

Yamabushido and Toge Pilgrim Lodging District: Practicing Sustainable Tourism Through Cultural Resources



Megurun inc.

CEO Takeharu “Tak,” Kato

The Arrival of the Yamabushi

As a mountain ascetic, I am now blowing the horagai, purifying the space, greeting the local deities, and blessing those around me.



Takeharu “Tak,” Kato

A Sacred Land of Spiritual Culture

Yamagata

THE

MOUNTAINS(yama)

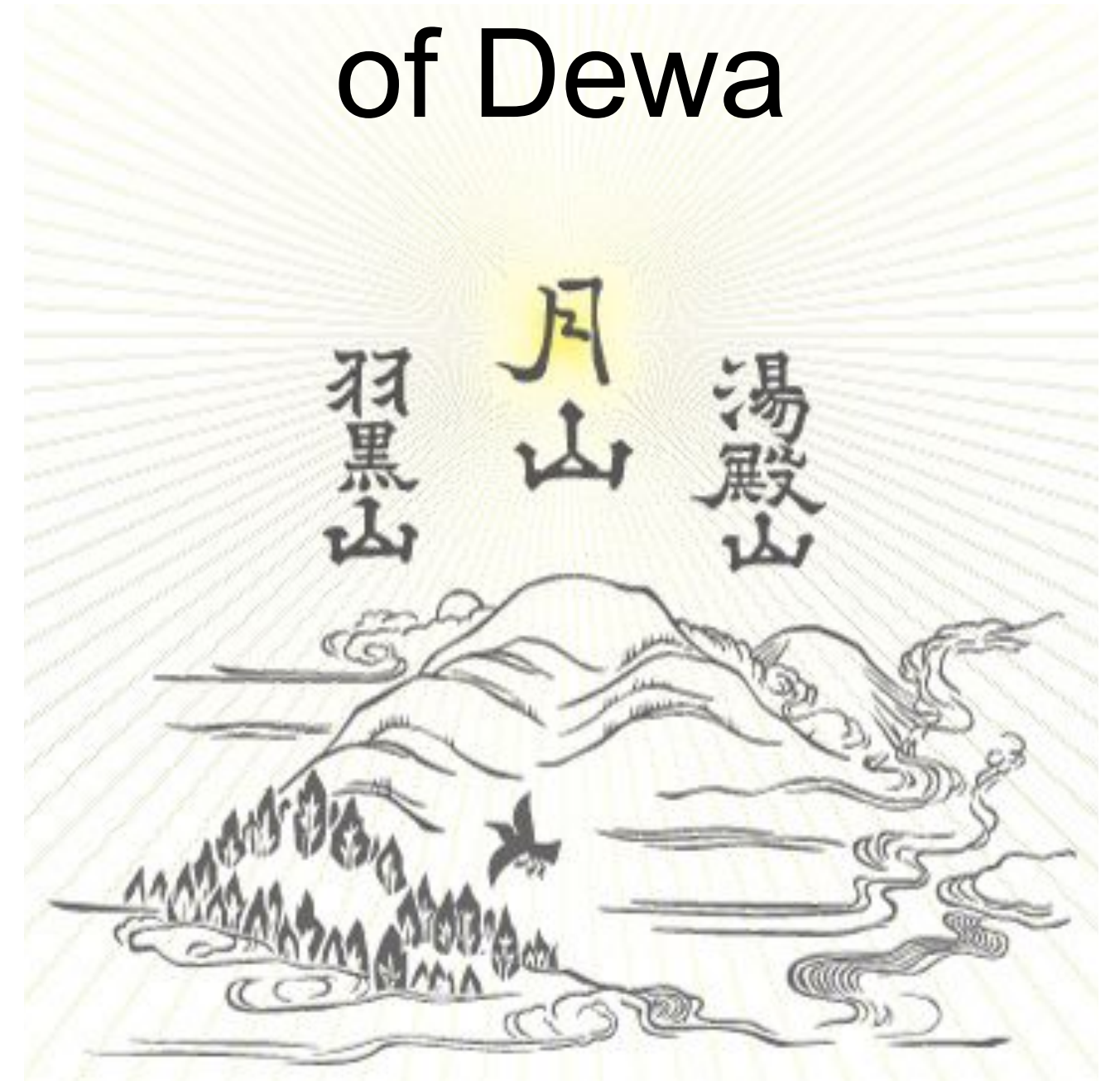
SHAPE(gata) US



Dewasanzan

The Three Mountains

of Dewa



A Robust Commitment to Regional Sustainability



Megurun Inc.

Mission:

A happy and sustainable family
and community



Yamabushido

Back to Nature, Back to Yourself

Providing opportunities for better
life, daily living, and work through
spiritual and cultural experiences.

For us, ensuring the sustainability of the region is of utmost importance.

Reviving Traditional Yamabushi Practices for Modern Value



Yamabushido
Back to Nature, Back to Yourself

Shugyo practice

pilgrimage



Physical and mental transformation experience

Application to daily life

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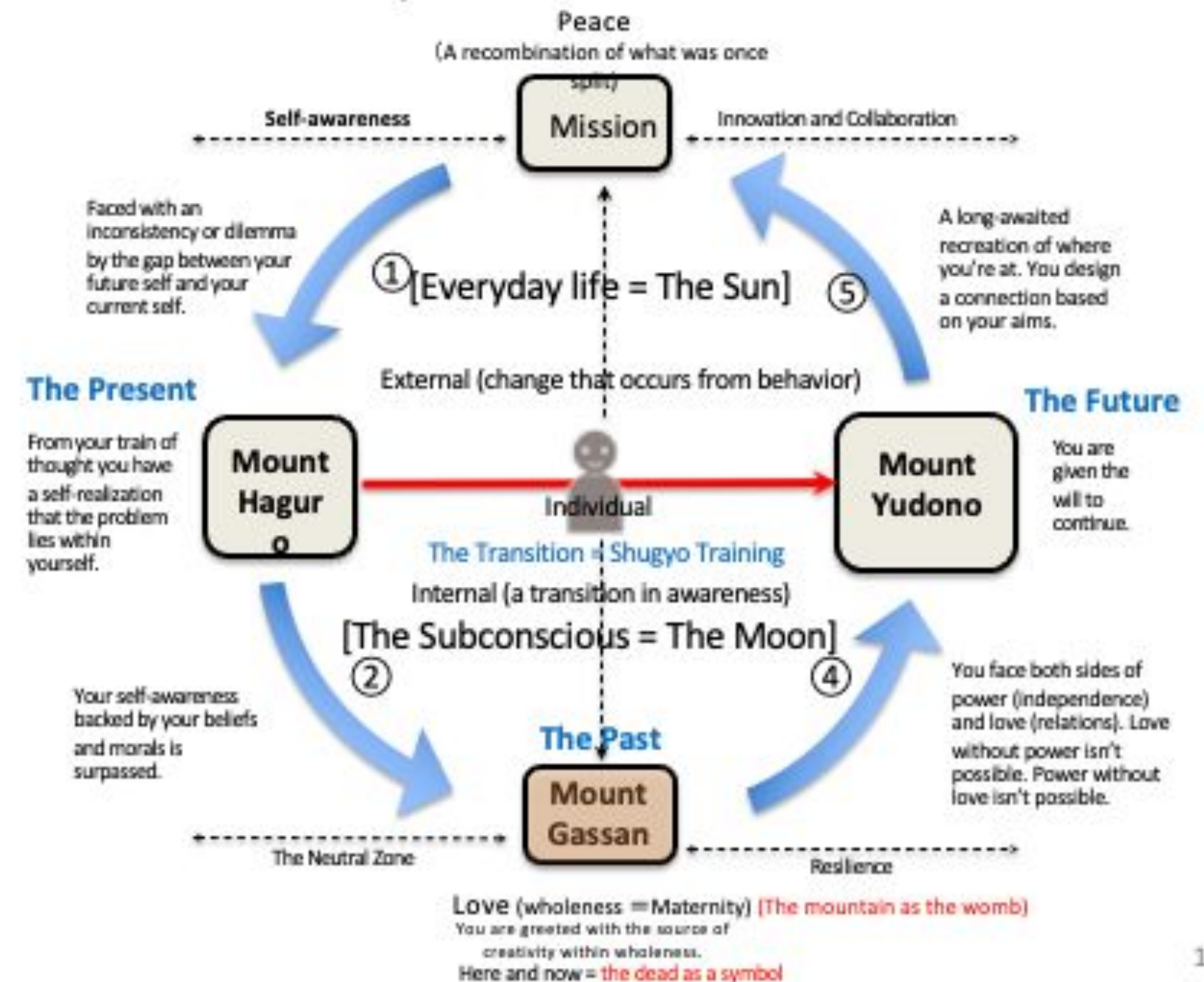
Reviving Traditional Yamabushi Practices for Modern Value



Yamabushido
Back to Nature, Back to Yourself



The Transition Map



Yamabushido: Tangible Impact on Local Economy and Culture

2023 Results:

89 participants,
23.73 million yen revenue

Experience that drives visits to Japan: 50%

Cultural and economic contribution:

Toge Shukubo-gai:

Living Heritage of Mountain Asceticism

- 400-year-old pilgrim lodging district
- 26 active shukubo (pilgrim lodgings)
- Population: 1,000; Households: 400
- Authentic Yamabushi experiences
- Dewa Sanzan shojin cuisine



Strategic Relocation: Embracing Toge's Pilgrim Heritage

Revitalization of former Oe-bo

Commitment to the region through HQ relocation and staff migration

Participation in local community activities and understanding challenges

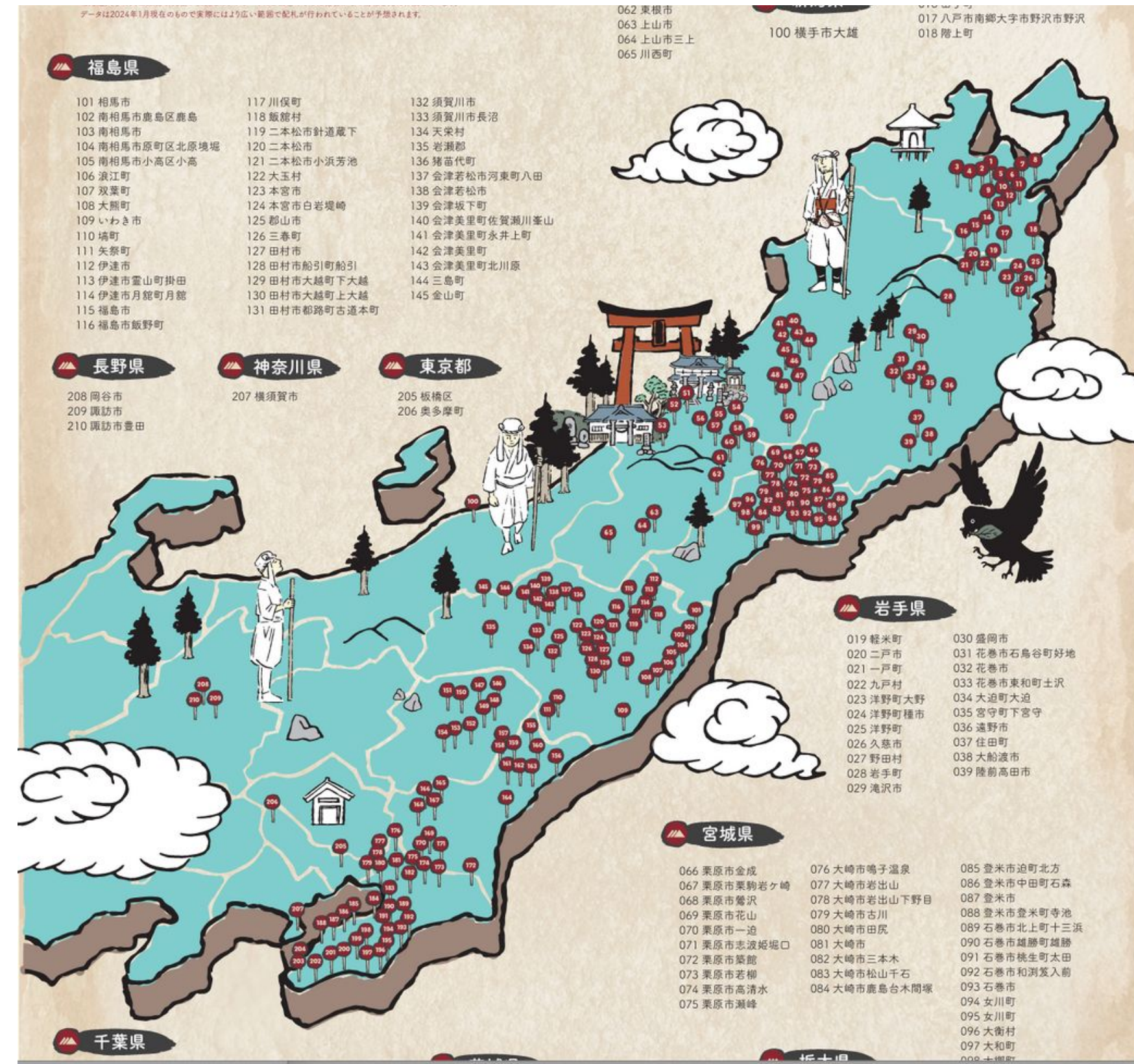


Toge Rediscovered: Unveiling Japan's Hidden Gem of Mountain Faith

Japan's unique mountain worship settlement

1: Extensive faith sphere across eastern Japan

2: Maintaining faith through pre-modern Yamabushi practices



Collaborative Revitalization: The Toge Machizukuri Company



Toge Machizukuri Company: A collaborative platform that harmonizes job creation with the preservation of cultural heritage, establishing a novel tourism model.



Regional Stakeholders



Global Recognition:GSTC News Letter Green Destinations Top 100 Stories Award

Selected for Green Destinations Top 100
International recognition of sustainable tourism



ABOUT CRITERIA CERTIFICATION ACCREDITATION TRAINING MEMBERSHIP EVENTS NEWS

GSTC Member News: Sustainability in Toge, Japan

日本語 Home / 投稿 / GSTC Members Stories, Members News, ニュース / GSTC Member News: Sustainability in Toge, Japan

This article was written by: Yusuke MIZUSAWA (Megurun Sustainability Coordinator) And edited by: Timothy BUNTING (Megurun Project Manager) and Richard ERDMAN (Megurun Participant Outreach)

Transformational Tourism in Yamabushi Country

Since becoming a member of the Global Sustainable Tourism Council in 2020, our team, team Megurun, has worked hard to make real changes to the sustainability of Tsuruoka, a mountainous city in Northeast Japan. In this article, we will tell you more about who we are and how the **GSTC Criteria** work in our region.



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updates and
opportunities.



Don't forget to join us
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the latest news!



2024 GREEN DESTINATIONS TOP 100 STORIES



This is to confirm that

**Toge
Japan**

has won a place among the **2024 Green Destinations Top 100 Stories**
in recognition of its efforts towards responsible tourism and distinctive appeal.

15 October 2024

Drs. Albert Salman | President 2024 Green Destinations Top 100 Committee



Forging a Sustainable Future: Make Tourism as a Catalyst for Regional Prosperity

Fusion of high-value experiences and regional revitalization
Positive cycle of tourism, development, and local life



Yamabushido

Back to Nature, Back to Yourself

