

株式会社滝の湯ホテルにおける社会貢献活動
Takinoyu Hotel Inc.
Social Contribution Activities

1. (株) 滝の湯ホテルの環境に対する理念と方針

Environmental Philosophy and Policy of Takinoyu Hotel Inc.

【環境基本理念】

私たち滝の湯ホテルは、地球環境が調和して循環し、進化していくために、環境保全を行い、真の幸せに満ちた文化を創造していけるように、日常の業務と、社員・お客様・協力業者との交流を通して、共に学び合い、人に優しい、自然に優しい宿づくりを行っていきます。

Takinoyu Hotel Inc.(hereinafter “the Company) serves to create a people and nature-friendly inn through daily-duty and co(mutual)-learning from interaction with our employees, customers and partner companies, and committed to preserving environment so that the global environment can circulate in harmony and to evolve and create a culture filled with happiness.

【環境方針】

Environment Policy

1. 旅館業が自然環境に与える影響を学び、できることから継続的に改善をはかり、環境保全に努めます。

We learn about the negative impact on natural environment from a Japanese inn business, and continuously make an improvement on what we can do to strive for environmental protection.

2. 環境に関する法規制、および当館が同意するその他の要求事項を遵守すると共に、自主的な環境への取り組みを進めます。

We will comply with environmental related laws and regulations, and other requirements that the Company agrees, and promote voluntary environmental initiatives.

3. 旅館業における「衣」「食」「住」の分野で、限りある資源を大切にし、いたわりの心をもって製品や素材を選び、活用し、自然のしくみにかなった再生、再利用の工夫を行います。

The Company cherishes limited resources in the fields of “clothes”, “food”, and “living” in the Japanese-style inn business, and we select products and materials with care to utilize. They are also devised for regeneration and reused that is appropriate to a law of nature.

4. 旅館業として自然環境に調和した心地よい空間を創造し、提供し、その過程における全ての関わりと共に、自然のしくみ、人と環境の繋がり、文化の方向性を学び、その輪を広げていきます。

We, as a Japanese inn business, will create and provide a comfortable space in harmony with the natural environment. Through this process, we will learn about a law of nature, connection between people and environment as well as direction of culture; we promote such initiatives to grow.

5. 社員一人一人が自立し、自らの意志の許に実行し、実現できるよう社内外の交流を深め、学び合い、分かち合います。

The Company creates an environment where employees can deepen the communication with not only from inside but also outside of our company, so that one can learn and share knowledge with each other; this enables an employee to become self-reliant to carry out their task with their own will.

2. 社会貢献活動

Social Contribution Activity

(1) 環境保全活動

Environmental Preservation Activities

- ・ リサイクルへの取り組み

Recycling initiatives

食事を提供することで少なからず排出される食品残渣を分別回収し、自社農園で堆肥化します。その肥料を使用して四季折々の野菜を無農薬有機栽培しています。地元の新鮮な食材と自社農園の無農薬有機野菜を中心に、化学調味料等を極力使用しない調理法で、安全安心な郷土料理をお客様に提供しています。

また、紙や資源ごみは可能な限り分別し、回収業者の協力を得ながらリサイクルに取り組み、持続可能な循環型システムの構築を進めています。

The Company collects and separates food residue that is generated by serving meals, which is a significant amount, and compost them in our farm. We use the fertilizer to do organic farming and produce vegetables from season to season. We provide safe and reliable local cuisine to customers in which uses mainly fresh local ingredients and organic vegetables grown in our farm with a cooking technique using less chemical seasoning as much as possible.

In addition, paper and resource waste are separated as much as possible and the company promotes to build a construction of a sustainable recycling system while obtaining the cooperation from a disposal contractor.

- ・ 廃棄、排出物の管理

産業廃棄物の適切な管理の徹底、定期的な水質検査を行い BOD、COD 値をモニタリングするなどして環境へ悪影響を及ぼさないように努めています。

Waste Management

The Company strives to prevent any negative impact on environment with thorough appropriate management of industrial waste, periodic water quality check and monitoring BOD (biochemical oxygen demand) and COD (Chemical Oxygen Demand values).

- ・ エネルギー使用量削減に向けた取り組み

館内電球等の LED 化や環境に配慮した設備機器への適正化、デマンドコントロールにより、それぞれのエネルギー使用量を見える化し削減を図っています。また、再生可能エネルギー発電施設の認定を受け、2013 年より太陽光発電を実施。停電や災害などの非常時には、周辺地域の電源として役立てていただくことも可能です。

Efforts to reduce energy consumption

The Company thrives to improve visualization of energy consumption to reduce the amount of energy used by advancing LED light inside the building, optimizing the environment-friendly equipment and demand control. In addition, our inn was certified as a renewable energy power generation facility which has implemented solar power generation since 2013. In the event of an emergency, such as power outage or disaster, people who live in the surrounding area can utilize power generated from the inn.

- 社員教育の実施

1999年より役職員で構成される環境衛生委員会が発足し、環境問題に対する全社的な取り組みを開始。講師を招いた環境に関する講演会の実施や社内外での勉強会など、業務で使用するもの、お客様へ提供する製品、サービス一つひとつに責任を持ち、常に最善の選択ができるよう個々の意識を高めています。

Implementation of employee training

Environmental health committee which consists of executives and employees was established in 1999 and since then, we started our holistic efforts to address environmental issue. The Company fosters to enhance individual awareness so that one can take a responsibility and always make the best decision in terms of a tool they use, a product offered for customer, service provided; we provides a symposium or workshop by inviting a lecturer, from inside and outside of the company to equip them to do so.

(2) 地域社会への貢献

- 「やまがた絆の森プロジェクト」への参画

日本特有の恵み豊かな自然環境は森づくりから。2003年より市内の企業4社とともに森林保護、育成の活動を行なっています。山林の除草刈り、植樹のほか間伐材を利用した椅子等の制作などを通して豊かな森林を健全な姿で未来へ引き継ぐ活動を続けます。

(2) Contribution to the local community

Participation in "Yamagata Kizunanomori Project"

The rich natural environment that is unique to Japan started with nurturing forests. Since 2003, the Company has engaged in forest conservation and nurturing initiatives, by collaborating with four companies in the city. We will continue activities to hand over rich forest for our future with a healthy and rich condition through the undergrowth of forested trees, and tree planting, as well as making chairs using thinned woods.

- 地域イベントへの参加、ボランティア、寄付、募金活動

伝統の祭りや地域を盛り上げ、魅力を発信するイベントへの積極的な参加、街の清掃や花苗整備等のボランティア、寄付活動など企業として出来る限りの活動を行なっています。

Participation in local events, volunteering, donations and fundraising

We all the possible activities as a company, such as promoting traditional local festivals and active participation to events that spread the charm of the community, volunteering for city cleaning and flower and seedlings maintenance and donations etc.

- 文化財保護と文化の発信

地域に伝わる文化財やゆかりのある美術品の蒐集を行い、メセナ事業として浮世絵専門の「広重美術館」を設立。作品の保存に努めるとともに、展覧会やワークショップなどを通じて日本文化を発信し、地域との交流、魅力あるまちづくりに貢献できるよう活動しています。

Cultural property protection and transmission of culture

"Hiroshige Art Museum", featuring ukiyoe was established as mecenat activities by collecting cultural assets and arts that were transmitted to the local community for many years. In addition to working to preserve such arts, the Company offers information about a Japanese culture through exhibitions and workshops to advocate interaction with the local community and attractive community development.

(3) ガバナンス

・ 観光地や観光商品についての取り組み

国内外の観光客へ向けて、有用で適切な観光地の情報を多言語で発信しております。また、魅力ある地元の名産品を取り揃え館内売店で販売しております。

着地型観光商品を扱う DMC (Destination Management Company) を天童温泉の他旅館と共同体で立ち上げ、地域一体となって顧客満足度を高められるよう商品造成を行なっております。

Governance

・ Efforts on tourism destination and products

The Company, for both domestic and international tourists, disseminates useful and appropriate information on tourist destination with multiple languages. Also, we gather a variety of local specialties and sell them in a store at our inn.

The Company and other Japanese-style inns in Tendo Onsen have launched a DMC (Destination Management Company), which deals with community based tourism products and it creates products to enhance customer satisfaction through uniting the community.

・ 食品衛生の強化と地産地消に向けた取り組み

調理場、配膳場所などの衛生管理を徹底するほか、自然環境にも配慮した製品を使用しながら安全で安心できる「食」を提供しています。また地産食材の使用のみならず、地場産の製品を意識的に取り入れ、地域に根ざし、共存共栄の企業を目指しています。

・ Efforts to strengthen food sanitation and local production for local consumption

In addition to thoroughly managing hygiene such as kitchens and food delivery locations, the Company also provides safe and reliable "food", while taking into an account the natural environment. In addition to the using of locally produced ingredients, we consciously incorporate locally produced products. We aim to become a company of co-existence and co-prosperity, rooted in the community.

・ 顧客サービスの品質向上に向けた取り組み

日本文化を体現する場でもある旅館として、社員が伝統文化を学び、活かせるようにおもてなしの所作を学ぶ講座、茶道や外国人観光客対応のための英会話などのスキルアップを目的とした講習会を実施し、よりよいサービスが提供できるよう努めています。また防火訓練、AED を使用した救命講習を全社員が受講し、観光客の安全確保に対応しています。

- Efforts to improve the quality of customer service

As an inn that is a place to embody Japanese culture, employees are able to learn the traditional culture and apply to the workplace with an effort of providing a better customer service; we provide classes where the employees learn the way in which one moves in the context of hospitality, tea ceremony and English conversation to respond to international customers. In addition, all employees take a fire drill and first aid class using AED to secure the safety of tourists.

- 雇用促進に対する取り組み

私たちは採用、昇進、昇給等全てにおいて男女の平等な雇用を確実にこなっております。採用は地元の高卒者を中心に毎年実施し、勤続40年を超える社員も多く、終身雇用による安心の職場づくりを行っております。

また、2009年より韓国や台湾からのインターンシップ生を受け入れ、旅館業を通じた日本独自のホスピタリティー、観光に対する理念を習得する場を提供しています。

- Efforts to promote employment

The Company ensures equal employment for both men and women in terms of hiring, promotion and pay raise etc. We, annually, hire new employees mainly from local high school graduates, and many employees have worked more than 40 years, and we are working to create a stable workplace through providing life-time employment.

Also, since 2009, we have received internship students from Korea and Taiwan, and have provided an opportunity for them to acquire the unique Japanese hospitality and tourism philosophy through our inn business.

3. 今後の取り組み

Future initiative

- バイオマス事業

ヨーロッパの先進的な木質バイオマスボイラーの熱供給システムを学び、天童温泉のエリア熱供給システムの構築を目指しております。

- Biomass Project

We have studied an advanced heat supply system of woody biomass boiler in Europe, and aim to construct the heat supply system in Tendo Onsen.

- デジタル化推進事業

デジタル化を推進し、お客様お利便性向上と作業の効率化を図り生産性を向上します。またペーパーレス化を図ることでCO2削減にも寄与します。

- Promoting Digitalization Project

We will promote digitization to improve customer's convenience, work efficiency, and productivity. We will also promote a paperless approach for CO2 reduction.