GREEN DESTINATIONS
TOP 100 2025 STORIES

Kuroshio Town Japan

DESTINATION REPORT

Pic du Midi

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GREEN DESTINATIONS

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GOOD PRACTICE STORY

The Green Destinations Top 100 Stories competition has run annually since 2014. This program aims to share and promote destinations as **inspiring examples** of Sustainable Tourism to encourage other destinations, tour operators, and visitors to take part in the sustainable journey of tourism.

When destinations have proven **alignment** with the **Core Criteria** of the Green Destinations Standard, they are invited to submit a **Good Practice Story**. This tool enables destinations to showcase their expertise and share their experiences with peers, tour operators, and visitors worldwide.

The stories are evaluated in terms of:
- **Effectiveness** – the measurable results and tangible impact achieved;
- **Innovation** – the originality of the approach and its contribution to advancing sustainable tourism;
- **Transferability** – the potential for the practice to be replicated or adapted in other destinations.

Below is the story that was selected as part of the 2025 Top 100 list.

Story title
Turning Despair into Hope: Kuroshio Town's all-out effort in the face of Japan's largest tsunami projection

Category
Thriving Communities

EVALUATOR COMMENT

"An original good practice story that combines saving lives with product developement. Though there could have been more focus on the actual disaster tourism product."

SUSTAINABILITY SCAN

The **Sustainability Scan** is the first step of the Top 100 competition. Its purpose is to ensure that participating destinations meet the basic guidelines for sustainable tourism, before inviting them to share their Good Practice Story.

Kuroshio Town in Japan, has demonstrated alignment on the 15 Core criteria of the Green Destinations Standard as part of the 2025 Green Destinations Top 100 Stories competition.

The following pages present the destination's self-reported alignment for each Core Criterion, based on the criterion applicable for the specific destination. Please note that these evaluations are **not formal audits.** They reflect only the information provided by the destination per each criteria.
For a more comprehensive assessment, participation in a formal certification program is recommended.

Please note that Green Destinations will not engage in discussion about the results.

Occitanie, France

SUSTAINABILITY SCAN
Kuroshio Town, Japan

GREEN DESTINATIONS

TOP 100 2025 — GREEN DESTINATIONS STORIES

Transparency in sustainability is key.
Kuroshio Town, Japan has been evaluated on the
15 Core Criteria of the Green Destinations Standard.

DESTINATION MANAGEMENT

- Inventory of destination assets
- Destination management policy or strategy
- Trained coordinator
- Managing visitor pressure
- Visitor behaviour at sensitive sites

ENVIRONMENT & CLIMATE

- Wastewater treatment
- Solid waste reduction
- Reducing transport emissions from travel
- Low-impact mobility
- Reducing energy consumption
- Noise
- Light pollution
- Water consumption reduction
- Waste separation & recycling
- Renewable energy
- Responding to climate risks

NATURE & SCENERY

- Nature conservation
- Tourism impact on nature
- Landscape & Scenery

CULTURE & TRADITION

- Tangible cultural heritage
- Managing tourism impacts on culture
- Intangible heritage

BUSINESS & COMMUNICATION

- Promoting sustainability among enterprises
- Equal and fair employment
- Sustainability standard

SOCIAL WELL-BEING

- Human rights
- Promoting local products and services
- Supporting local entrepreneurs
- Inhabitant satisfaction
- Health and Safety

Legend

- Aligned
- Partially aligned
- Not aligned
- Not evaluated

Top 100 Sustainability Scan

This document shows the relation between the Sustainable Development Goals and the Green Destinations 15 Core Criteria.

1. Inventory of Destination Assets

2. Destination Management Policy or Strategy

3. Nature Conservation

4. Waste Water Management

5. Solid waste Reduction

6. Reducing Transport Emissions from Travel

7. Low-Impact Mobility

8. Reducing Energy Consumption
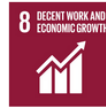

9. Tangible Cultural Heritage

10. Intangible Heritage

11. Human Rights

12. Supporting Local Entrepreneurs

13. Promoting Local Products and Services

14. Promoting Sustainability among Enterprises

15. Equal and Fair Employment

TRAINING AND CAPACITY BUILDING OPPORTUNITIES

Green Destinations Support provides a range of solutions that helps destinations (and businesses) achieve their sustainability and destination management targets and objectives.

Enquire here

We offer:

TRAININGS
Capacity Building

TOOLS
Technical Assessments

COACHING
Tools application +
destination management

TRAININGS

Developing and strengthening skills for tourism professionals and destination practitioners through e-trainings and custom trainings.

Technical assessments to help destinations to better assess, monitor, benchmark and forecast for tourism development and management.

TOOLS

COACHING

Peer to peer learning and one-on-one guidance on addressing destination challenges & opportunities: including the Top 100 application support, Indicators, KPIs, & Monitoring, Preparing for Climate Action or Engaging Your Hospitality Sector.

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GREEN DESTINATIONS
TOP 100
2025
STORIES

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