



The Sea, People, and Mountains Shape Hayama's Pace:

A Getaway Woven into Local Life

Hayama Town Responsible Tourism



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PHOTO by @akico100

The Sea, People, and Mountains Shape Hayama's Pace: A Getaway Woven into Local Life



- A way to experience Hayama while cherishing nature and daily life

Hayama Town is blessed with beautiful and abundant natural surroundings. Two of its rivers wind down from the mountains and flow into Sagami Bay through the stunning Hayama coast, a shoreline stretching four kilometers from north to south where locals have long flourished.

Records indicate that during the Kamakura period (1185–1333), Minamoto no Yoritomo and other shoguns throughout history visited Hayama. Around 1887 (Meiji 20), Italian Minister to Japan Martino and Dr. Bälz, among others, were drawn to the mild climate and picturesque scenery and built villas here. This led to prominent figures establishing their own retreats one after another, with the Hayama Imperial Villa being completed in 1894 (Meiji 27). Hayama thus became a resort town—both in name and reality.

Surrounded by abundant natural beauty and steeped in history, the townspeople have cherished Hayama and woven a continuous tapestry of life here. Now, having marked the 100th anniversary of the town's establishment on January 1, 2025 (Reiwa 7), the future envisioned by each and every resident is symbolized by the words expressed in the Fifth General Plan of Hayama Town.

“Hayama, a warm-hearted hometown filled with smiles, beautiful seas, and lush greenery”

Hayama has no large-scale leisure facilities or tourist attractions. What Hayama does have is its beautiful and abundant natural environment and the daily lives of the people who thrive within it. We hope that you, as a visitor to Hayama, will also spend your time here as a part of the Hayama community, living in harmony with nature.

- The pace of Hayama

Just as everyone's pace is different,
the way of life varies from town to town.

The sparkling ocean, the daily lives of the people,
and the lush mountains.

The scenery woven by this trinity embodies
the pace of life in Hayama and its residents.

As our guest in Hayama, we hope you find your own
rhythm in step with this pace.

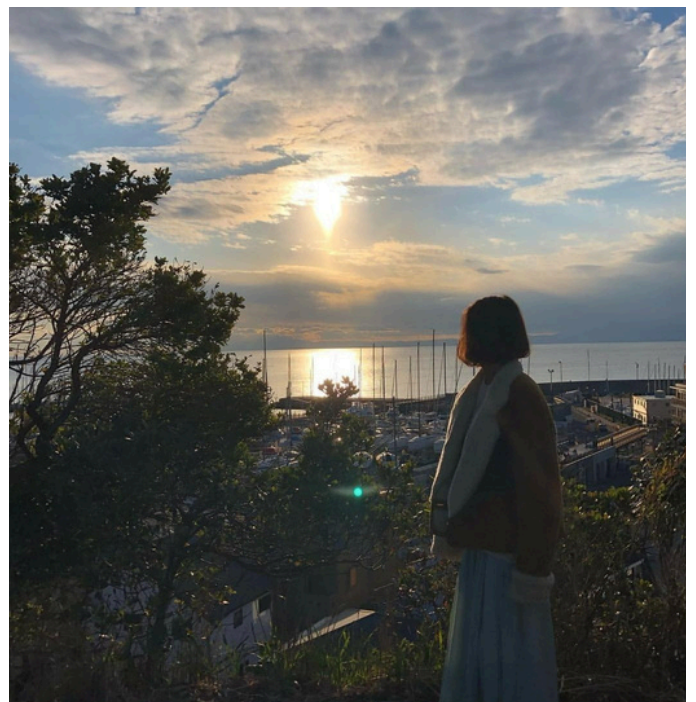
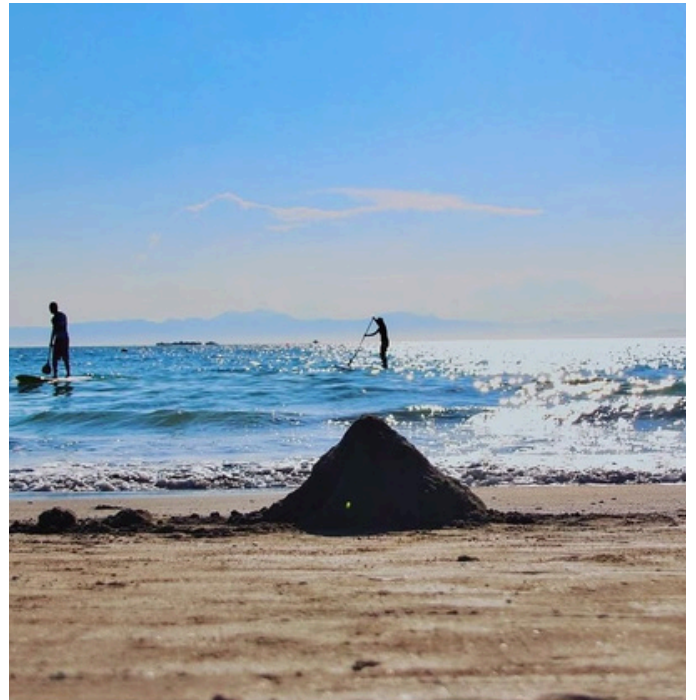
By matching this pace, you are sure to catch a glimpse
of the true essence of life in Hayama.

When both visitors and locals treat one another with
consideration, everyone can enjoy their time here
more comfortably.

Why not travel at Hayama's pace,
as if you were a member of the community?



PHOTO by @hayama_official





What Is Responsible Tourism? Our Six Requests



PHOTO by @yoshinon_photo_

Responsible tourism—a new form of travel gaining traction worldwide—is becoming increasingly widespread in various destinations. It encourages travelers to act with respect and consideration toward local communities, minimizing their impact on the region’s environment, culture, and residents.

In light of this trend, the HAYAMA Town Tourist Association began raising awareness on responsible tourism among visitors to Hayama in November 2024.

The Hayama Town government shares the vision behind the Tourist Association’s efforts to date and will cooperate to promote these initiatives moving forward. To ensure your stay is a pleasant experience for all, we kindly ask our visitors to keep these six requests in mind, treating Hayama as if it were your home while showing consideration for the community.



Hayama Town Responsible Tourism Our Six Requests

1. Enjoy the Luxury of Silence: Mind your volume at night



2. Take Your Trash Home with You:

Hayama leads the prefecture with 28 waste sorting categories



3. “Hayama-aruki” for a Glimpse of Local Life:

Explore the town on foot and use public transport



4. To Protect the Ecosystem:

Do not take anything home from the sea or mountains



5. Be Responsible When Enjoying Sea and Mountain Activities:

Take every precaution to stay safe and well



6. Be Considerate at Local Shops:

Being wet or sandy can cause inconvenience to others



No. 1 Enjoy the Luxury of Silence: Mind your volume at night



PHOTO by @roshi_1010

In Hayama, restaurants and other establishments are very close to residential neighborhoods.

The peaceful quiet of Hayama after dark is one of the town's charms and an important part of daily life for local residents.

At night, we invite you to embrace the silence while savoring the whispers of the waves and the wind.

How you act and speak while traveling leaves a lasting impression on the local community.

As a "resident" of Hayama, please be sure to observe proper conduct.



No. 2 Take Your Trash Home with You:

Hayama leads the prefecture with 28 waste sorting categories

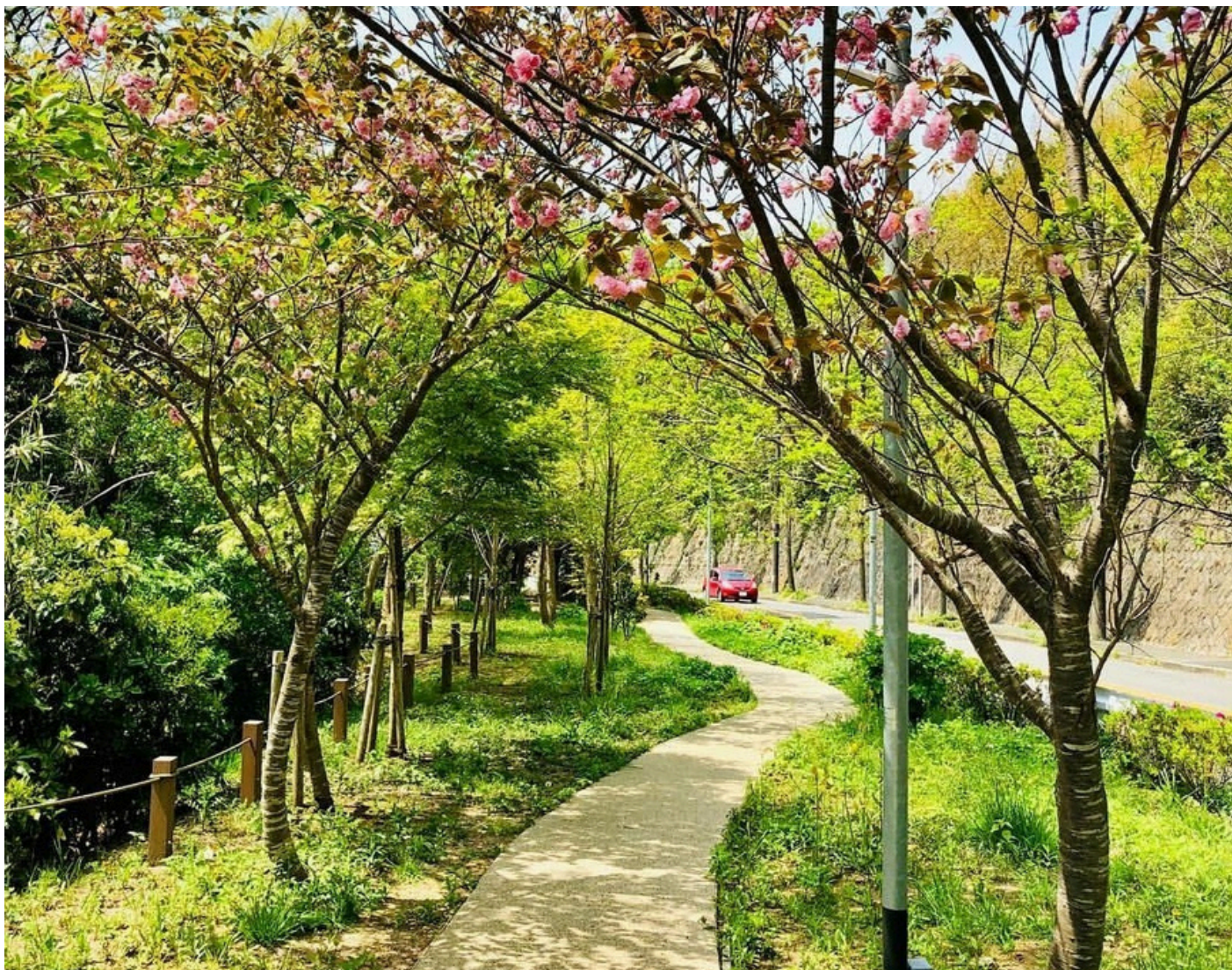


PHOTO by @takashi_shibasaki

To preserve our beautiful and rich natural environment for future generations, Hayama has various initiatives aimed at realizing a zero-waste society.

For example:

- We have the most waste segregation categories in Kanagawa Prefecture with 28.
- We are promoting a resource-recycling initiative that involves the separate collection and composting of household food waste.
- As part of the “Hayama Clean Program”—the town’s own environmentally conscious initiative—we encourage the use of reusable bags, bottles, and tumblers.
- Because there are no public trash bins in town, we ask visitors to bring their trash home with them.
- Many residents voluntarily join litter collection activities, such as beach cleanups, to protect the environment.

Each of these initiatives relies on the support and cooperation of our residents.

For the future of Hayama, we ask that you, as our town’s guest, understand our vision and efforts, strictly follow the rules of the places and facilities you use, and take your trash home to sort it properly.





PHOTO by @hayama_official

No. 3 “Hayama-aruki” for a Glimpse of Local Life:

Explore the town on foot and use public transport

To truly enjoy Hayama, we recommend “Hayama-aruki”—strolling through the town.

Here are two tips for making the most of Hayama-aruki.

- Use public transportation Hayama has no train station. Hearing this, you may think getting around by car would be the most convenient option, but the roads are narrow, and even experienced drivers often find it challenging. Also, parking is rather limited, so we suggest using local buses as your main mode of transportation, supplemented by walking and bike-sharing.

Stepping off the main streets, you’ll find many small paths.

If you happen to wander down one of them, you may get a taste of the charming local life.

On these paths, you’ll find a variety of people—active seniors, neighbors walking their dogs, and children playing—all enjoying their own unique lives in Hayama.

Please savor this lifestyle as you walk around.

When walking, be careful not to spread out and block the narrow pathways.

- Do not park on the street Hayama is home to many elderly residents, including active centenarians, and boasts one of the highest rates of dog ownership in the prefecture. While the town may seem inconvenient without a car, if you do drive, please refrain from street parking to ensure a safe and peaceful living environment for everyone.

Reference: Estimated rates for timed parking lots in town

Summer...From 500 yen per 30 mins.
(no upper limit)

Other seasons...From 200 yen per 30 mins.
(with upper limit)



No. 4 To Protect the Ecosystem: Do not take anything home from the sea or mountains



PHOTO by @asu_chan_chan

To preserve our beautiful natural environment for future generations, please leave animals, plants, rocks, and other natural objects where they belong, simply enjoying them through observation.

Whether at the beach or in the mountains, be sure to return anything you examine back to its original spot.

In Hayama, many individuals and organizations join activities to protect our beautiful and abundant natural surroundings. These people know Hayama's ecosystem inside and out. For example, they might have the following conversation:

"Did you notice those flowers?"

"Which ones are you talking about?"

"The purple flowers blooming behind that cedar tree. They just opened last week!"

Let's show our gratitude to and respect for those engaged in such activities by observing proper conduct.



Kanagawa Prefectural Government Website:
Follow the Rules for Tide Pooling





No. 5 Be Responsible When Enjoying Sea and Mountain Activities:

Take every precaution to stay safe and well

When enjoying nature at the beach or in the mountains, there are various precautions you must take.

First and foremost, pay attention to your own physical condition.

Never swim in the ocean if you are feeling unwell or have been drinking alcohol.

Check the tides, wind direction, and wind speed to ensure you do not get swept out to sea.

In the mountains, keep in mind that mobile phone reception can be weak in some areas.

Because Hayama's mountains are low and surrounded by trees, visibility is poor and it is possible to lose track of your location.

In fact, several incidents that require rescue occur each year.

Be sure to also take into account the time you start your climb and the weather conditions.

Next, please be considerate of the natural environment.

To protect nature, campfires and barbecues are strictly prohibited.

Please act responsibly when enjoying the natural beauty of the sea and mountains.



PHOTO by @marehito_sayama



No. 6 Be Considerate at Local Shops: Being wet or sandy can cause inconvenience to others



Hayama is home to many delicious local specialties.

Since you've made the trip to Hayama, one of the highlights of your visit is sure to be savoring seasonal local fish and vegetables as well as Hayama Beef or Hayama Queen Beef, at neighborhood restaurants.

To ensure everyone can enjoy themselves, please observe good manners and proper conduct.

Please also refrain from entering restaurants or public facilities while wet or covered in sand. In Hayama, there are many homes right next to the beach, and local residents live their daily lives there.

Walking around in a swimsuit or revealing clothing may make locals uncomfortable.

Also, restaurants are frequented by locals.

If you are visiting with a large group, making a reservation or checking availability in advance ensures a smoother experience.

For a pleasant experience for both you and the locals you meet at shops, go ahead and say hello.

You may find yourself becoming part of the local community in no time.



PHOTO by @wmjpadg_a







HAVE A GREAT TRIP! WITH RESPONSIBLE TOURISM.

Cover photo

PHOTO by @sawalog_shonan

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- 1 PHOTO by @juma_ishii
- 2 PHOTO by @yasu.soccer.hobby
- 3 PHOTO by @ellies_bouquet
- 4 PHOTO by @megu220707

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PHOTO by @hayama_official

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- 1 PHOTO by @mayuko.maimai_78
- 2 PHOTO by @makani.makani.aloha
- 3 PHOTO by takahi_ro.nakamu_ra

Back cover photo

PHOTO by @_____mellowmoon

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PHOTO by @hayama_official

