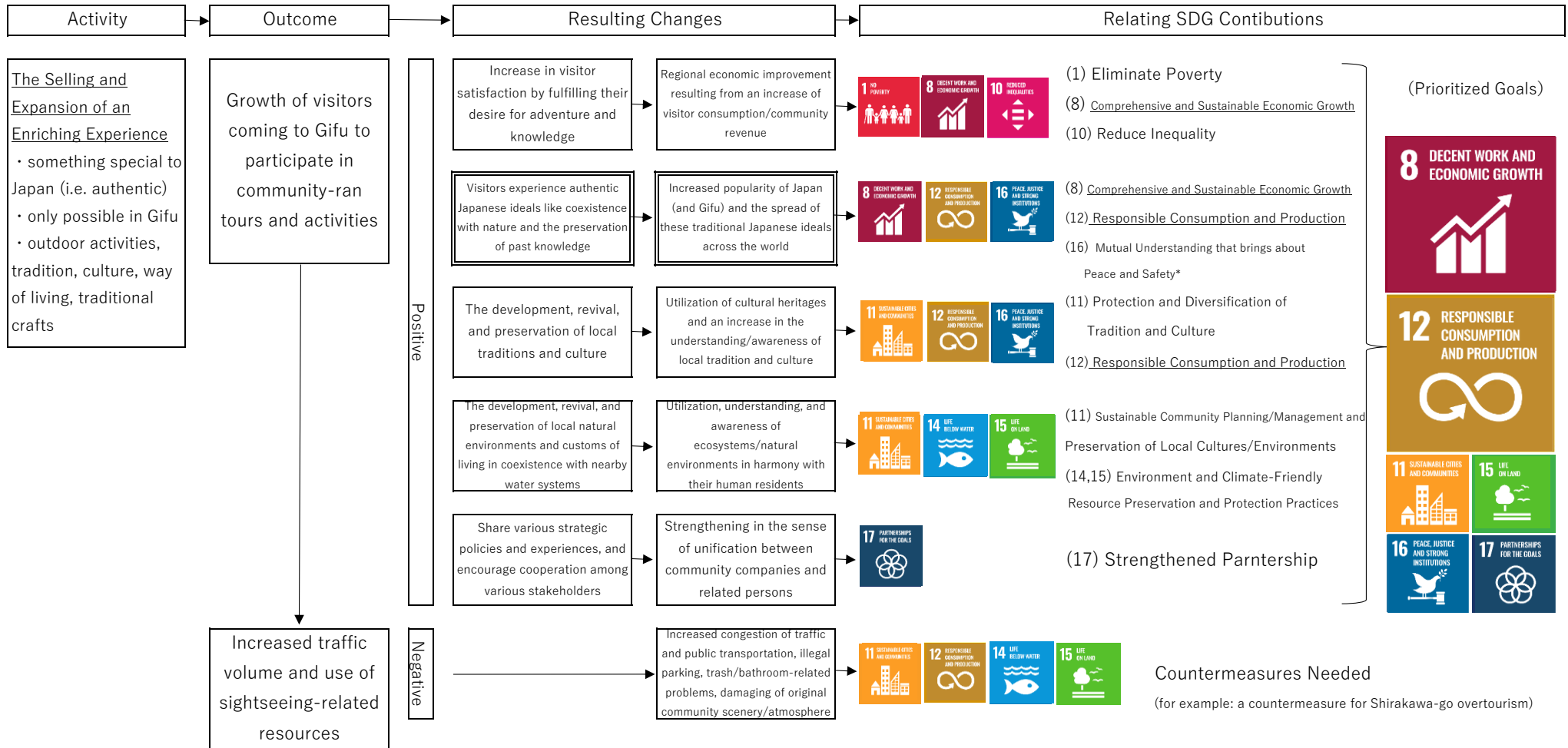


Sustainable Tourism Goals of Gifu Prefecture

Achieving SDGs through Destination Branding



[80th Anniversary of Chiune Sugihara Issuing Transit Visas]

* SDGs Contributions Through the Promotions of Chiune's Legacy : (16) Mutual Understanding that brings about Peace and Safety
 (Utilizing the education of Chiune Sugihara's actions and legacy as a sightseeing asset, improving the image of Gifu as a place where human rights and humanitarianism are prioritized)

Goals:

- For everyone to be aware of the universal ideals that cross the boundaries of ethnicity, culture and religion like respect for basic human rights and the importance of humanitarianism
- To contribute to world peace and safety through the promotion of mutual understanding and tolerance of diversity



(Reference 1 : SDG s Targets (Excerpts from the list))

- 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters
- 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products
- 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status
- 11.3 By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries
- 11.4 Strengthen efforts to protect and safeguard the world's cultural and natural heritage
- 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature
- 12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products
- 14.7 By 2030, increase the economic benefits to Small Island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism
- 15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements
- 16.1 Significantly reduce all forms of violence and related death rates everywhere
- 17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

(Reference 2 : the five central pillars of tourism and sustainable development –Volume I: Key Areas for Action, UNWTO, 2019)

- 1_Sustainable economic growth
- 2_Social inclusiveness, employment and poverty reduction
- 3_Resource efficiency, environmental protection and climate change
- 4_Cultural values, diversity and heritage
- 5_Mutual understanding, peace and security