



# IMMERSE YOURSELF WITH DEEPLY TOUCHING ENCOUNTERS

— Enjoy Special Travel Experiences  
in Tokushima—





## Overview of Tokushima Prefecture and Prologue

Tokushima Prefecture is located in the eastern part of Japan's Shikoku region. Tokushima has long been called the "Land of Awa," and the spread of indigo cultivation around the Yoshino River basin, one of the three most dangerous rivers in Japan, led to the protection and encouragement of indigo production as Awa Ai (Awa Indigo). While technicians worked to improve the quality of the products, Awa Ai dye was sold as a dye throughout Japan and became an abundant source of economic power, merchants brought back diverse cultures such as dance and song from various places, forming traditional performing arts such as Awa Ningyo Jyoruri (puppet theater). Indigo spread from Tokushima and was used for clothing, and became an integral part of daily life in Japan. A British, who

visited Japan about 150 years ago, saw the abundance of indigo in their daily life and began calling the dye, "Japan Blue". The culture of indigo is still carried on today, and the blue indigo color was used for the official emblem for the Olympic and Paralympic Games in Tokyo held in 2021. With this backdrop, Tokushima offers visitors the opportunity to experience the utilization of nature and traditional culture inherited from long ago, as well as the precious experience of coexisting in harmony with other living creatures. This brochure introduces special content from Tokushima Prefecture for the eastern, western and southern regions. Why not take this opportunity to immerse yourself in the heart and soul that Tokushima Prefecture has nurtured?



# EASTERN REGION

## Experience Sustainability in a Zero Waste Town

Kamikatsu Town was the first municipality in Japan to declare "Zero Waste" in 2003, and has been selected as an "SDGs Future City" by the Japanese government while attracting attention from around the world as a town at the forefront

of the SDGs, which is unique to Japan. Visitors can enjoy a "sustainable" experience that is unique to and rooted in the small town of Kamikatsu Town which has a population of approximately 1,400 people.



## 01 SDGs Future City Zero Waste Experience Tour

In Japan, about 80% of all waste is incinerated. However, incineration requires the construction of incinerators, landfills, and other facilities, leaving environmental pollution, resident unrest, and financial pressures. Therefore, Kamikatsu Town has made a zero waste declaration, aiming for a waste-free society, in order to leave no environmental or financial challenges behind and to hand down to the future the hometown that our predecessors have built. The symbolic facility of Kamikatsu Town is the Zero Waste Center, a facility where town residents bring in their own garbage and sort it into 45 separate categories. By the study tour about history of the zero waste movement and seeing the 45 waste sorting sites, visitors to the facility will have the opportunity to think about the problem of waste from human life and think about a sustainable society.



# 02

## ~Relax in a Secluded Moss Forest~ Yamainudake Trekking Tour

Yamainudake, named after the shape of the rocks at the top of the mountain that resemble a Japanese wolf opening its mouth, is a fantastic space with one of the largest forests of water moss and megaliths in Japan.

It used to be a place where people would go to practice asceticism by staying in the mountains. Stone Buddhas and ruins of settlements dot the moss-covered valley, and the beautiful terraced rice paddies stretching all the way to the trailhead are not to be missed. It is a mysterious area where you can feel the coexistence of people and nature in Kamikatsu.



After fully enjoying the surrounding nature as you step into the shoes of a Buddhist practitioner, relax by having a locally sourced lunch and taking a warm bath at Tsukigatani Onsen. This trekking tour allows you to enjoy the charms of Kamikatsu with all your senses.





## 03 ~Enjoy Japanese Food Culture from Kamikatsu~ Enjoy a Wide Range of Beautiful Colors with Mt. Irodori Walking Tour and Dinner Experience

The colorful leaves called Tsumamono that adorn Japanese food are one of the specialties of Kamikatsu, a culture born of the Japanese sense of beauty. In the past, mandarin oranges and lumber were the main industries in Kamikatsu Town, but the town was hit hard by the cold weather and the aging of the population, with the elderly accounting for nearly half of the population. To overcome these difficulties, a business was created to harvest, ship, and sell seasonal leaves, flowers, and wild vegetables as a job that can be performed by the elderly and women. Because the products are leaves, they are lightweight, beautiful, and easy for the elderly and women to work on. Farmers analyze order information and market information

from their own information network using PCs and tablets, and sell their products as the "Irodori" brand after conducting systematic cultivation management, which is highly appreciated by Ryotei restaurants throughout Japan.

This business model, which allows elderly people to work lively using computers, has brought vitality to the town and is attracting nationwide attention as a model for regional development. This is an experience that can be enjoyed with all five senses by learning about the unique industries of Kamikatsu and coloring your meal with a sense of art.



### Columns

Summers in Tokushima are colored by the Awa Odori (Awa dance), which boasts a history of more than 400 years. It has flexibly changed its form in response to the changing times and has grown into a performing arts culture that has been handed down to the present day. It serves to strengthen people's bonds across generations.





# WESTERN REGION

## Engage in the Preservation of Traditional Culture in the Nishi-Awa Region, a Globally Important Agricultural Heritage Systems Designated Site

The western region of Tokushima Prefecture is known as Nishi-Awa, and is characterized by steep slopes, where agriculture has been cultivated with unique skills and wisdom. Traditional farming methods and cultures that have been handed down for more than 400 years remain in many

areas, and are now recognized as designated Globally Important Agricultural Heritage Systems sites. Please immerse yourself in the local culture through experiences such as food culture and traditional performing arts.



### 01 Enjoy Traditional Tokushima Food Culture with a "Yusanbako (Multi-tiered Box) Lunch" at the Yoshida Residence in Wakimachi

Enjoy Traditional Tokushima Food Culture with a "Yusanbako (Multi-tiered Box) Lunch" at the Yoshida Residence in Wakimachi. In Japanese, there is a word called "Yusan," which means to go out to play in the fields and mountains. In Tokushima Prefecture, there has long been a culture of packing meals in bento boxes called "Yusanbako" and having family meals together in the fields and mountains during the agricultural off-season. Enjoy a lunch made with agricultural products recognized by the Globally Important Agricultural Heritage Systems with this "Yusanbako," which has been passed down from generation to generation. Feel the craft and historical value of the Yusanbako and the local agriculture. The lunch venue is located at the Yoshida Residence in Wakimachi, an old-fashioned town with traditional streets. Enjoying a dining space in a traditional wooden merchant house will help maintain and preserve the traditional townscape and traditional agriculture.





## 02

## Dialogue with Indigo Dye Artisans and Indigo Dyeing Experience

In Wakimachi, a town that once prospered through the distribution of indigo dye (Sukumo) throughout Japan, visitors can actually dye scarves and handkerchiefs while listening to craftsmen who cultivate indigo in the fields, ferment indigo leaves to make Sukumo, and work in an indigo dyeing studio, all in one location.





## 03 Cycling Tour Through Traditional Towns and Food Culture on Eco-friendly Brompton Bikes

Enjoy the traditional townscape and the scenery of the middle reaches of the Yoshino River through eco-friendly slow cycling with minimal effort on a stylish "Made in England" folding Brompton bicycle.

Along the way, you can visit a café that serves lunch and other dishes that make use of the Globally Important Agricultural Heritage Systems site, or you can take your Brompton on the public transportation for an outing to further enjoy the traditional landscape of Nishi-Awa. This will be an opportunity to create new connections by meeting and interacting with local residents in a relaxed manner accompanied by a navigator, rather than a sports bicycle.



### Columns

In the Iya region to the west, where the original Japanese landscape is still intact, there is a suspension bridge designated by the national government as a cultural asset. The bridge, called the Kazura Bridge, is made by weaving the mountain vines of shirakuchi-kazura (hardy kiwi plant) together using a unique production technique. The bridge is replaced every three years and has been handed down to the present.





# SOUTHERN REGION

## Interact with diverse nature and culture in Minami Town, a sanctuary for sea turtles

Minami Town, which is located in the southern part of Tokushima Prefecture, has been selected as one of the SDG Future Cities by the Japanese government, along with Kamikatsu Town, because of its rich environment and local

resources, especially its symbiotic relationship with sea turtles. We invite you to experience the diverse nature and culture at the sanctuary for sea turtles.



## 01 Experience Coexisting with Sea Turtles at the Hiwasa Chelonian Museum Caretta

Ohama Beach in Minami Town is known as a spawning ground for loggerhead turtles, which are designated as an endangered species.

In 1950, students and teachers of a local junior high school witnessed the cruel death of a sea turtle due to food shortages at the time, and to prevent the same thing from happening again, a sea turtle study group was formed to record the number of spawning and conduct breeding research, thus beginning the relationship between Minami Town and sea turtles. The results of their research over the past 10 years have been groundbreaking and have led to various scientific

awards. Today it has been taken over by the government, and local residents and the government are working together to protect it by recording the number of times sea turtles have come ashore and collecting information on sea turtles in cooperation with local fishermen based at the Hiwasa Chelonian Museum Caretta. Breeding research has also been conducted for a long time, and you can even see the world's oldest turtle in person at the Caretta. Trace the history of coexistence with sea turtles through your experience at the Caretta.







## 02

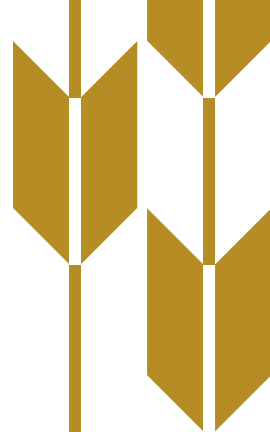
### Enjoy Traditional Food Culture at Yakuoji Temple

The Shikoku region, which Tokushima Prefecture belongs to, has a culture known as the "Shikoku Henro Pilgrimage," a pilgrimage to 88 temples. 23 of the 88 temples are located in Tokushima Prefecture, and at the 23rd temple, Yakuoji Temple located in Minami Town, visitors can enjoy the

diet of the monks who are making the pilgrimage. Monks are religiously forbidden to eat meat, fish, and the five spices (chives, garlic, scallions, shallots, ginger), and are prohibited from eating them at Yakuoji Temple or even bringing them onto the temple grounds. For this reason, the diet of monks is

"Shojin Cuisine," which mainly consists of vegetables. We invite everyone to experience the food culture that has been passed down from generation to generation using seasonal ingredients. We can also take you to special places in Yakuoji that are normally off-limits to the public.





## 03

### Premium tours with PR character "Kametaro"

Minami Town has its own PR character by the name of "Kametaro".

Kametaro is a local resident of Minami Town and dresses as a sea turtle, the symbol of the town, while providing tour guides visitors to tourist attractions. He began his activities when he appeared as a guide on a TV program introducing his hometown, and he continues to be active in this area out of love for his hometown and a desire to help revitalize it.

In the beginning, Kametaro was a one-man operation, but he eventually gathered a group of volunteers who agreed to work with him. Nowadays, several people work together as the "Kame Family".

This tour includes a cruise to see the 250-meter-high cliffs of the Senba Cliffs up close, a locally sourced lunch made with fresh local seafood, and other activities guided by Kametaro, whose hospitality will warm your heart.



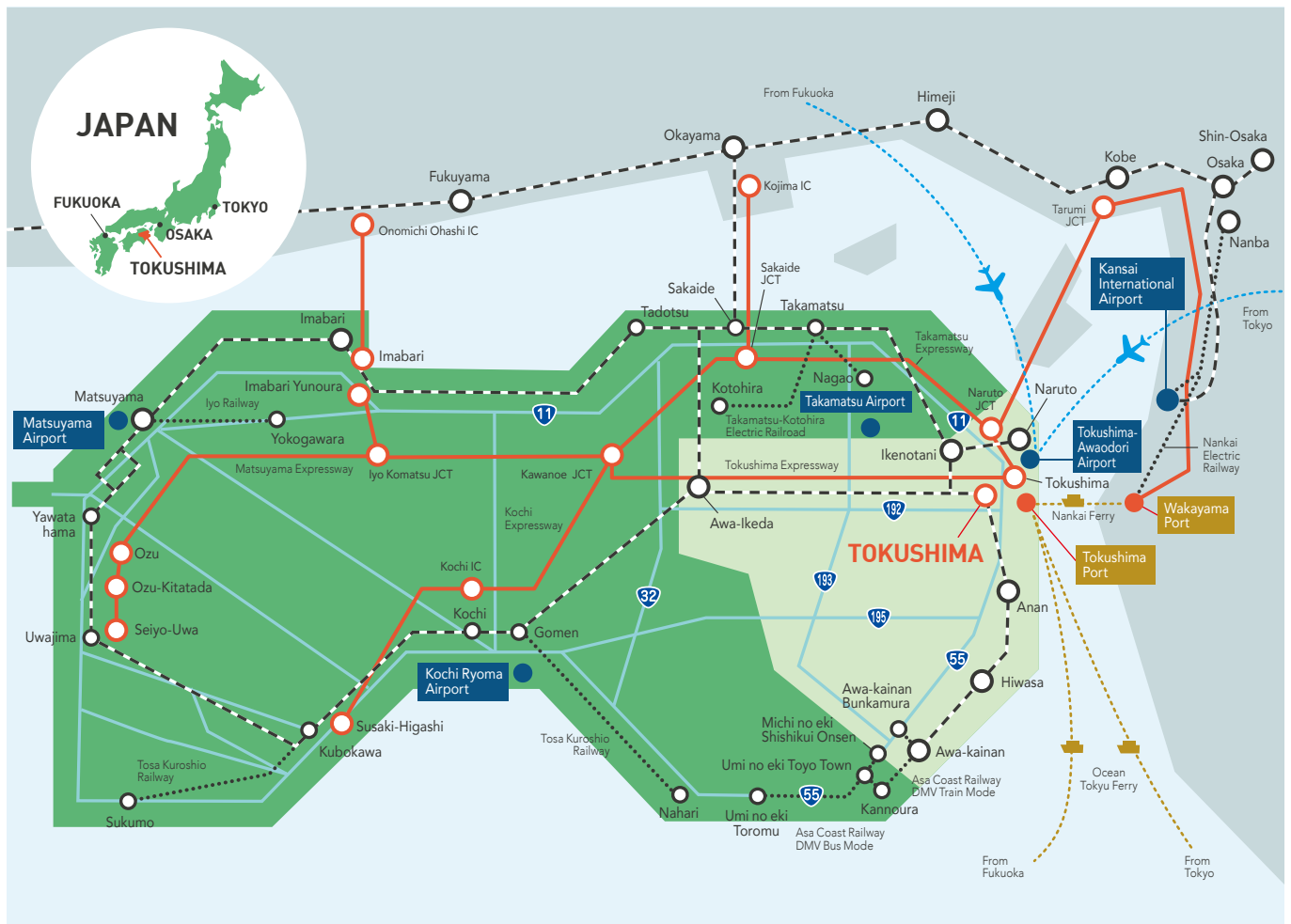
## Columns

In the southernmost part of the prefecture, DMVs that can run on both tracks and roads are in full commercial operation for the first time in the world. They were introduced to sustain public transportation in the region as the population continues to decline, and they also serve as a tourist resource.





# ACCESS TO TOKUSHIMA PREFECTURE



TOKYO (Tokyo-Haneda International Airport)	OSAKA (Kansai International Airport)	FUKUOKA (Fukuoka Airport)	HYOGO (Kobe Sannomiya)	KAGAWA (Takamatsu Station)
<p>Monorail / JR: approx. 30 min.</p> <p>Monorail / Rinkai Line: approx. 50 min.</p> <p>Airplane: approx. 1 hr. 20 min.</p> <p>Shinkansen: approx. 3 hr. 20 min.</p> <p>Local Bus: approx. 10 min.</p> <p>JR Rapid Train: approx. 1 hr.</p> <p>Ferry: approx. 18 hr.</p> <p>Limousine-Bus: approx. 30 min.</p> <p>JR Limited Express: approx. 1 hr. 10 min.</p>	<p>JR Rapid Train: approx. 1 hr.</p> <p>Nankai Electric Railway: approx. 1 hr.</p> <p>Highway Bus: approx. 2 hr. 50 min.</p> <p>Ferry: approx. 2 hr. 15 min.</p> <p>Local Bus: approx. 20 min.</p>	<p>Subway/Shinkansen/JR: approx. 1 hr.</p> <p>Airplane: approx. 1 hr.</p> <p>Taxi: approx. 20 min.</p> <p>Shin Moji Port: approx. 14 hr.</p> <p>Limousine-Bus: approx. 30 min.</p> <p>Local Bus: approx. 30 min.</p>	<p>Highway Bus: approx. 3 hr. 20 min.</p>	<p>JR Rapid Train: approx. 30 min.</p> <p>JR Limited Express: approx. 40 min.</p>
<p><b>TOKYO STATION</b></p> <p><b>OKAYAMA STATION</b></p> <p><b>TAKAMATSU STATION</b></p> <p><b>TOKUSHIMA (Awaodori Airport)</b></p>	<p><b>OSAKA STATION</b></p> <p><b>WAKAYAMA STATION</b></p> <p><b>TOKUSHIMA PORT</b></p>	<p><b>MOJI STATION</b></p> <p><b>KITAKYUSHU (Shin Moji Port)</b></p> <p><b>TOKUSHIMA (Awaodori Airport)</b></p> <p><b>TOKUSHIMA PORT</b></p>	<p><b>TADOTSU STATION</b></p>	<p><b>TOKUSHIMA STATION</b></p> <p><b>AWA-IKEDA BUS TERMINAL (Iya/Oboke)</b></p> <p><b>AWA-IKEDA STATION</b></p>

Each route is a legend. Please check with each transportation agency prior to use, as some routes may be suspended or reduced.

