



Yamabushido

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The Value We Provide

1. Our Purpose

Our mission is a transformative yamabushi experience. We provide visitors with experiences that incorporate the ancient rites of passage of life. We aim to contribute to the livelihoods of our visitors by providing them with opportunities for self-transformation that they can apply in their daily lives after they return home. We also contribute to natural, cultural, and economic sustainability through our programs and operations to ensure that the communities in which we operate can continue to meet the needs of society.

2. How We Build Value

Where possible, Yamabushido is dedicated to opening up the traditional yamabushi (mountain ascetic) practices of Dewa Sanzan to people from all around the world.

The programs offered to international participants are based on the same spiritual training that Japanese speakers undertake for personal growth and reflection.

While the core elements of prayer and spirituality remain unchanged, Yamabushido programs are designed to let participants experience these traditions directly, allowing the essence of the practice to resonate deeply with both body and mind.

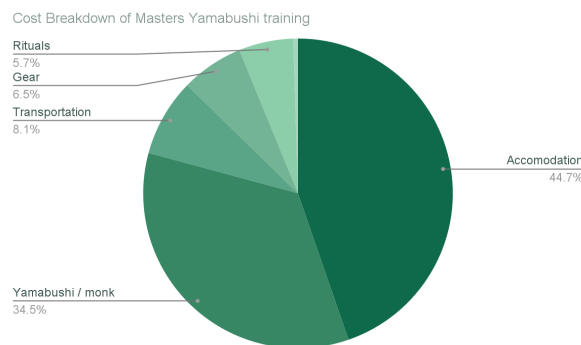
At the foot of Dewa Sanzan lies the Toge pilgrim lodging district, which has flourished for over a thousand years thanks to the strong bonds between pilgrims and the shukubo pilgrim lodges. However, in recent years, the aging of the pilgrim groups that visit the mountains, and a decline in religious engagement have reduced the number of shukubo from 300 to just 26, casting a shadow over the local economy and the preservation of cultural heritage.

Yamabushido plays a vital role in protecting these precious traditions and supporting the local community for future generations. By welcoming new visitors from around the world through its experiential programs, Yamabushido helps revitalize the region, creating new flows of people and economic activity. Our team

is also full of practicing Yamabushi, and we work in close relationships with the local people.

3. How You Support the Circulation – Through Local Businesses and Inheritance of Spiritual Tradition

Our pricing is designed not simply for profit, but to be fair and sustainable for both the local community and the people who carry this culture.



As we operate our travel programs, we consciously direct spending toward the local economy – through purchases from local suppliers, accommodation and meals with local partners, and collaboration with regional service providers – so that your payment actively circulates within the community.

At the same time, we place strong emphasis on investing in people who can rediscover the value of this mountain ascetic culture for the present day and translate it for the world. Guides who deeply engage with the yamabushi practice and local community, become part of it, and embody the culture while guiding guests across borders of nation, religion, and background are extremely rare. By offering them fair compensation and supporting their long-term growth, we aim to help sustain the very culture that makes these experiences possible.

For this reason, our prices include not only direct program costs, but also fair salaries for our team, the establishment of a stable and resilient organizational foundation, preparation for unforeseen circumstances, and active contributions back to the local community.

This is the minimum level required to move away from the conventional low-productivity model of the tourism industry and to maintain high-quality experiences while carrying the local economy and its living traditions into the future.

Through these two pillars – circulating money within the local community and investing in the people who carry this tradition – we are able to offer a truly transformative experience that goes beyond simply visiting the mountains as a tourist.

4. Community Impact

- Megurun, which manages Yamabushido, together with the local community association, applied for and received [the Green destination top 100 sustainability certification, a certification](#). For the expenses of this application, Megurun donated USD \$1,512 to the Toge Self Governance and Promotion Association, the main entity of this application which is working on town development in Toge.
- The company also invested in the long-term prospects of the community by acquiring a pilgrim lodge that had lost its successor.

5. Join Our Story

For detailed information and program inquiries
We look forward to welcoming you to our initiative.

team@yamabushido.jp