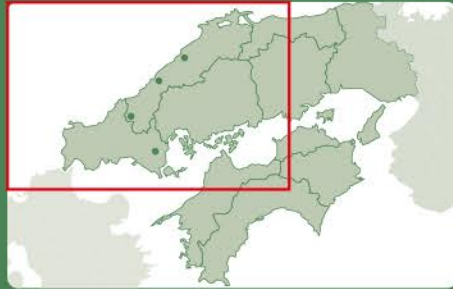


# San'in, Setouchi, and Shikoku Road Map



A-1・A-2・B-1・B-2



## 1 Iwami Ginzan <World Heritage Site> <Shimane Prefecture>

This is the largest silver mine in Japan which reached its prime during the period of about 100 years between the 16th and 17th centuries, and it is believed to have produced about one third of all the world's silver. The mine is praised for having operated in harmony with nature without damaging the environment and was recognized as a World Heritage Site in July 2007.

1597-3 Onon-cho, Ohda-shi, Shimane 694-0305  
Business hours: 9:30 am to 5:30 pm  
Phone: 0854-88-9090 (Ohda City Tourist Association)  
[Internet] /599 084 227



## 2 Old Castle Town of Tsuwano <Japan Heritage> <Shimane Prefecture>

This quiet castle town located in the middle of the Chugoku Mountains is sometimes referred to as the "Little Kyoto of the San'in Region." Tsuwano has preserved the charm of the old castle town to this day with its flowers, carp swimming in the canals, streets lined with white walls and red-tile roofed houses, and with the castle ruins on the mountain top.

477-20 Ushiroda, Tsuwano-cho, Kanaoashi-gun, Shimane 699-5605  
Business hours: 10 am to 5 pm (Sightseeing ropeway)  
Phone: 0856-72-1771 (Tsuwano-cho Tourist Association)  
[Internet] /513 121 749



## 3 Iwami Kagura <Shimane Prefecture>

Kagura is a theatrical performance held as a religious ritual dedicated to Shinto deities in Japan. Iwami Kagura is a traditional form of entertainment typical of Shimane Prefecture and is accompanied by the music of large and small taiko drums, clapping, and flutes to create a mythological atmosphere for the audience.

254 Kataniwa-cho, Hamada-shi, Shimane 697-0041  
Business hours: Depending on the establishment  
Phone: 0855-29-6647 (Iwami Tourism Promotion Committee)  
[Internet] /241 218 323



## 4 Sanzoku Cuisine <Yamaguchi Prefecture>

This popular restaurant in Yamaguchi Prefecture serves famous Sanzoku cuisine including large Sanzoku Maubi rice balls, hearty portions of Sanzoku Yaki chicken, Sanzoku Udon noodles, and Sumagari beef.

1380-1 Kugamachi, Inakuni-shi, Yamaguchi 742-0314  
Business hours: 9:30 am to 3:00 am the following day  
Phone: 0827-82-3115  
[Internet] /115 671 411

### Foreign Language Tourist Information Centers

■ Matsue International Tourist Information Office  
(JR Matsue Station, North Exit) <Shimane Prefecture>  
Phone: 0852-21-4034

A-2



## 5 Motonosumiyari Shrine <Yamaguchi Prefecture>

This spiritual spot is characterized by a beautiful contrast of red, blue, and green. The view of 123 torii gates lined up on a more than 100-meter slope from Ryugu No Shiro (Dragon's Palace) is the most remarkable feature of the area. There is a saian (offering box) mounted on top of an approximately 6-meter large torii gate at the shrine. It is believed that your wish will come true if you manage to throw your money offering into the box.

488 Kuyamachi, Nagato-shi, Yamaguchi 759-4712  
Business hours: 9:30 am to 5:30 pm  
Phone: 0857-22-8342 (Nagato Tourism Convention Association)  
[Internet] /327 877 894



## 6 Akiyoshidai <Yamaguchi Prefecture>

This is the largest karst region in Japan. It was designated as a Special Natural Monument in 1964. You can go hiking, jogging, or find a different way to enjoy the natural environment of Akiyoshidai. Visit the area in different seasons to explore the area on your own and enjoy the view, admire the skies, observe the rocky land, and discover the wildlife.

Mine-shi, Yamaguchi 754-0302  
Business hours: Phone: 0837-62-0305 (Mine City General Tourism Division)  
[Internet] /243 429 596



## 7 Tsunoshima <Yamaguchi Prefecture>

This tourism spot has recently seen a surge in popularity due to its white sandy beaches and emerald green sea. Its beauty also makes it a popular location for various movies, TV shows, and commercials.

Tsunoshima, Hohoku-cho, Shimonomaki-shi, Yamaguchi 759-5332  
Business hours: Phone: 083-786-2324 (Hohoku Tourist Association)  
[Internet] /851 375 228



## 8 Karato Market <Yamaguchi Prefecture>

In addition to being a famous fugu market, the Karato Market is also well-known as a market for Sanzoku Maubi rice balls. There are also areas where fishers and farmers work side by side to sell their products directly to customers at this bustling market where the food changes from season to season.

5-50 Karato-cho, Shimonomaki-shi, Yamaguchi 759-0005  
Business hours: 9 am to 3 pm on weekdays and Saturdays, 9 am to 3 pm on Sundays and holidays / Phone: 083-231-0001  
[Internet] /116 743 353

### Foreign Language Tourist Information Centers

■ Shin-Yamaguchi Station Tourist Information Center  
(Shinkansen Entrance of Shin-Yamaguchi Station, 2F)  
<Yamaguchi Prefecture>  
Phone: 083-972-6373

B-2・B-3



## 9 Dogo Onsen <Ehime Prefecture>

This is believed to be the oldest hot spring in Japan. It is characterized by a peculiar wooden structure resembling a castle with a three-story tower, and the building as a whole has been recognized as National Important Cultural Property. You can enjoy the smooth feel of the water at this superb hot spring to your heart's content, and then take a walk around the streets of Dogo in your yukata to get the most out of your hot spring experience.

5-6 Yumotochi, Matsuyama-shi, Ehime 790-0842  
Business hours: Depending on the establishment  
Phone: 089-943-8342 (Dogo Information Center)  
[Internet] /53 349 770



## 10 Uchiko <Ehime Prefecture>

The streets of this town are lined with magnificent merchants' houses and storehouses boasting unique, elaborate ornaments, townhouses, theaters, and other buildings dating back to the end of the Edo period, the Meiji period, and the Taisho period. Take a walk down these streets to feel the gentle passage of time.

2102 Uchiko, Uchiko-cho, Kita-gun, Ehime 791-3301  
Business hours: Phone: 089-654-9811  
[Internet] /234 153 699



## 11 Danbata (Terrace Fields) in Yusu Mizugaura <Ehime Prefecture>

The terrace fields are located on a slope and reach as high as 80 m above sea level on the top. If you look down from the top, you can enjoy a magnificent view with the beautiful Uwa Sea stretching out in front of you. Look up the slope, which is steeper than 30 degrees, to see the terrace fields rising to the sky like a staircase.

2282 Yusu, Uwajima-shi, Ehime 798-0103  
Business hours: Phone: 089-773-7438  
[Internet] /703 744 328



## 12 Sadamisaki <Ehime Prefecture>

The Sadamisaki Peninsula is the narrowest peninsula in Japan. Go for a drive there to enjoy a view you will never get tired of with the sea and the landscape strewn with wind turbines on either side of the road. A chalk white lighthouse rises above the tip of the peninsula where you can watch the setting sun melt into the sea.

Shono, Ikata-cho, Nishiuwa-gun, Ehime 796-0823  
Business hours: Phone: 089-624-6162  
[Internet] /624 617 662

### Foreign Language Tourist Information Centers

■ Ehime Prefectural International Center <Ehime Prefecture>  
Phone: 089-917-5678  
■ Dogo Information Center <Ehime Prefecture>  
Phone: 089-943-8342  
■ Kiya Ryokan <Ehime Prefecture>  
Phone: 0895-22-0101

B-1・C-1・C-2



## 13 Izumooayashiro <Shimane Prefecture>

Izumooayashiro is famous for the god of "tan-musuhi" which stands for "good relations between people." His power to create good relations between people is believed to extend beyond the romantic relationships between men and women. The shrine is a popular spot visited every year by many worshippers who want to strengthen their relationships.

195 Kizukihashi, Taisha-cho, Izumo-shi, Shimane 699-0701  
Business hours: 8 am to 5:00 pm  
Phone: 086-653-7767  
[Internet] /226 832 796



## 14 Adachi Museum of Art and Yasugi-Bushi Entertainment Hall <Shimane Prefecture>

The Adachi Museum of Art holds exhibitions focusing mainly on contemporary Japanese paintings. It is famous for its extensive collection of 130 works and for its Japanese-style garden. The Yasugi-Bushi Entertainment Hall, on the other hand, allows its visitors to enjoy and experience yasugi-bushi folk songs known for the traditional dōjokai dance every day.

320 Furukawa-cho, Yasugi-shi, Shimane 692-0064  
Business hours: 9 am to 5 pm (October to March), 9 am to 5:30 pm (April to September)  
Phone: 0854-28-1111  
[Internet] /109 158 198



## 15 Sakaiminato <Tottori Prefecture>

This town boasts the largest catches of crabs in Japan and features a market where you can buy freshly caught fish. There are a number of restaurants serving fresh seafood in the surrounding area. You can also join one of the vastly popular Sakai Fishing Port Excursions and learn about the Sakaiminato fish from the guides.

9 Showamachi, Sakaiminato-shi, Tottori 684-0034  
Business hours: Phone: 0854-64-6868 (Association of Sakaiminato Fisheries Promotion)  
[Internet] /109 765 034



## 16 Tottori Sand Dunes <Tottori Prefecture>

These are the largest sand dunes in Japan. There are many ways to have fun here: take a walk down the beach, have a photo taken as you ride a camel, go paragliding, or ride a sandboard. The Sand Museum located nearby holds exhibitions of sand sculptures you cannot see anywhere else in the world.

Yuyama, Fukube-cho, Tottori-shi, Tottori 689-0105  
Business hours: 9 am to 5 pm on weekdays and Sundays, 9 am to 5 pm on Saturdays  
Phone: 0857-22-3318 (Tottori Tourist Information Center)  
[Internet] /125 794 540

### Foreign Language Tourist Information Centers

■ Matsue International Tourist Information Office  
(JR Matsue Station, North Exit) <Shimane Prefecture>  
Phone: 0852-21-4034  
■ Tottori City International Tourist Support Center <Tottori Prefecture>  
Phone: 0857-22-7935  
■ Yonago Airport General Information Center <Tottori Prefecture>  
Phone: 0859-45-6123

B-2・C-2



## 22 Ritsurin Garden <Kagawa Prefecture>

Ritsurin Garden is situated at the foot of Mt. Shintzan with its rich green pines. The garden boasts 6 ponds, 13 landscaped hills, and scenery that reflects the changes of seasons, underlining their ever-changing beauty. Take a ride in a Japanese-style boat, and listen to the oarsman on a leisurely tour around the garden which looks even more astounding from the pond.

1-20-16 Ritsurin-cho, Takamatsu-shi, Kagawa 760-0073  
Business hours: 7 am to 5 pm (depending on the time of the year)  
Phone: 087-833-7411  
[Internet] /60 575 289



## 23 Mt. Konpirasan and Zentsuji Temple <Kagawa Prefecture>

Traditionally nicknamed "Sanuki No Konpirasan," this temple boasts a long approach with 785 stone stairs leading up to the main shrine, ending in a total of 1385 stairs at the back shrine. The spacious temple grounds feature a number of buildings with a long history, and the approach is lined on both sides with many attractive souvenir shops and udon noodle restaurants.

692-1 Kotohira-cho, Nakatado-gun, Kagawa 766-8501  
Business hours: Depending on the establishment  
Phone: 087-777 362 613



## 24 Udon Making Experience <Kagawa Prefecture>

You can learn about the entire process of making udon noodles from mixing and kneading to breeding, rolling out, cutting, and boiling. The courses held by renowned teachers are filled with music, chatting, and laughter. Each participant receives a secret recipe scroll, a course completion certificate, and a rolling pin.

796 Kotohira-cho, Nakatado-gun, Kagawa 766-0001  
Business hours: 9 am to 3 pm  
Phone: 0877-75-0001  
[Internet] /77 383 045



## 25 Saisaikiteya <Ehime Prefecture>

This is a famous market, the name of which stands for "Come back anytime!" in the local dialect. The market sells a large variety of foods including locally produced vegetables, livestock products, citrus, and fish. Its facilities also include cafes, caterers, and other places where you can get a taste of various seasonal delicacies.

279-3 Nakadera, Imabari-shi, Ehime 794-0840  
Business hours: 9 am to 6:30 pm  
Phone: 0897-43-3131  
[Internet] /356 149 196

### Foreign Language Tourist Information Centers

■ Kagawa-Takamatsu Tourist Information <Kagawa Prefecture>  
Phone: 087-826-0170  
■ Takamatsu Airport Information Center <Kagawa Prefecture>  
Phone: 087-814-3355  
■ Ehime Prefectural International Center <Ehime Prefecture>  
Phone: 089-917-5678

B-2・B-3・C-2



## 31 Shimanto River <Kochi Prefecture>

The Shimanto River is 196 km long, which makes it the longest river in the Shikoku Region. It is known as the "last pristine river" in Japan. There are several low-water crossings without handrails on the river. A large volume of water and a wide riverbed make it a good spot for activities such as canoeing, rowing, or cycling.

Kamikita, Shimanto-cho, Takasaka-gun, Kochi 786-0305  
Business hours: Phone: 087-631 285  
[Internet] /362 031 285



## 32 Experience Roasting Bonito with Straw <Kochi Prefecture>

Visitors can learn how to roast freshly caught bonito with straw and eat it while it is still hot and delicious.

201-2 Niida, Kochi-shi, Kochi 781-0112  
Business hours: 10:30 am to 3:30 pm  
Phone: 088-847-3251  
[Internet] /73 009 698



## 33 Otoyato Town (Rafting on Yoshino River) <Kochi Prefecture>

The Yoshino river is one of the most famous spots for whitewater rafting in the world. Visitors can venture down the whitewater rapids of the Yoshino river with the help of a highly skilled river guide team.

221-1 Ikadagi, Otoyato-cho, Nagaoka-gun, Kochi 788-0157  
Business hours: Depending on the establishment  
Phone: 087-674-5120  
[Internet] /619 544 166



## 34 Cape Ashizuri <Kochi Prefecture>

Cape Ashizuri is located at the tip of the Ashizuri Peninsula jutting out into the deep blue waters of the Pacific Ocean. Its observation deck offers a more than 270-degree view and gives you a real sense that the Earth is round. The natural environment of the Ashizuri Peninsula creates dynamic scenery and makes you realize how magnificent our planet is.

Ashizurimaki, Tooshimizu-shi, Kochi 787-0315  
Business hours: Phone: 087-661-5286  
[Internet] /907 197 564

### Foreign Language Tourist Information Centers

■ Kochi Prefecture "i" Information Center <Kochi Prefecture>  
Phone: 088-826-3337  
■ Shimanto City Tourist Information Center <Kochi Prefecture>  
Phone: 0880-35-4171

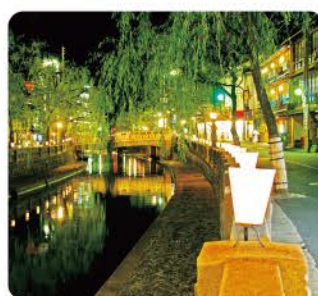
C-1



## 35 Himeji Castle (World Heritage Site) <Hyogo Prefecture>

Himeji Castle represents the peak of wooden castle architecture from the perspective of design and decorative techniques and is considered to be a masterpiece of human creative genius. It boasts a unique castle structure typical of Japan and an elaborate defense design centered around the castle towers including gates, mud walls, stone walls, and moats. The castle's acclaim resulted in its recognition as a World Heritage Site in 1993.

68 Honmachi, Himeji-shi, Hyogo 670-0012  
Business hours: 9 am to 5 pm (depending on the time of the year)  
Phone: 079-285-1146  
[Internet] /24 008 318



## 36 Kinokuni Onsen <Hyogo Prefecture>

Kinokuni Onsen is a famous hot spring resort with a long history dating back 1400 years to the Heian period. Visiting the seven public baths located in the hot spring town represents one of the main tourist attractions. Visitors to this hot spring town can enjoy its hot baths and local cuisine with various ingredients of the highest quality including Tajima beef, Matsuba crabs, and abalone.

Yushima, Kinokuni-cho, Toyooka-shi, Hyogo 669-6101  
Business hours: Depending on the establishment  
Phone: 079-32-3683 (Kinokuni Onsen Tourist Information Center)  
[Internet] /428 742 674



## 37 Takeda Castle <Hyogo Prefecture>

Engraved by a sea of clouds, this castle looks like it is floating in the air, which is why it has been nicknamed the "floating castle" and the "Machi Picchu of Japan." In 2012, the ruins of Takeda Castle were chosen as a "Lower's Sanctuary" and have since become very popular as such among young couples.

169 Takeda Fushiyoshi, Wadaya-cho, Asago-shi, Hyogo 669-5252  
Business hours: 4 am to 5 pm (depending on the time of the year)  
Phone: 079-674-5120  
[Internet] /347 759 533



## 38 Rokko Night View <Hyogo Prefecture>

Here you can enjoy the "Kobe night view" said to be worth ten million dollars. Climb to the top of Mt. Rokko or Mt. Maya to enjoy a soothing bluish night view stretching underneath across a magnificent panorama. You can also get a glimmering night view of the bay area with the Harborland and Mosaic Garden against an orange background.

1-32 Ichigaya, Rokkoso-cho, Nada-shi, Kobe-shi, Hyogo 657-0101  
Business hours: Phone: 078-661-5286  
[Internet] /12 583 773

### Foreign Language Tourist Information Centers

■ Kobe Information Center <Hyogo Prefecture>  
Phone: 078-322-0220  
■ Shinkobe Station Tourist Information Center <Hyogo Prefecture>  
Phone: 078-241-9550  
■ Kinokuni Onsen Tourist Information SOZORO <Hyogo Prefecture>  
Phone: 0796-32-0013

C-2



## 39 Naruto Whirlpools <Tokushima Prefecture>

Whirlpools form in Naruto Strait under the right tidal conditions. Their tidal currents can reach speeds up to 20 km/h and they can stretch up to 20 m in diameter. The whirlpools create a spectacular view as they merge and flow away, generating tremendous noise. The best time to see the whirlpools is about one and a half hours before or after high or low tide.

Fukuka, Tosakomatsu, Naruto-cho, Naruto-shi, Tokushima 772-0053  
Business hours: Phone: 088-684-1157 (Naruto City Tourism Promotion Division)  
[Internet] /406 211 599



## 40 Kazura Bridge <Tokushima Prefecture>

The Kazura Bridge is made from Actinidia arguta vines which weigh up to roughly five tons. Surrounded by trees, visitors can enjoy the view that changes from season to season, and observe the stream of the Iyayama River below. Walking across can be a very thrilling experience as the bridge creaks and shakes at every step.

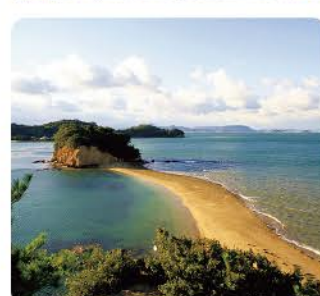
162-2 Nishiyamamurazentoku, Miyoshi-shi, Tokushima 778-0102  
Business hours: From sunrise to sunset  
Phone: 0883-76-0877 (Miyoshi City Tourist Information Division)  
[Internet] /357 130 582



## 41 Scarecrow Village <Tokushima Prefecture>

This village is home to more than 180 scarecrows which can be seen all around the village and outnumber its residents. The sight of the scarecrows working in the fields or enjoying conversation is somewhat soothing. The village also has its own "Scarecrow Resident Register" to make it look more alive.

Higashiyasugao, Miyoshi-shi, Tokushima 778-0201  
Business hours: Phone: 0878-62-2111  
[Internet] /497 362 291



## 42 Shodoshima <Kagawa Prefecture>

Shodoshima is an island accessible by ferry, on which you can take your car, from the Takamatsu Port. The island's astonishing scenery includes the "Angel Road" which only appears out of the sea at low tide, the "Olive Park" boasting about 2000 olive trees and more than 130 different herb species, and the "Kankakei Gorge," one of the most beautiful gorges in Japan.

Ginpausa, Tonosho-cho, Shouzu-gun, Kagawa 761-4121  
Business hours: Phone: 0878-62-2111  
[Internet] /356 817 116

### Foreign Language Tourist Information Centers

■ Tokushima Prefectural International Exchange Association <Tokushima Prefecture> Phone: 088-656-3303  
■ Miyoshi City Tourist Information Center <Tokushima Prefecture> Phone: 0883-76-0877  
■ Shodoshima International Hotel, Information Center for Foreign Tourists <Kagawa Prefecture> Phone: 0879-62-2111