



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: **Toward the Promotion of Sustainable Tourism –Enactment of the Kinomata Park Ordinance**

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

Country: **Japan**

Submitter name: **Yoshinori Yamaguchi**

Email address: **y.yamaguchi02@city.nasushiobara.lg.jp**

Position: **Chief, Commerce, Industry and Tourism Division, Industry and Tourism Department, Nasushiobara City**

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

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

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

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

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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

Nasushiobara City is located in northern Tochigi Prefecture and has two different types of hot springs: Shiobara Onsen and Itamuro Onsen. Shiobara Onsen-kyo has a history of more than 1,200 years since its establishment, and the abundant quality of its hot springs is an attraction. It has been visited by many literary giants and aristocrats, and has high historical value as the official residence of the Emperor Taisho was built here. Itamuro Onsen is known as "Shimono no Yakuyu," or "the medicinal hot spring of Shimono," and in 1971 was designated as a national recreational hot spring resort, making it a suitable hot spring for therapeutic bathing. Nasu Shiobara City is located only two hours from the Tokyo metropolitan area, but most of the city is located in Nikko National Park, and is a popular natural tourist destination, especially in the Tokyo metropolitan area. The "Kinomata Park," with its clear, crystal-clear water that extends all the way to the bottom of the river, has become a popular spot that attracts many tourists during the summer months, especially in conjunction with the recent outdoor recreation boom. However, with the increase in the number of tourists, problems have arisen, such as traffic congestion due to lack of parking spaces and environmental degradation due to poor user etiquette, including dumping of garbage. Police have had to be dispatched in many cases, and a solution has been sought.

What was the problem/issue solved with the good practice?

Methods, steps and tools applied





Traffic congestion is a constant hazard due to unauthorized parking on the shoulder of the road and the shape of the road near the Kinomata Park. In addition, littering, leftover food from barbecues, dumping of charcoal into the river, and open fires have caused environmental degradation, which has been addressed through regular volunteer trash pickups and patrols, but these efforts have been limited. This situation has been a constant for several years, and local residents have requested improvements. To counter the traffic congestion, a detour route was set up and security guards were posted to improve the situation. To address environmental degradation, including littering, the local organization, Itamuro Hot Springs Revitalization Committee, the Ministry of the Environment, and Tochigi Prefecture have cooperated to patrol the area and pick up litter. However, these measures have not resulted in a drastic solution, and it has been difficult to implement further solutions and regulations under the current system and system. Therefore, the committee decided to enact an ordinance to clarify the rules for the use of the Kinomata park land.

How was the good practice implemented?

Key success factors

The framework of the ordinance clarifies prohibited and restricted activities, as well as the charging of parking fees only during the summer season, with the proceeds to be used for the management and preservation of the Kinomata parklands. Prohibited activities include the use of fire and the generation of noise that may affect the ecosystem. Since the Kinomata Park is part of a national park, a national forest, and a river area, and since the laws and ordinances governing each of these areas do not contain provisions restricting such activities, it was decided to establish this ordinance as a supplementary ordinance. In addition, cooperation with the police was essential to eliminate on-street parking, which is one of the causes of traffic congestion, and after several rounds of discussions, it was decided to establish a no-parking zone in the vicinity of the Kinomata Park.

What helped you tackle the issues?

Lessons learned





It is important to note that the city is not only enacting ordinances, but is also working in concert with related administrative agencies. The city recognizes that enacting an ordinance alone will not lead to a drastic solution, but that a solution can be achieved through concerted efforts such as the establishment of no-parking areas and enhanced patrols by the police, and support from the Ministry of the Environment. And the core of this effort was the enthusiasm of local businesses. The desire to pass on the beauty of the Kinomata Park to their children, grandchildren, and future generations led to voluntary conservation activities, which in turn led to the enactment of the ordinance. We recognize that this is truly tourism management with the participation of local residents.

While implementing the Good Practice what challenges were faced, and how were they overcome?

Results, achievements and recognitions

The ordinance will go into effect on July 1, 2022, and no qualitative or quantitative data are available at this time. However, the enactment of this ordinance and the steps taken by the public and private sectors to work together toward the preservation of the Kinomata Park are a major step forward. In addition, we believe that the fact that the city was able to take measures to improve the situation after establishing a system to preserve the tourist site by asking tourists to bear a certain burden can serve as a model for future management of tourist attractions in Nasu Shiobara City. Furthermore, similar cases of natural tourist attractions due to poor visitor manners and other factors exist throughout Japan, and this is a problem that needs to be addressed. The enactment of this ordinance is a leading initiative in Japan and can serve as a model case. We will continue to make further efforts to become a sustainable tourist destination.

What were the qualitative and quantitative results of the good practice?

Additional references





Provide links to further information. Pictures and videos should be available for download either from YouTube,

- ① Ministry of the Environment Consultation Progress
- ② Progress of Forestry Agency Consultation
- ③ Progress of the Otawara Public Works Office Consultation
- ④ Result of Public Comment
- ⑤ Shimono Shimbun article
- ⑥ Signboard for use of fees
- ⑦ Warning signs
- ⑧ Photo of Kinomata Park

Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).