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# HAKUBAVALLEY TOURISM

## SDGs Survey Report



October 2020

HAKUBAVALLEY TOURISM

SDGs Committee

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## Acknowledgements

HAKUBA VALLEY TOURISM (“HVT”) is a Destination Management Organization (“DMO”) founded by ski resort operators and tourism commissions based in Omachi City, Hakuba Village, and Otari Village. Nagano Prefecture has designated HVT as one of its most strategically important DMOs in the region, and Japan Tourism Agency has designated HVT as an official Japanese DMO. HVT is taking initiatives in making HAKUBA VALLEY a world-class mountain resort that will be cherished by all around the world.

We at HVT aim to incorporate SDGs perspectives in realizing HVT's vision and believe that creating a resort that is both profitable as well as sustainable is not just possible but essential. We have conducted a survey related to SDGs to gauge current level of awareness and effort being made in this area. We would like to express our sincere appreciation to those who participated in this survey. HVT will reference survey results in realizing its goal of creating a sanctuary of sustainable mountain ecotourism in HAKUBA VALLEY.

## What is SDGs?

SDGs (Sustainable Development Goals) are goals that all United Nations member states have jointly adopted to solve the challenges facing the international community by 2030. The SDGs consist of 17 goals for achieving a sustainable world and are common goals for all countries, including developed countries. It is emphasized that it is important to create an inclusive society in which “no one will be left behind” in order to achieve the SDGs, and efforts are expected not only at national level but also at regional level.



Source: The United Nations homepage (<https://www.un.org/sustainabledevelopment/news/communications-material/>)



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# 1. Survey Outline

## (1) Survey Conducting Organization

HAKUBAVALLEY TOURISM SDGs Committee

## (2) Collaborating Organizations

Omachi City Tourism Association, Tourism Commission of Hakuba Village, Otari Village Tourism Association

## (3) Survey Objectives

To gauge current level of awareness of and efforts to achieve SDGs as well as for HVT SDGs Committee to utilize the findings for their initiatives.

## (4) Target Subjects

Tourism-related businesses that operate in Omachi City, Hakuba Village, and Otari Village

## (5) Survey Method

Google Forms were sent via email to businesses registered with the aforementioned associations.

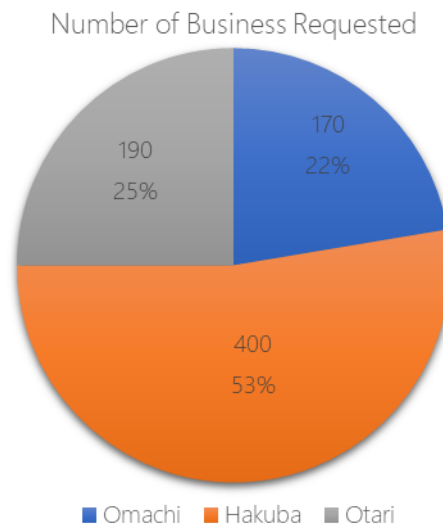
## (6) Survey Period

July 28th through August 6th, 2020, spanning a total of 10 days.

## 2. Respondents' Profile

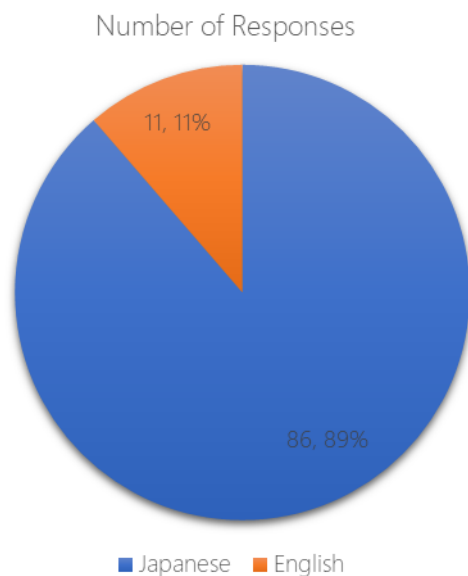
### (1) Number of Samples

A total of 760 surveys were sent to businesses in Omachi City (170), Hakuba Village (400), and Otari Village (190).



	Omachi City	Hakuba Village	Otari Village	Total
Number of business requested	170	400	190	760

Of 760 surveys sent, 97 businesses responded, resulting in 12.8% response rate. Survey was conducted in both Japanese and English, with 86 responses in Japanese and 11 responses in English.



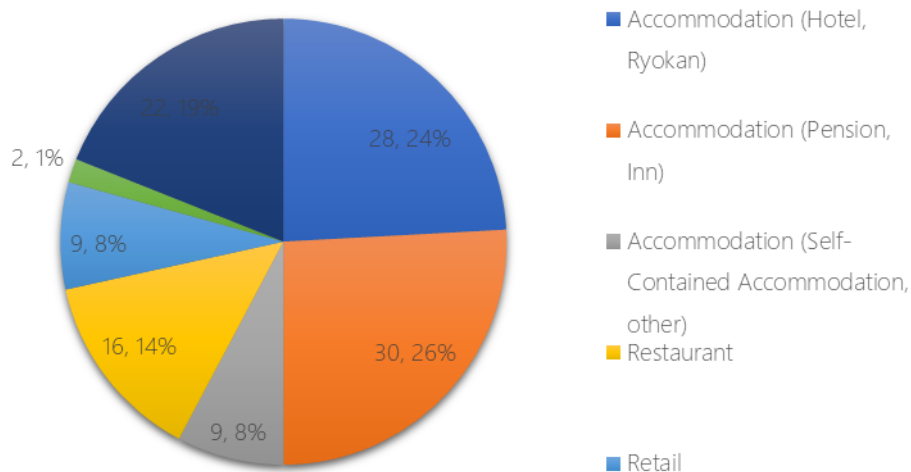
	Japanese	English	Total	Response rate
Number of responses	86	11	97	12.8%

## (2) Business of the Respondents

Question: What is your business?

Answers (multiple choice question):

- Accommodation (Hotel, Ryokan)
- Accommodation (Pension, Inn)
- Accommodation (Self-Contained Accommodation, other)
- Food and beverage
- Retail
- Ski resort operation
- Others



- 67 percent of the respondents selected accommodation business.
- 16 percent selected restaurant business.
- 9 percent selected retail business.
- 22 percent selected other\*.

\*This category includes ski school, outdoor activities services, tourism service, farers, etc.

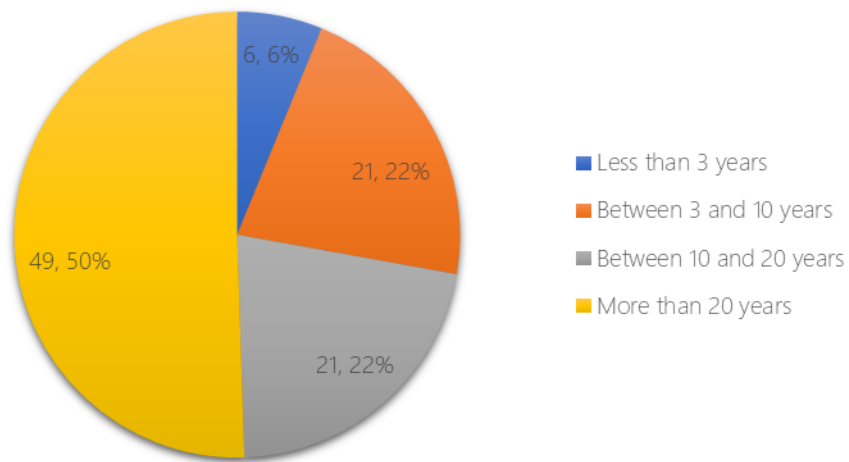
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### (3) Length of Respondents' Business

Question: How long have you been in business?

Answer (closed question):

- Less than 3 years
- Between 3 and 10 years
- Between 10 and 20 years
- More than 20 years



Almost half of respondents have been in business for more than 20 years. An equal number of respondents at 21 percent have been in business between 10 and 20 years, and between 3 and 10 years. Less than seven percent of respondents have been in business for less than 3 years.

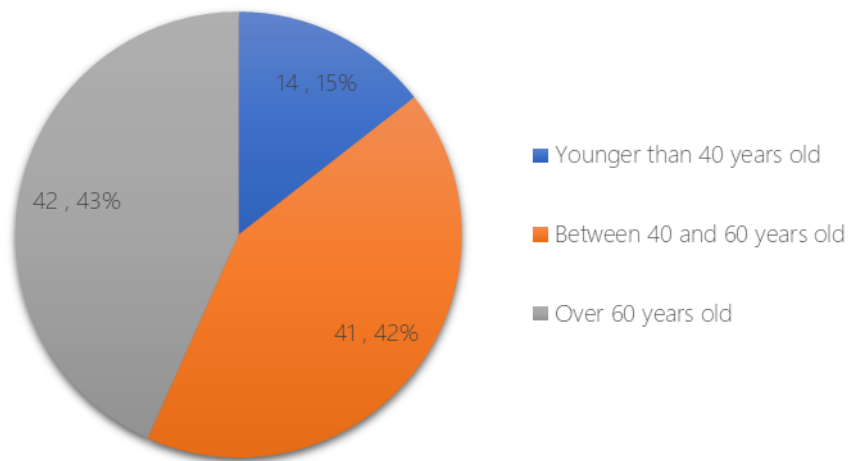
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#### (4) Age of Respondents' CEO

Question: Please tell us your CEO's age group.

Answer (closed question):

- Younger than 40 years old
- Between 40 and 60 years old,
- Over 60 years old



Respondents' CEO's age group are as follows:

- 43 percent are over the age of 60.
- 42 percent are between the age of 40 and 60.
- 14 percent are younger than 40.



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### 3. Survey Results

#### (1) Awareness on SDGs

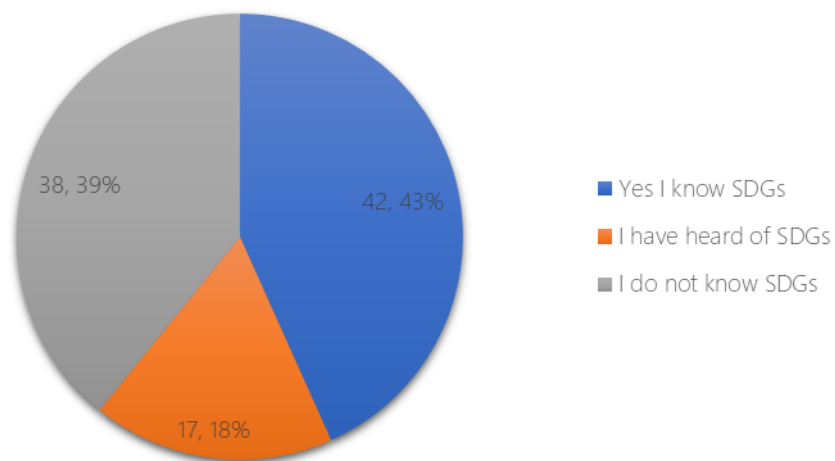
To help us better promote SDGs, we asked respondents about their perception of SDGs.

(Question 1)

Question: Do you know about SDGs?

Answer (closed question):

- Yes I know SDGs,
- I have heard of SDGs,
- I do not know SDGs.



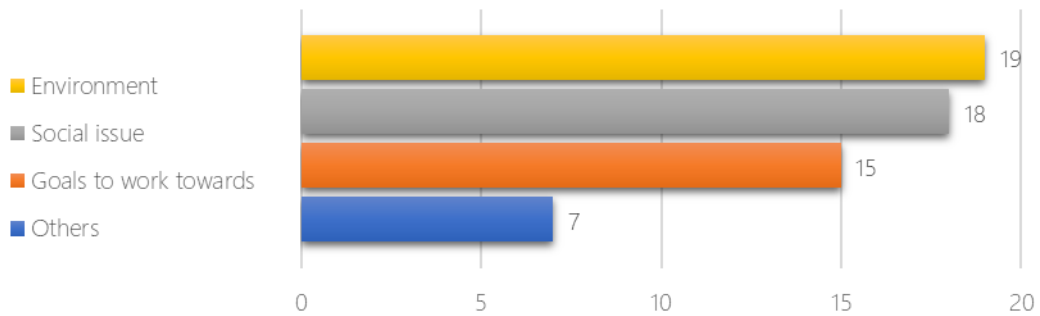
- 42 percent of the respondents answered “Yes I know SDGs”.
- 18 percent answered “I have heard of SDGs”.
- 39 percent answered “I do not know SDGs”.

Respondents that answered “Yes I know SDGs” and “I have heard of SDGs” can be classified as being aware of SDGs. Thus, we can conclude that 61 percent of tourism related businesses in HAKUBA VALLEY are aware of SDGs.

(Question 2)

Question: If you know or have heard of SDGs, what kind of image do you have about SDGs?

Answer: Written Question



We asked respondents about their perception of SDGs. Thirty two percent of respondents view SDGs as pertaining to environmental initiatives and/or issues, and their answers include keywords such as "environmental protection", "climate change", "maintaining ecological system" and "eco". Thirty one percent of answers mention social issues, and include keywords such as "sustainable society", "equal society", "worldwide social problem", "human rights", "poverty" etc. Thirty one percent of answers include phrases such as "problems to address" or "something we should work on now," and we have grouped these into a category called "Goals to work towards".

**(2) Engagement to contribute to SDGs**

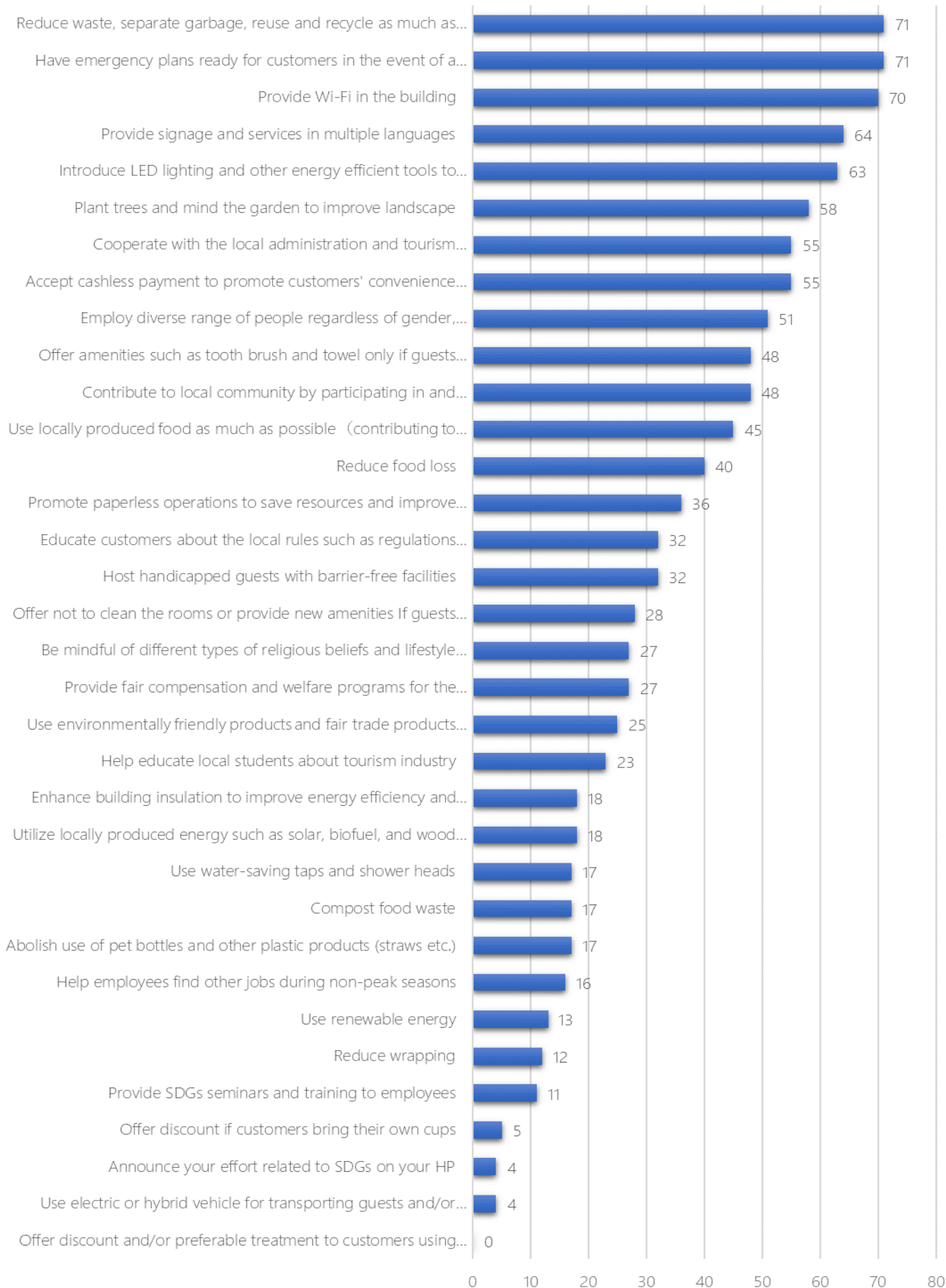
To gain a better understanding of both progress and interest in achieving SDGs, we ask businesses how they are contributing to SDGs and what they would like to work on to achieve such goals.

(Question 1)

Question: Please let us know what your business is doing to contribute to achieve SDGs.

Answer: Multiple choice from the items listed below.

Respondents are asked to list, out of a select set of actions, their current actions taken in achieving SDGs. The most prevalent actions taken are towards achieving goals in "12. Responsible Consumption and Production", "11. Sustainable Cities and Communities", and "13. Climate Action". These goals matter most to HAKUBA VALLEY tourism-related businesses. The survey indicates much action is taken towards creating sustainable communities, and there is a high level of interest in climate change.



(Question 2)

Question: Apart from the items above, please let us know if there is anything else that your business has already been doing or would like to work on to contribute to achieve SDGs.

Answer: Open question

We also asked if there were any other actions, not listed, that they are taking or would like to take. Of the answers received, most were actions targeted towards achieving the following goals: life on land, responsible consumption and production, affordable and clean energy, and sustainable cities and communities. Below is a list of selected responses:



*"Sustaining the nature of the forest using lamps and mountain springs without the use of electricity or water"*

*"Pesticide-free, fertilizer-free, organic farming"*

*"It is important to protect and maintain biodiversity. There is a lot to learn from the traditions, and we are sending out such information."*

*"Grow organically 95% of all vegetable produce for consumption in restaurant for both winter and summer months."*



*"We want to reduce garbage by composting and processing machines"*

*"My-cup discount, de-plasticization"*

*"We send out the concept of "Worn Wear", which is to be aware that we have an adverse impact on the environment, and take a good care of each clothes and wear it for a long time."*

*"Try our best to use biodegradable, non-phosphorus or chemical cleaners for cleaning."*



*"Turn all electricity into renewable energy"*

*"Air ventilation without air conditioner"*

*"Promote to use a bus at the time of visit"*

*"We encourage to choose renewable energy."*

*"Exploring ways to heat without kerosene"*



*"From sightseeing that we create to sightseeing that visitors experience by valuing nature."*

*"Eco-tourism for education."*

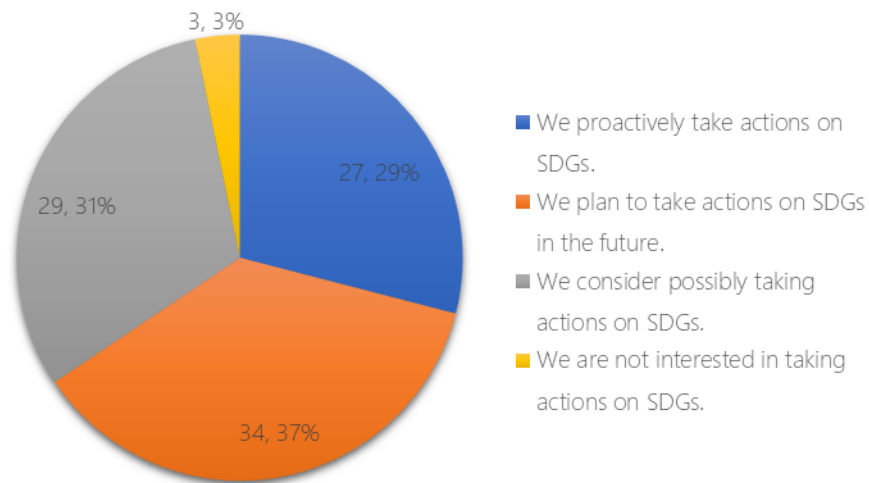
*"Sponsoring community clean ups, events and festivals to increase awareness for clean water, climate change and culture."*

(Question 3)

Question: Do you plan to actively work on SDGs?

Answer (Closed question):

- We proactively take actions on SDGs.
- We plan to take actions on SDGs in the future.
- We consider possibly taking actions on SDGs.
- We are not interested in taking actions on SDGs.



We asked whether they plan to actively work on SDGs. Seventy percent are proactive towards SDGs initiatives, with 29 percent answered “we proactively take actions on SDGs” and 37 percent answered “we plan to take actions on SDGs in the future.” On the other hand, 31 percent answered “We consider possibly taking actions on SDGs” and 3 percent answered “We are not interested in taking actions on SDGs.”

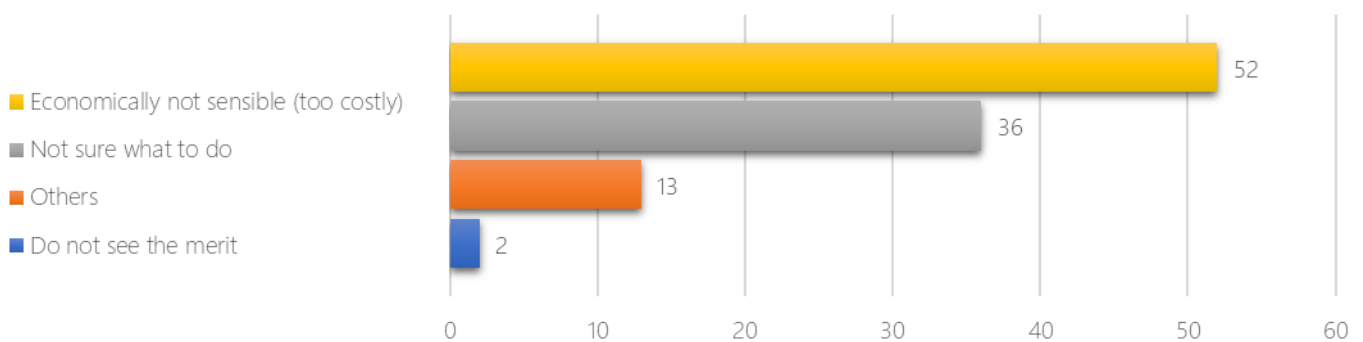
(Question 4)

Question: What keeps you from taking actions on SDGs if any?

Answer (multiple choice):

- Economically not sensible (too costly)
- Not sure what to do
- Do not see the merit
- Others

We asked what keeps them from taking actions on SDGs. Of the ninety seven respondents, fifty two state that economic reasons prevent them from taking actions towards achieving SDGs. Thirty six respondents state that not knowing how to contribute to SDGs as a reason no action has been taken.



Thirteen respondents that chose “others” stated the following reasons for not taking actions:

- *“It takes time to gain understanding from all the staff.”*
- *“It leads to complains from guests such as insufficient amenities and unsatisfactory services)”*
- *“In general, people are not aware of SDGs.”*
- *“Understanding from employees”*
- *“Too busy to work on”*

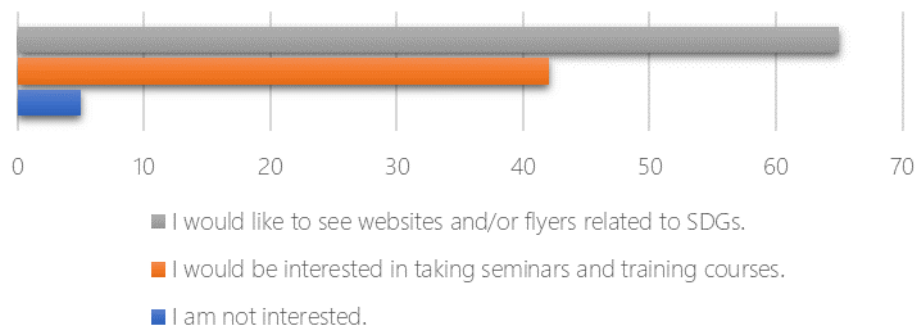
(Question 5)

Question: Would you like to learn more about what the tourism industry could do in terms of SDGs?

Answer (multiple choice, open):

- I would be interested in taking seminars and training courses.
- I would like to see websites and/or flyers related to SDGs.
- I am not interested.

We asked if businesses would like to learn more about what the tourism industry could do in terms of SDGs. Most respondents selected “I would be interested in taking seminars and training courses,” and “I would like to see websites and/or flyers related to SDGs”. Given the high level of interest, we realize more can be done to foster awareness in SDGs.



### (3) Expectations towards HAKUBAVALLEY TOURISM and/or the Local Governments

Businesses are asked to describe what efforts they expect from HAKUBAVALLEY TOURISM and/or local governments in furthering SDG initiatives. We appreciate that many have shared their opinions and would like to continue to work on our initiatives with those opinions in mind. Below are some of the opinions that we received.

*“Activities to raise awareness in the community and sending out information to the external”*

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*"I think it is important that everyone takes actions. Businesses will accelerate initiatives if there is a system that gives an advantage to those that are implementing actions to contribute to SDGs."*

*"People are visiting from all over the world because of the beautiful nature. Please make a community of tourism where protecting and restoring nature attracts visitors."*

*"We would like to cooperate fully if there is anything we can do to boost tourism in the Daihoku area. We would appreciate it if you could disclose and send out information about the vision of tourism promotion such as how we present ourselves to visitors and what kinds of tourist destinations to aim for."*

*"HAKUBA VALLEY should be a leader in sustainability and especially environmental issues. It should be an example for the rest of Japan."*

*"As a tourist destination, we need activities to beautify the roads around business facilities and various parts of the village as well as voluntary activities through organizations such as local governments and women's associations etc. We would like to request to implement activities of cleaning the road, improving landscape, and defining landscape standards. "*

*"Aim for as many SDG's as possible, actively promote them to the public, and encourage participation and cooperation to achieve these."*



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