



November 29, 2024

Japan Tourism Agency

### Introducing “Travel Etiquette for the Future” and “Tourism Pictograms”

#### Advancing Sustainable Tourism through the Promotion of Travel Etiquette and Related Initiatives

##### Overview

The Japan Tourism Agency supports the production and distribution of manners awareness videos, printed materials, and pictograms about travel etiquette for tourists visiting Japan. Inbound tourism has rapidly recovered in the last few years and is now exhibiting strong growth. With the increase in tourists, instances of inappropriate behavior have risen in some regions of the country.

To address this problem, the Japan Tourism Agency has undertaken two new initiatives—“Travel Etiquette for the Future” and “Tourism Pictograms”—to encourage the kind of courteous and considerate behavior that is expected of all travelers in Japan. The content in the materials described below is informed by input from experts, local governments, relevant businesses, and other parties.

##### Travel Etiquette for the Future

Poster and guidebook (available in 5 languages) featuring 7 examples of appropriate conduct and polite behavior that we encourage tourists, including non-Japanese visitors, to keep in mind when traveling.



(Poster)

##### Tourism Pictograms

Pictograms to illustrate prohibited actions (14 pictograms) and recommended actions (8 pictograms), along with supplementary notations in 5 languages.



Private Property:  
Do not enter



Transfer to public  
transport here



Be alert when  
taking photos



Store your luggage for  
hands-free sightseeing

The Japan Tourism Agency, in collaboration with relevant parties, encourages the use of this content on social-media platforms, on travel information and booking websites, and at tourist attractions to raise awareness of proper behavior when traveling. A dedicated website will also be updated periodically with examples demonstrating the use and effectiveness of this content.

In addition to a web page (available in five languages) for promoting the above content to tourists, the Japan Tourism Agency provides free downloads of these posters, guidebooks, and pictograms. We encourage local governments, DMOs (destination marketing organizations), and interested businesses to actively use these resources.

【Dedicated Website URL】

- Page for tourism-related businesses, etc. : <https://responsible-traveler.go.jp/>
- Page for tourists : <https://responsible-traveler.go.jp/en.html>



(Dedicated Web Page)

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\*Please replace "★" with an "@" mark.