

Guidelines for Tourism Businesses in Hakuba Village

Guiding Principles for Sustainable Excellence in Destination



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1. Purpose of the Guidelines

These guidelines define the obligations and recommended actions that tourism businesses in the region should jointly undertake in order to promote the development of an attractive tourism destination. They serve as a guide for achieving sustainable and quality-oriented destination management.

From the perspectives of safety and security, community coexistence, and conservation of local resources, the following action principles and initiatives are presented. As partners in nurturing Hakuba's future together, we ask for the understanding and proactive implementation of these initiatives by all businesses operating within the village.



2. Basic Action Principles

I. Destination Development that Enhances Residents' Quality of Life

- Establish systems that allow residents to benefit from Hakuba Village being a tourism destination and to take pride in their community through tourism.
- Create mechanisms through which both residents and visitors can enjoy and conserve Hakuba's natural environment and culture.
- Realize stress-free, environmentally conscious transportation systems that are comfortable and accessible for both residents and visitors.

- Strengthen disaster prevention, mitigation measures, and crime prevention systems to ensure the safety of both residents and visitors.

II. Appropriate Conservation and Development Control to Maximize Hakuba Village's Appeal

- Achieve a balance between daily life and tourism development while protecting the natural and living environments of Hakuba Village.
- Clarify the rules and awareness necessary to preserve Hakuba's appeal for future generations, and promote unified action among businesses, residents, and visitors.
- Develop improvement policies and plans based on objective data and logical foundations.

III. Sound Structural Reform of the Tourism Industry in Hakuba Village

- Strengthen the creation of attractions across diverse seasons and areas to achieve a year-round resort destination.
- Promote both the strengthening of business foundations and the improvement of workers' living environments to support the sustainable growth of tourism-related businesses.
- Encourage reinvestment in and effective use of existing facilities and assets to enhance the quality of tourism.
- Promote tourism DX (digital transformation) to improve regional productivity through analysis of tourist behavior and accommodation demand forecasting.

- Effectively utilize tourism-related financial resources to establish a sustainable tourism management framework.

IV. Showcasing Hakuba's Unique Appeal to the World

- Create content that allows visitors to experience Hakuba as birthplace of minshuku (family-run inns) and mountaineering culture, while preserving, utilizing, and passing on Hakuba's unique attractions such as hot springs, food, and lifestyle experiences available only here.
- Implement initiatives toward achieving zero carbon emissions and restoring biodiversity to pass on Hakuba's exceptional mountain natural environment to future generations.
- Conduct strategic promotions that emphasize the quality of visitors and foster positive, long-term relationships.
- Build an integrated and sustainable tourism promotion framework by strengthening collaboration among all stakeholders in the village and clearly defining their respective roles in order to realize the Hakuba Village Destination Management Vision.

3. Specific Initiatives

① Legal Compliance and Safety Management

- **Mandatory Collection of Guest Information <Accommodation Providers>**

Under the Hotel Business Act, accommodation operators are legally obligated to accurately obtain, record, and retain specific guest information. This is required for infectious disease control, counterterrorism measures, and confirming safety during emergencies. Required information includes name, address, occupation, age, gender, dates of arrival and departure, and for foreign guests, nationality and passport number, verified through identification. Accommodation operators must maintain a guest registry and submit it upon request by authorities. Failure to do so may result in fines of up to JPY500,000.

➤ **Compliance with the Hotel Business Act <Accommodation Providers>**

Any business that provides lodging for a fee must obtain permission from the prefectural governor and strictly comply with hygiene standards, facility standards, and operational standards. Operating without permission is subject to penalties.

➤ **Compliance with Basic Laws Applicable to All Businesses**

Businesses are required to comply with all applicable laws, including the Industrial Safety and Health Act, Civil Code, Commercial Code, Companies Act, Act on the Protection of Personal Information, tax laws, and other laws relevant to their industry, such as the Food Sanitation Act, Entertainment Business Act, Building Standards Act, Fire Service Act, Labor Standards Act, and Travel Agency Act.

➤ **Compliance with and Promotion of Local Manners Ordinances**

Businesses must comply with the Hakuba Village Local Manners Ordinances and the Ordinance for Creating a Comfortable Environment, and promote compliance among tourists and employees through visible postings and explanations at check-in.

【Hakuba Village Local Manners Ordinances】

<https://www.vill.hakuba.lg.jp/gyosei/soshikikarasagasu/somuka/somukakari/manner/7232.html>

➤ **Thorough Guidance on Preventing Drunk Driving**

Drunk driving is a serious crime that can cause tragic accidents. Businesses must ensure thorough awareness and prevention among guests and employees. Alcohol service providers must, at the time of serving, confirm that the customer does not intend to drive, and must strictly refrain from serving alcohol to anyone who will be driving. In addition, as stipulated in the Hakuba Village Local Manners Ordinances, providing alcohol to intoxicated persons or serving excessive amounts of alcohol – even to individuals who are not drivers – constitutes a violation of the ordinance.

➤ **Compliance with and Promotion of Driving Manners and Traffic Rules**

To prevent traffic accidents and promote safe driving habits, businesses should promote compliance with traffic rules, including prohibitions on distracted driving, speeding, and signal violations, ensuring safe following distances, exercising caution when driving on snowy roads, yielding to oncoming traffic, not overtaking snowplows, and avoiding illegal parking.

➤ **Prevention of Illegal Taxi (Unlicensed Taxi) Use**

Unlicensed taxi operations violate the Road Transportation Act and are subject to criminal penalties, with no compensation coverage in case of accidents. Visitors should be encouraged to use licensed taxis with green license plates. Ride-sharing services operated under legal frameworks are distinct from illegal taxis.

➤ **Advance Guidance for Car and Rental Car Users**

With the increase in international visitors, accidents involving rental cars have risen, especially during winter. Visitors should be informed in advance to use 4WD vehicles with winter tires and to follow safe driving practices on snowy roads, including avoiding sudden maneuvers and preparing for whiteout conditions.

【Winter Season Driving Rules】

https://www.vill.hakuba.lg.jp/material/files/group/2/WinterSeasonDrivingRules_EN.pdf

➤ **Confirmation of HAKUBAVALLEY Safety Tips**

Important safety information for enjoying snow sports in Hakuba Valley is available on the HAKUBAVALLEY website. Businesses should ensure that visitors are fully informed of these safety precautions.

【HAKUBAVALLEY Safety Tips】

<https://www.hakubavalley.com/safetytips/>

② Disaster Prevention and Crisis Management

➤ **Guidance on Evacuation shelters and Evacuation Routes in the Event of a Disaster**

If a disaster or other emergency occurs during guests' stay and evacuation becomes necessary, it is essential to provide clear guidance on evacuation routes within the facility and to encourage safe evacuation to designated shelters shown on the Hakuba Village Disaster Hazard Map.

Businesses should review the Hakuba Village Tourism Disaster Prevention Manual and ensure thorough advance preparation, including measures and training. For international visitors, multilingual signage and guidance using pictograms may be required in some cases.

【Hakuba Village Tourism Disaster Prevention Manual】

https://www.vill.hakuba.lg.jp/gyosei/gyoseijoho/gyosei_sogokeikaku/bosai/7589.html

➤ **Encouragement to Download Disaster Prevention Apps**

To encourage tourists to download disaster prevention apps, businesses are requested to recommend multiple information channels, such as the Japan Tourism Agency-supervised app for international visitors, “Safety Tips,” as well as Hakuba Village’s official disaster prevention app, “Hakuba Village Disaster Prevention Navi.”

【Disaster Prevention Apps / Subscription-Based Alert Emails】

<https://www.vill.hakuba.lg.jp/gyosei/soshikikarasagasu/somuka/somukakari/11/8164.html>

➤ **Cooperation in Efforts to Alleviate Congestion**

Temporary and excessive concentration of visitors not only reduces business efficiency but also causes significant disruption to the daily lives of local residents. In addition, congestion may hinder evacuation and other emergency responses in the event of a disaster.

By working together with residents, businesses are encouraged to promote the dispersion of visitors by time, location, and season, aim for year-round leveling, and enhance visitor satisfaction – an important perspective for achieving a sustainable resort destination.

➤ **Securing Transportation and Shuttle Services**

Transportation options within the village, including public transportation, are limited. Especially during peak seasons, congestion and shortages occur, which also affect local residents. Businesses are requested to secure their own transportation or shuttle services for own guests.

In addition, areas around stations and terminals tend to become congested; therefore, please adjust pickup and drop-off times appropriately and strictly avoid illegal or nuisance parking. Failure to do so may result in serious situations, such as emergency vehicles being unable to pass.

➤ **A Perspective that Approaches a Broad and Diverse Range of Markets**

Strategies that target only a limited number of markets involve risks due to factors such as the spread of infectious diseases, international conflicts, natural disasters, or the end of tourism booms.

To ensure that an appropriate number of visitors continue to come to Hakuba Village in a sustainable manner over the long term, businesses are encouraged to consider strategies that take a well-balanced and diversified market approach.

③ **Media Relations and Information Dissemination**

➤ **Dissemination of Reliable Information**

From the perspective of effective promotion, it is important to regularly disseminate information that conveys the attractions of the region.

By avoiding exaggerated expressions and misinformation, and by striving to provide accurate, careful, and reliable information, businesses can help enhance the regional brand and increase the number of preferred repeat visitors.

➤ **Appropriate and Responsible Media Relations**

In recent years, issues such as selective reporting, excessive coverage, and the spread of negative information through social media have become concerns. Such coverage poses a risk of damaging the brand image of the region. Therefore, except for clearly defined promotional activities, businesses are encouraged to respond cautiously to media inquiries, including carefully confirming the purpose and details of interviews, or, where appropriate, declining requests for coverage. In addition, as information disseminated through individual social media accounts may be picked up and amplified, businesses should give due consideration to the potential impact on others and on the local community when sharing information.

④ **Sustainability and Environmental Consideration**

➤ **Reduction of Waste**

Please promote waste separation by utilizing waste-sorting apps and other tools, and encourage recycling through the use of composting and similar initiatives. In addition, consider measures to reduce waste generation itself, such as reuse, reducing the use of amenities, encouraging the use of reusable shopping bags, and promoting paperless operations.

【Resource and Waste Sorting App “San-aru”】

<https://www.vill.hakuba.lg.jp/gyosei/soshikikarasagasu/juminka/kankyoeiseigakari/1/kankyo1/1/gominodasikata1/11283.html>

➤ **Promotion of Energy Conservation and Renewable Energy**

Please promote energy conservation by introducing facilities and equipment with high insulation performance, switching to LED lighting, energy-efficient appliances, and eco-friendly vehicles, and reducing the consumption of electricity, gas, and other utilities. In addition, businesses are encouraged to consider installing solar power generation systems and utilizing clean energy sources.

➤ **Utilization of the Zero Carbon Roadmap and the Circular Vision**

Hakuba Village declared a Climate Emergency in 2019 and a Zero Carbon City Declaration in 2020, and subsequently formulated the Hakuba Village Zero Carbon Vision and the Hakuba Village Zero Carbon Roadmap. Furthermore, in order to move toward a sustainable future, a vision development project incorporating the principles of the circular economy was implemented, resulting in the creation of the Hakuba Circular Vision.

Businesses are encouraged to refer to these initiatives and take concrete actions toward their realization.

【Hakuba Village Zero Carbon Roadmap】

https://www.vill.hakuba.lg.jp/gyosei/soshikikarasagasu/somuka/osirase_ibennto_kouhoumusemntou/10721.html

【Hakuba Circular Vision】

<https://cdstudio.jp/work/hakubacircularvision/>

⑤ **Community Coexistence**

➤ **Introduction of Local Pricing for Residents**

From the perspective of sustainable destination management, ensuring transparency and accountability is a fundamental prerequisite. At the same time, introducing economically rational strategies is also an important aspect of sound business management. Businesses are encouraged to consider so-called “local pricing” strategies that distinguish pricing for local residents and tourists, including the use of tools such as Alps Pay. In addition, with regard to standard pricing, please set appropriate price levels that encourage visitors to return over the long term.

【Local Currency “Alps Pay”】

https://www.vill.hakuba.lg.jp/gyosei/kurashi_tetsuzuki/local_currency/index.html

➤ **Consideration for Securing Employee Housing and Supporting Participation in Community Activities**

In recent years, rising land prices and rents have made it difficult to find or build housing within the village. Businesses are requested to give due consideration to securing housing for employees when hiring. There are limits to the measures that can be implemented by the local government alone, and proactive cooperation from private businesses is essential for securing human resources over the long term. In addition, businesses are asked to help create an environment in which employees can easily participate in community activities, such as local fire brigades and neighborhood associations. These activities are indispensable for maintaining the local community, and understanding and cooperation from businesses are requested.

➤ **Securing Adequate Parking Facilities**

Please ensure that sufficient parking capacity is secured to accommodate facility users (including ski resorts, accommodation facilities, restaurants, souvenir shops, hot spring facilities, etc..). especially during the winter season, nuisance parking on roads or on private property has become a serious issue. Businesses are therefore requested to strictly avoid accepting visitors in excess of their owned parking capacity. In addition, businesses are responsible for securing adequate parking spaces for employees.

➤ **Appropriate Snow Removal and Securing Designated Snow Disposal Areas**

Snow accumulated on business facilities must be removed at the responsibility of the business operator. Please ensure sufficient snow disposal areas and carry out regular snow removal so that snow is not pushed onto roads, waterways, or neighboring properties. Furthermore, please ensure appropriate building layout planning and snow removal practices to prevent roof snow or other accumulated snow from falling onto neighboring land.

⑥ **Utilization and Conservation of Local Resources**

➤ **Promotion of Local Production for Local Consumption (and Local Consumption for Local Production)**

Businesses are encouraged to use locally produced food, agricultural products, building materials, fixtures, equipment, and consumer goods whenever possible. By doing so, please contribute to the promotion of economic circulation within the region and the enhancement of the local brand.

➤ **Compliance with the Landscape Ordinance and the Ordinance on the Adjustment of Development Activities in Hakuba Village**

In addition to complying with the Hakuba Village Landscape Ordinance and the Ordinance on the Adjustment of Development Activities in Hakuba Village, businesses are requested to take all possible measures and initiatives to preserve Hakuba Village's valuable and beautiful landscape. Facility management and business operations should be conducted in harmony with neighboring properties and the surrounding environment.

【Hakuba Village Landscape Ordinance】

https://www1.g-reiki.net/vill.hakuba/reiki_honbun/e799RG00000832.html

【Ordinance on the Adjustment of Development Activities in Hakuba Village】

https://www1.g-reiki.net/vill.hakuba/reiki_honbun/e799RG00000833.html

➤ **Precautions Regarding Real Estate Transactions**

With the increase in investment from outside the region, various real estate transactions are taking place. To avoid damaging Hakuba Village's irreplaceable natural environment and scenic landscape, businesses are expected to responsibly manage and preserve land and buildings under their ownership.

When transfer or sale becomes unavoidable, please exercise due caution by avoiding transactions with parties whose intent is short-term speculative resale, and by consulting with reliable, community-based counterparts. Businesses are requested to ensure that development and maintenance are carried out in a sound and responsible manner.



4. Afterword

This guideline sets out the fundamental principles and directions for action to be shared with tourism businesses, in order to ensure that Hakuba Village remains an attractive destination for years to come. While each individual initiative may be small, their collective and continuous implementation across the community will enhance residents' quality of life and visitor satisfaction, leading to sustainable destination management. As partners in nurturing Hakuba's future together, we ask for your understanding of the intent of this guideline and your active incorporation of its principles into your daily business practices.

