



21:00-23:00 の時間帯は 刺青 (Tattoo) の入ったお客様も大浴場利用が可能です。 皆様のご理解・ご協力をお願いいたします。

日本国内の温浴施設では、古くから刺青 (Tattoo) を体に入れたお客様の入浴をお断りしていましたが、昨今の「SDGs」や「ダイバーシティ」という概念の重要性を踏まえ、2022年4月1日より、当館では刺青を入れた方の大浴場での入浴を21:00~23:00の時間帯において解禁いたします。

日本において刺青は、その決して消えないという利点を利用して、罪人の証として、また反社会的組織への忠誠心を示すために利用されてきました。一方で、海外での刺青の考え方を見ると、自己表現であったり、恋人同士の愛の証、強い戦士の証また成人男性の証として認識されていて、日本的な価値観で簡単に批判できるものでもありませんし、外見で判断するといったことは、グローバルな価値観からは逆行しています。

確かに、日本では刺青については社会通念上「不快」「恐い」と感じる方が多いことは事実です。ぜひ、刺青を入れた方には、そういった価値観を持ったお客様が多いということを理解していただき、お互いが気持ちよく空間を共有するために、入浴の際は、積極的に笑顔でコミュニケーションを取っていただけたらと思っています。お互いの価値観を尊重し、相手を思い行動する。こういった「和」の価値観こそ、日本ならではの価値観であると思います。どうぞ、ご理解とご協力をお願い申し上げます。



HIRANOYA
President and CEO
Hiroyuki Hirano

A change of policy: tattoos in Hiranoya's public baths

From 9:00pm to 11:00pm, all guests including those with tattoos, can use the public bath.

Since the establishment of this hotel, people with visible tattoos have not been permitted to bathe in our public baths. This rule has been observed not only at Hiranoya, but at most hot springs nationwide due to the stigma associated with tattoos throughout Japanese history.

Beginning in about 720 AD, tattoos were used to brand criminals, and this practice lasted more than a thousand years. In the late 1700s, gangs started to use tattoos as a symbol of commitment. Even after the emperor banned tattoos in 1868 because he saw them as being distasteful and not in line with efforts to westernize the country, gangs continued to use them. To keep potential trouble away from their establishments, many public bathhouses banned people with visible tattoos from using their facilities, and these bans remain in place in many hot springs across Japan.

Times do change, however, and we now live in a global society with increasing international commitment to the United Nations' Sustainable Development Goals. SDG 10 asks us to push for greater equality in and between countries and the team at Hiranoya would like to play our own small part in achieving this. For many young people in Japan, tattoos have become increasingly fashionable. In countries around the world, tattoos are recognized as a sign of individuality, or even a symbol of one's love for another. In Maori culture, tattoos are a sign of a strong warrior, and in parts of North Africa they are a symbol of manhood. Clearly, tattoos have a range of meanings around the world, and these meanings should be respected.

We do understand that based on the history outlined above, many Japanese people still find tattoos uncomfortable, scary, and intimidating. However, from 9:00pm to 11:00pm, Hiranoya's bathing facilities are open to all guests, including those with tattoos.

We have not made this decision lightly, but we strongly support the need to respect diversity and promote equality. We simply cannot continue to judge people based on appearance, and as a nation, we need to cease the practice of imposing internal laws and beliefs unilaterally. It is our sincerest hope that this decision can help to create an even greater atmosphere of consideration, respect, and harmony “和” at our hotel.

Thank you for your understanding.