of hot spots
706 hot spots





More Tax-free Shops in Kyoto



National Gov't Policy

- All consumable items have been tax-exempt since October 2014
- The number of tax-free shops has increased because of the revised Consumption Tax Exemption Program including more simplified tax-free procedures

Condition in Kyoto (as of April 2014)

- The number of tax-free shops is fewer compared with other major cities in Japan (178 in Kyoto City, 187 in Kyoto Prefecture out of 5777 shops located throughout Japan)
- Received low satisfaction with shopping in Kyoto according to the readers' poll conducted by a US travel magazine

Tax-free Shops in Kyoto

As of Apr 2014, **178 shops including closed ones** (Source: National Tax Agency)

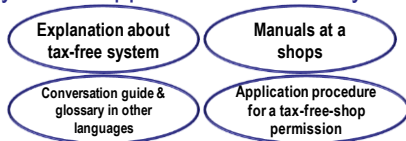
→ As of Oct 2014, **increasing up to 334 shops** (Source: National Tax Agency)

Future activities of Kyoto towards increasing the number of Tax-free shops

- To hold briefing sessions separately depending on scales and areas of shopping streets
- To make open a list of tax-free shops in Kyoto
- To prepare more information necessary for application procedure and shop operation



Kyoto's "support website for duty-free shops"



<http://hellokob.or.jp/menzei/>



"Multilingual interpretation services over the phone" for tax-free shops in 5 languages

英語・中国語（簡体・繁体）・韓国・朝鮮語・ポルトガル語・スペイン語



5ヶ国語対応

9 a.m. - 9 p.m.
7 days a week



"Halal Tourism" for Muslim Tourists



Hospitality = Accommodating Muslim tourists from their perspective
Required to provide comfortable and satisfactory traveling environment for Muslim people with adequate religious consideration to food, accommodation, prayers and souvenirs

What is "Halal"?

Halal means being permitted or lawful and following the Islamic guidelines of life such as dietary restrictions and the number of prayers (3-5 times a day).



Tourist Services based on Islamic Law

- ① Providing Halal meals
- ② Providing rooms for prayer
- ③ with Muslim hospitality

Efforts made for accommodating Muslim tourists in 2013

1. Market Research

Research on their preferences, how they see Kyoto, their religious customs

2. Providing information on website

Website for Muslim tourists in English, Arabic, Turkish and Malay

3. Organizing study meetings

Study meetings (of a three-part series) for restaurants, hotels, and temples in Kyoto City

4. Development of Souvenirs for Muslim tourists, "Kyoto x Hijab project"

Development of hijabs (veils that cover the hair and chest) in collaboration of companies and universities. Available at air ports as well as shops in Kyoto



Promotion of Universal Tourism



Improving traveling environment for anyone including the elderly and disabled

< Navigation for Universal Sightseeing in Kyoto >



universal tourism, enhanced concierge services, increased the number of model courses for the elderly and disabled

Enjoyable tourist activities for the elderly and disabled

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Promotion of Landscaping Policy



Preserve and create wonderful landscape of Kyoto City and hand it over to future generations in the next fifty or one hundred years

- ① Regulation of building height ② Regulation of building design ③ Preservation of vistaed and borrowed view
- ④ Outdoor advertisement regulation ⑤ Preserving and improving historical landscape

Before



(Sijo Street)

After



(Around Kawaramachi Sanjo)



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Preservation of Traditional Wooden “*Kyo-Machiya*” (Townhouses)



“*Kyo-Machiya*” symbolizes Kyoto’s history and culture and still supports citizens’ daily life



Spot garden



Townscape with tradesmen’s houses



Open-ceiling space

Ordinance for using and properly managing empty “*Machiya*” starts

The number of townhouses which have been unoccupied for long is increasing, which would lead to devitalization of their entire neighborhood and loss of their living style and culture. Policy measures under this ordinance should be taken in order to maintain Kyoto’s vitality and make the city stay as it is.



Promotion of Traditional Industries



Kyo-lacquerware



Kyo-dolls



Kyo-paper-fans

Promotion of Traditional Industries of Kyoto City (for example)

- Providing subsidies for renovating dilapidated facilities
- Organizing traditional, industrial product competitions for younger craftsmen
- Supporting for product development for foreign markets and attending overseas trade shows



Washoku, UNESCO Intangible Cultural Heritage



In December 2013, *Washoku* (traditional Japanese cuisine) has been added to the list of UNESCO's Intangible Cultural Heritage

Washoku

- Using various seasonal ingredients, in good nutritious balance and with low calories
- Food culture closely linked with annual traditional events in Japan
- Highly appreciated by other countries

Kyo-cuisine

- Symbolizing the Japanese food culture. We appreciate not only food cooked with locally-available fresh ingredients but also tableware and interior decorations through the five senses.

Unique city ordinance for making a toast with the Japanese Sake

- The first effort in Japan that promotes a deeper understanding of the Japanese culture through drinking Sake

Kyoto has a rich food culture such as *Washoku* and *Sake*

Disseminate the spirit of Japanese cuisine, including Kyo-cuisine, as a part of Japanese food culture through various opportunities including tourism

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New Systems for Utilizing Inheritances



◆ “Building and Garden System in Kyoto”

◆ “Intangible Cultural Heritage in Kyoto”



Former House of Mr. Hideki Yukawa (Sakyo-ku, Kyoto City) and other buildings/gardens have been selected



Cuisine culture of Kyoto



Kyoto entertainment districts

- Gion Kobu
- Miyagawa-cho
- Ponto-cho
- Kamishichiken
- Gion Higashi
- Shimabara

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Contents and Industry, Tourism



Efforts to win new fans of *Kimono*

Fashion Cantata from Kyoto



Kyoto Kimono Passport



Animation and Comics

Kyoto International Comics and Animation Festival



京まる 公式キャラクター「藤原(ともえ)ちゃん」
(C)藤原謙介/クロエクリエイティブ



Project for supporting for would-be comic artists



Kyoto International Comics Museum



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International Luxury Travel Market (ILTM)



Organizing International Luxury Travel Market (ILTM) to strengthen the Kyoto brand

ILTM

(International Luxury Travel Market)

- Business-to-business meeting for travel agents, luxury hotels and DMC targeting rich tourists
- "ILTM Cannes" held every year since 2002
- "ILTM Asia" in Shanghai since 2007
- "ILTM Japan" in Kyoto since 2013

- | | |
|----------|---|
| Jun 2010 | Promotion led by Mayor at Reed Travel Exhibitions |
| Jun 2011 | First pre-trip in Kyoto at ILTM Asia |
| Jun 2012 | Official pre-trips in 5 cities including Kyoto at ILTM Asia |
| Mar 2013 | First ILTM Japan held in Kyoto |
| Mar 2014 | Second ILTM Japan in Kyoto |
| Mar 2015 | Third ILTM Japan in Kyoto |



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Overseas Offices

