Gifu Sustainable Tourism Observatory
### Gifu Prefecture

**In the Center of Japan**

<table>
<thead>
<tr>
<th>Population※1</th>
<th>1.98 million</th>
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<tbody>
<tr>
<td>Land Area</td>
<td>10,621 km²</td>
</tr>
<tr>
<td>Classification</td>
<td>42 municipalities</td>
</tr>
<tr>
<td>Annual tourist arrivals※2</td>
<td>47.995 million</td>
</tr>
<tr>
<td>Annual overnight guests※3</td>
<td>Domestic : 5.644 million</td>
</tr>
<tr>
<td></td>
<td>Inbound : 1.66 million</td>
</tr>
</tbody>
</table>

※1 Ministry of Internal Affairs and Communications, "National Census" (as of October 2020)
※2 Gifu Prefecture, "Tourism Visitors Statistical Survey" (2019)
※3 Tourism Agency, "Lodging Travel Statistical Survey" (2019)
World Heritage Sites in Gifu Prefecture

Settlement of Thatched-roof Houses at Shirakawa-go
【UNESCO World Cultural Heritage: 1995】

Furyu Odori (Gujo Odori/Kanomizu no Kakeodori)
【UNESCO Intangible Cultural Heritage: 2022】

Ayu (sweetfish) in the Clear Waters of the Nagara River
【FAO GIAHS: 2015】

Japanese Handmade Washi Papermaking Techniques (Hon Minoshi)
【UNESCO Intangible Cultural Heritage: 2014】

Yama, Hoko, Yatai Events (Takayama, Furukawa and Ogaki Festivals)
【UNESCO Intangible Cultural Heritage: 2016】
In order to preserve appealing regional resources such as nature, history, and traditional culture, which are the strengths of the prefecture, and utilize them for tourism, we will promote monitoring using indicators and initiatives to improve sustainability in cooperation with various stakeholders. By so doing, we will aim to become a destination chosen by the world as a sustainable tourism destination that is “a great place to live and a great place to visit.”

**Vision and Measures**

1. Establishment of collaboration system involving all sectors of the prefecture
2. Promotion of community-based initiatives
3. Operation of PDCA cycle
4. Development of promotional activities
Establishment of Collaboration System Involving All Sectors of the Prefecture

① Tourism-related industries
Accommodation providers, tourism business operators, transportation operators, travel service providers, etc.

Involvement and Collaboration
Gifu Prefecture Tourism Federation (DMO)

② Sectors other than the tourism sector
Related businesses, public institutions, research institutions, etc. of the sectors other than tourism (Industry, environment, culture, agriculture, forestry, fisheries, welfare, SDGs, etc.)

Collaboration and Information Sharing
Gifu Prefectural Government Related Departments
Taking part in planning
Collaboration Meeting

DMO Stakeholders’ Meeting
(Stakeholders’ Workshop)
Reporting and proposals

DMO Promotion Committee
(Local Working Group)

Gifu Prefecture Department of Tourism and International Affairs
《Point of contact for INSTO, operation and management》

Exchange of opinions
Cooperation and provision of information
Organizing
Annual report information transmission
Information sharing
Green Destinations (Netherlands), an international certification organization, selects the Top 100 sustainable tourism destinations from among the world’s tourism destinations that have made entries. In Gifu prefecture, “Shirakawa Village,” “Nagara River Basin,” and “Gero City/Gero Onsen” have been selected 3 years in a row in 2000, 2001, 2022 respectively.

Shirakawa Village (2020)
Nagara River Basin (2021)
Gero City/Gero Onsen (2022)
Promotion of Community-based Initiatives
~NEXT GIFU HERITAGE~

In order to become a choice world sustainable tourism destination, Gifu Prefecture certifies the sites and tourism programs as “NEXT GIFU HERITAGE” according to its own certification standards incorporating the Global Sustainable Tourism Indicators, “GSTC-D.”

Accreditation Committee
of the UNWTO RSOAP,
external knowledgeable persons

Exchange of opinions with the community
Field surveys

Certification Requirements
① Social, economic and environmental sustainability
② Expected to attract visitors from Japan and abroad
③ Aiming to obtain international recognition

Certification Criteria
28 items incorporating GSTC-D and Gifu Prefecture’s unique characteristics

Development of certification criteria
Narrowing down the candidates for certification
(Exchange of opinions and advice with local communities, field surveys)
Promotion of Community-based Initiatives
~NEXT GIFU HERITAGE~

①The Land of Natural Wonders ～Hida–Osaka Waterfalls and Hot Springs  (Gero City)
Promotion of Community-based Initiatives
~NEXT GIFU HERITAGE~

② The Land of Timeless History
～Visit to Ena Iwamura’s Mountain Castle Ruins, Old Town, and Rural Scenery（Ena City）~
Operation of PDCA cycle ~Indicators~

**ECONOMY**
- Destination’s economic benefits
- Tourism seasonality
- Employment

**SOCIETY and CULTURE**
- Governance
- Accessibility
- Local satisfaction with tourism
- Cultural preservation ★

**ENVIRONMENT**
- Water resource management
- Sewage treatment
- Actions for climate change
- Solid waste management
- Energy management
- Conservation of natural environment ★

- Areas of issue added independently by Gifu Prefecture
  - Preservation of traditional arts
  - Utilization of Cultural Heritage
  - Preservation of World Agricultural Heritage
  - Conservation of the natural environment
  - Utilization of natural resources
  - Green tourism

GIFU
Timeless Japan, Naturally an Adventure

★ Areas of issue added independently by Gifu Prefecture
Thank you

Official Tourism Website “Visit Gifu” https://visitgifu.com/