

# Ancient Cities and Towns Brimming With Culture and Passion



Old private houses



Takayama Museum of History and Art



Takayama Jinrya (Edo-period outpost)

## 41 Hida Takayama

Every time you visit Hida Takayama you will be moved by its history and culture

Traditional row houses have been preserved in the heart of Hida Takayama, a town that started as a castle and merchant town. This lively old community has traditional merchant houses, townhouses, and temples gathered together with the houses and stores of ordinary citizens. History and culture are apparent everywhere in the town, offering visitors opportunities to see festival floats used for the famous Takayama Festival, participate in a morning market, and visit temples, shrines, and museums. Visitors can also get on the Sarubobo Bus (city tour bus) and visit Hida no sato (Hida Folk Village), the Forest of Seven Lucky Gods, and Hida Takayama Matsuri-no-mori (Art & festa forest in Takayama). These facilities are in the Matsukura area in the southwest part of Takayama City.



Sarubobo good luck charm



Hoba Miso



Cherry blossoms and Nakabashi Bridge



Kokubun-ji temple in autumn



Asaichi (Morning Market)



Hida Folk Village "Hida no Sato"



Takayama Matsuri Yatai Kaikan (Takayama Festival Floats Exhibition Hall)



Snow and Nakabashi Bridge

## 42 Nakasendo (Magome-juku, Tsumago-juku, & Narai-juku)

These post stations still echo the highway culture of the Edo period

Magome-juku, Tsumago-juku, and Narai-juku are post stations along the old Nakasendo highway that retain the feel of the Edo Period. Magome-juku is a unique stopover town constructed on a mountain slope, still has the character of an old Edo period town. The road approaching neighboring Tsumago-juku goes over Magome Pass, attracting not only local people but also foreign visitors as a typical Japanese walking trail course. The path winds through a small village where visitors can enjoy the beautiful natural environment. In Narai-juku, trekkers can stroll through the town, take in the beautiful natural scenery, and distinctive seasonal views. In these Edo-style post towns and Inuyama's Meiji-mura (a village recreating the period from 1868-1912), Ena's Taisho-mura (time period 1912-1926), and Minokamo's Nihon Showa-mura (time period 1926-1989), visitors will feel liked they've been transported back in time. Combination excursion tickets are also available to nearby Ena Gorge from Magome.

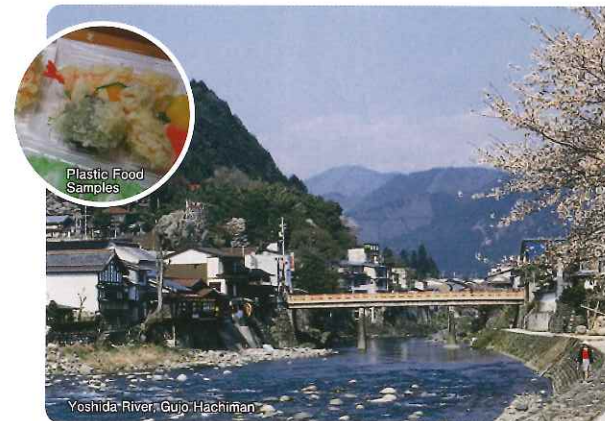


Tsumago-juku

Narai-juku



Magome-juku



Yoshida River in Gujo Hachiman



Mizutune (Water Separation System)



Gujo Hachiman Castle

## 43 Gujo Hachiman

Castle town known for its pure water and lively dancing

Located upstream in the Nagara River, Gujo Hachiman is famous for its clear water and Gujo-odori dancing in summer. In the areas named Shokunin-machi (craftsman's town) and Kajiya-machi (blacksmith's town), visitors can enjoy walking along the canals flowing under the eaves of houses, transporting them to daily life in a different age. At least half of the plastic food samples in Japan are made in Gujo Hachiman and visitors can experience making plastic food samples for themselves.

## 44 Omihachiman

Riverside districts and merchant houses

The canal to facilitate travel and trade between Lake Biwa and the castle was ordered by Hidetsugu Toyotomi (the nephew of Hideyoshi Toyotomi) at the same time as Hachimanyama Castle. Today, rows of white-walled storehouses and old homes have become a tourist destination together with Shinmachi and the surrounding areas. There are many attractions within walking distance, including the Hachimanbori Canal, Himure Hachimangu Shrine, the Hachimanyama Ropeway, Shinmachi Street with its preserved houses and Omi merchant shops, buildings designed by W.M. Vories in the early 1900's, Himure Village (Taneya, Club Harie) operated by Taneya (a confectionary company with its roots in the area), and the Omihachiman City Roof Tile Museum, which features introducing the Hachiman roof tiles that used to be a local industry.



Suigo Meguri (Boat rides)



Hachimanbori Canal



The streets of Omihachiman

## 45 Hida Furukawa Shirakabe townscape

Town of white-walled storehouses, relics of a different age

Take a tour of the quaint city and visit white-walled houses, temples, sake breweries, canals, and more. The Santera Mairi (Three Temples Visit) takes place in this town on the night of January 15 every year. It is said that women who wear a kimono and make a pilgrimage to the three temples will achieve fulfillment in love. A kimono rental service allows visitors participate in the pilgrimage as well. In addition to Santera Mairi, the Furukawa Festival held on April 19 and 20 of every year and the Okoshi Daiko (drumming to announce the commencement of the festival) have been designated as important intangible folk cultural assets.



Furukawa Festival / Okoshi Daiko



Santera Mairi



White-walled storehouses



# Ancient Cities and Towns Brimming With Culture and Passion



**46 Osu**  
 (写真提供: 中日新聞社)

## Vibrant downtown scenes bring together ancient and modern Japan

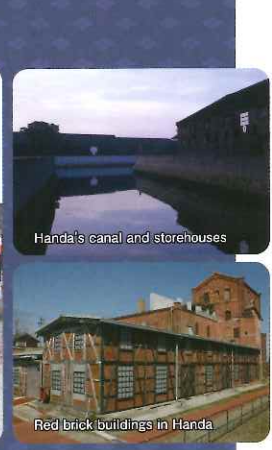
Home to Osu Kannon (a shrine dedicated to the Buddhist deity Kannon) and the temple town of Banshoji, this lively commercial avenue is the largest of its kind in Japan. The bustling downtown mixes old-style Japan with the latest trends. In the Osu Kannon area, there are about 1,200 facilities and stores selling a wide variety of products, including appliances, fashion items, and items from anime and other popular subcultures. Various events take place in the shopping arcade depending on the season. For example, the Osu street performers festival is held in October, a Setsubun Ritual in February, and an Osu summer festival and World Cosplay Summit during July and August.



**47 Karuizawa**

## A famous Japanese resort area where people go to heal and rejuvenate with seasonal attractions

Karuizawa is a world-class summer resort, offering a brisk, cool climate in summer, colored leaves in autumn, snowscapes in winter, and tender greenery in spring. Visitors can fully enjoy the view of each season and the rich natural environment. With Lake Kumoba in the background, the joy of the turning seasons and rich natural beauty in Mt. Asama make the area perfect as a summer getaway destination or haven for winter sports like curling and ice skating.



**48 Handa, a town of traditional storage warehouses**

## Classic Japanese scenery of old storage warehouses and canals

This elegant town of canals and sake storehouses is the home of a lively sake brewing culture. Attractions in Handa City include festival floats, storehouses, sites related to the famous author Nankichi Niimi, and buildings made of red bricks. The town's 31 luxurious festival floats are some of the best in Japan in terms of quality and quantity. Along with the Sunosato Vinegar Museum and Kunizakari-brand Sake Culture Museum, brewery storage areas covered with black wooden plates line the Handa Canal. Handa is also known as the birthplace of the famous children's storywriter, Nankichi Niimi, who was published in a school textbook in China. Japan's largest group of buildings made with Handa-brand red bricks is a precious cultural asset.

**49 Koga, Hidden Village of Ninja**

## Tour the history and culture in the ancient home of the ninja

Koga City in Shiga Prefecture is the most famous ninja village. The hometown of the Koga Ninja has a lot of ninja-related structures, including Shiga-Koga Ninjyutsu Yashiki—the only extant ninja house in Japan. The town of Shigaraki is a production center for Japan's six oldest ceramic wares, and raccoon dog (tanuki) figurines made in a variety of shapes are particularly famous. Miho Museum, which has the largest collection of any private museum in Japan, has art from ancient Egypt and Gandhara (present-day Pakistan and Afghanistan). The museum itself also harmonizes perfectly with the surrounding nature.



**50 Futami: Matchmaking Village**

## Symbol of matchmaking

The Meotoiwa Rocks have been known since ancient times as a place to worship the sunrise, and the Futami Okitama Shrine has been known for as long as the place to purify yourself before making a pilgrimage to Ise Jingu. The Meotoiwa Rocks serve as a Torii (Shinto arch) where visitors can venerate the Okitama Shinseki (spirit stone) of the deity Sarutahiko which is located past the Meotoiwa in the open ocean. Because they are tied together, the rocks are also known as a symbol of matchmaking. The Futami area that surrounds the Meotoiwa Rocks have a large concentration of many sightseeing spots, including a time-honored hot spring resort area, the Hinjutsukan (a guest palace constructed during the Meiji Period), Futami Sea Paradise (a family resort), and Ise Azuchimoyama Bunkamura samurai drama theme park.

**51 Nagahama Kurokabe Square**

## Walk through this nostalgic and fashionable town, where historical and modern cultures meet

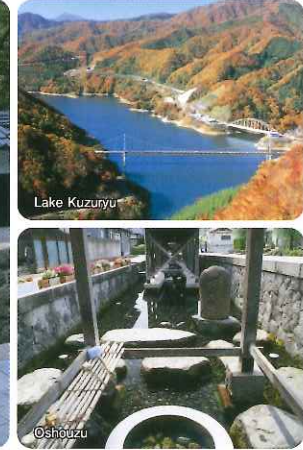
Alongside the highway that stretches from Nagahama Castle Ruins, the Kurokabe Glass Shop which sells glasswork, cafes, general stores, and restaurants serving local cuisine line the way in black walled buildings. Art and History museums, shrines and temples are all within walking distance. The Kaiyodo Figure Museum is popular among foreign visitors. The town combines historical buildings and charm with culture and art exemplified by the Hikiyama festival, one of Japan's three largest parade float festivals.



**52 Echizen Ono (Castle town) and Lake Kuzuryu**

## An elegant castle town with clear water, known as the "little Kyoto of Hokuriku"

Constructed in a grid pattern during the Warring States Period, this classic castle town is nicknamed the "little Kyoto of Hokuriku." History comes alive not only at Echizen Ono Castle, but also at the restored home of the chief samurai retainer, Uchiyama and at the 400-year-old morning market held every day in the old streets of Shichikendori. Traditional rickshaws show visitors around the town. With its numerous springs, the city is also known for its clear water. Nearby Lake Kuzuryu offers breathtaking views of colored fall leaves and fresh greenery depending on the season, thanks to the area's intense climate with large temperature swings as well as its beautiful and abundant natural scenery.





# Japan's Traditional Culture and Festivals



**53** Cormorant fishing (Gifu Nagara River, Oze, and Kiso River)

## A traditional Japanese fishing technique passed down over 1,300 years

Ukai, cormorant fishing technique has lasted for 1,300 years, though only six people in Gifu Nagara River cormorant fishing (Gifu City) and three people in Oze cormorant fishing (Seki City) hold the title of Imperial Agency Official Cormorant Fisherman. Gifu Nagara River cormorant fishing activities are the largest in Japan. The highlight of this impressive type of fishing is the Sogarami performance, where six boats line up and all catch sweetfish at once. Also nearby is the Nagara River Ukai (Cormorant Fishing) Museum. Cormorant fishing on the Kiso River offers an impressive experience of watching cormorant fishing under the backdrop of the national treasure Inuyama Castle. From a houseboat, visitors can enjoy the ingenious techniques of cormorant fisherman as they work with their birds.

**54** Tour of female diver's huts in Toba and Shima

## Experience an interesting facet of ancient Japanese culture in a town famous for its women divers

This workshop features the unique women divers of the Toba and Shima area—who represent the largest population of women divers in Japan. Local residents are now working to have these remarkable women registered as an Intangible Cultural Heritage under UNESCO. The area has multiple tourist attractions, including barbeques where visitors can enjoy fresh local seafood while listening to women divers still working talk about their experiences. Visitors can also interact directly with the women; go to the hallowed site on Ishigami-san, located near the Osatsu-kamado women divers hut. It is believed that the prayers of every woman who prays at that place will be answered. And also visitors can actually dress up as women divers at Ama hut Hachiman Kamado.



**55** Ninja Villages, Iga and Koga

## Two villages famous for ninja

Iga Ueno in Mie Prefecture is the hometown of the world-famous Iga ninja. The Ninja Museum of Igaryu (the Iga school of ninja training) exhibits ninja tools and historically important ninja literature. Visitors can take a tour of the ninja house, with its secret workings and hidden functions, and see actual ninja performances. Ninja demonstrations with throwing stars, swords, and sickles are extremely popular. The museum is the only registered museum for ninja and ninjutsu (the skills of stealth and secrecy practiced by the ninja). Koga City in Shiga Prefecture is another famous ninja town. This is the birthplace of Koga-ryu (the Koga school of ninja training) and features Japan's only authentic existing ninja house (Shiga-koga Ninjyutsu Yashiki) and the Koganosato Ninjutsu Village. These ninja-related facilities offer visitors a chance to participate in workshops where they can dress up like ninja and learn ninja skills—including throwing star techniques—as well as ninja history and culture. Iga Ueno and Koga are located next to each other, so visitors can enjoy both in the same day.



**56** Japan's leading Bon Festival dances (Gujo-odori, Owara Kazenobon)

## Experience the Bon dance, Japan's seasonal summer tradition

The Bon dance is a Japanese summer tradition. Visitors are invited to join the around-the-clock Gujo-odori, which is one of the three largest Bon dances. The Gujo-odori lasts 33 nights over a two-month period in summer, which is the longest in Japan. Visitors can wear yukata (informal cotton kimono) and geta (Japanese-style sandals) as they join the local people in experiencing Japan's rich Bon culture. There is another massive Bon dancing festival called Owara Kazenobon, which attracts 250,000 visitors every year. The Owara Kazenobon dance is elegantly performed on stone paved streets between row houses illuminated with thousands of paper lanterns and features the three-stringed Japanese shamisen as well as the kokyū (a bowed instrument of Chinese origin).



**57** Festivals with floats and parades (Takayama, Inuyama, Handa, Nagahama, Echū-Yatsuo, Iwase, and more)

## Wind-up dolls and festivals with floats

Two thirds of the festival floats carrying mechanized puppets are in Aichi and Gifu prefectures, but float-based festivals are popular in all areas of the Shoryūdo. These are some of the largest festivals in the region, allowing visitors to immerse themselves in the unbridled joy of Japanese festival culture. The Takayama Festival is one of the three most beautiful festivals in Japan.



**58** Hand-held fireworks in Mikawa

## Festival celebrating the world's largest hand-held fireworks

Boasting the largest hand-held fireworks in the world with 450 years of history, Toyohashi in the Mikawa region of Aichi Prefecture is said to be the birthplace of hand-held fireworks, and many related festivals take place throughout the area. The fireworks explode as pillars of fire shoot up from the hands of performers. They end with a final blast from the bottom of the hand-held cylinder with a stunning sound. Hand-held fireworks are used in area festivals from March through October.



# Land of Spirit and Myth



Sengukan (Ise Shrine Renewal Ceremony Hall)



Uji Bridge

(写真提供: 神宮司庁)



Toyukedajingu (Geku Ise Outer Shrine)



Kotajingu (Naiku Ise Inner Shrine)

(写真提供: 神宮司庁)



Okage Yokochi



Oharai Machi

## 59 Ise Jingu

Japanese mythology and the spiritual home of the Japanese people

Ise is the king of all shrines in Japan. The official name for Ise Jingu is "Jingu" without "Ise", which means "Great Shrine" in Japanese. The great shrine consists of 125 smaller shrines, including an inner shrine, outer shrine, detached shrines, auxiliary shrines, subordinate shrines, and other minor shrines. The shrine is relocated every two decades. Unlike any other shrine in the world, this relocation includes not only the shrine pavilions but also the renewal of every holy cloth and sacred treasure. The shrine can be appreciated any time of the year. In 2012, along with the 62nd Shrine Reconstruction, Ise constructed the Sengu Kan, a museum with the intent to pass on to posterity the techniques of which Japan is so proud, specifically the techniques of creating the sacred vestments and implements and the building of the shrine itself.

The town of Oharai is located on the approach to the Inner Shrine of Ise. Each side of the 800-m stone approach along the Isuzu River from Uji Bridge is lined with unique houses and shops. Strolling through the souvenir shops and businesses selling specialty goods and local foods is particularly fun. Okage Avenue in the center of the town of Oharai is lined with more than 50 restaurants serving local cuisine, souvenir shops, shops selling specialty goods, and exhibition halls. These historic buildings were once dismantled, but have been reconstructed along the avenue.



## 60 Atsuta Shrine

Japan's most ancient and sacred shrine after Ise, which enshrines one of the three sacred emblems of the imperial family

Here the sacred sword, the Kusanagi Sword, one of the Three Sacred Treasures that symbolizes the Imperial throne is enshrined. In 2013, the shrine will mark its 1900th anniversary since its establishment. The shrine has dragon-related facilities such as the Ryoueikaku (Dragon Shadow) Palace (designated as a national cultural asset) and Ryujinja (Dragon Shrine). On the shrine grounds, there are a number of gigantic camphor trees, including those that have lived over 1,000 years. The four seasons can be enjoyed in the nearby Shirotori Garden.



## 61 Shirayamahime Shrine and Hakusan tour

The head temple of the Hakusan faith lies at the base of Hakusan, a sacred mountain of rising dragons and the legendary dragon king

This shrine serves as the headquarters of 3,000 Hakusan shrines throughout Japan. Legends of the rising dragon and dragon god have been handed down over the centuries. The site enshrines Mt. Hakusan, one of the Japan's most famous mountains. The shrine has attracted visitors since ancient times as the first shrine in Kaga area and the center of Hakusan Worship. The main enshrined deity, Kukurihime, is a well-known goddess rules various types of relationships and many worshippers are drawn to her sacred power.



## 62 Keta Taisha Shrine

This matchmaking shrine possesses a source of spiritual and religious power

This 2,100-year-old structure enshrines Okuninushi-no-kami, the god of marriage. Here, there are many trees 100 years old and more, designated as national monuments. The shrine is said to possess a source of spiritual and religious power.



## 63 Suwa Taisha Shrine and Zenkoji Temple pilgrimage

One of Japan's oldest shrines

This shrine is the headquarters of 10,000 Suwa shrines throughout Japan and is said to be one of the oldest shrines in the country. The god enshrined here is a famous patron of heroism and safe childbirth, attracting about 1.2 million worshippers every year. The Onbashira Festival held every seven years is well known as a major festival in Japan and celebrated for its majesty and frenzy. Touring around the temples and shrines in this area together with the Shinshu Zenkoji Temple is one of the best sightseeing opportunities in Japan.



# Japan's Culinary Culture Morning Markets to Outlet Malls: Japan's Bustling Shopping Opportunities



Hida beef



64 Matusaka beef, Omi beef, and Hida beef

## Finest Japanese beef cuisine

In the Shoryudo area, visitors can enjoy world-famous Japanese wagyu beef—considered to be one of the finest examples of Japanese cuisine. Two of Japan's three most famous wagyu varieties are produced in this area: Matusakaushi (Matusaka-brand beef produced in Mie Prefecture) and Omiushi (Omi-brand beef produced in Shiga Prefecture). Matusakaushi is referred to as "beef as fine art", and the Hidaushi produced in Gifu Prefecture is touted as the highest quality beef in Japan. Visitors can enjoy Japan's finest wagyu cuisine in the heart of the region in which it is raised.

## 65 Sake brewery tour

### Sake brewery tour showcasing Japan's native alcoholic beverage

Sake represents Japan's unique brewing culture. Some sake breweries offer storehouse tours during specific times with an opportunity to taste the sake during the tour. Tours are available at Noto-toji (Ishikawa Prefecture), Hida Brewery (Gifu Prefecture), and at the Horaisen & Hakuro breweries (Aichi Prefecture). With twelve sake breweries, the Hida and Hida Takayama area is the leading sake producer in the region and hosts several winter brewery tours.



Noto Toji (Sake-Making)



Sake breweries of Takayama



Visiting sake breweries of Takayama



Echizen crab



Eel dishes from Lake Hamana

Yellowtail from Himi

Minamichita blowfish

Ise lobster

## 66 Japan's finest seafood (Echizen crab, Ise lobster, Mie oysters, Himi fish, Minamichita blowfish, Lake Hamana eel, Gifu sweetfish, and more)

### Experience Japan's best crab, oysters, and fish

The Shoryudo area is blessed with fresh, delicious, and abundant seafood. The king of winter dishes, Echizen crab (Fukui Prefecture), is the only crab in Japan served to the Imperial family. Japan's largest and finest spiny lobster, the Ise lobster, and Uramura-brand oysters, the earliest season cultivar, are both found in Mie Prefecture. Fresh yellowtail is caught in Himi (Toyama Prefecture). Try fresh sweetfish cuisine from the Gujo area, where you can join in Yana-style fishing using a wooden or bamboo cage and a bench constructed in the river (Gifu Prefecture), blowfish cuisine from southern Chita Peninsula (Aichi Prefecture), and delectable eel dishes from Lake Hamana (Shizuoka Prefecture).



Melon picking on the Atsumi peninsula



Apple picking in Nagano



Strawberry picking on Mount Kuno

## 67 Fruit-picking workshops (Atsumi Peninsula, Kunozan, Hamamatsu, Nagano, and others)

### Fresh fruit-picking workshop

The Shoryudo area offers visitors opportunities to participate in fruit picking at various locations throughout the year. Activities include harvesting melons around Atsumi Peninsula (Aichi Prefecture), tangerines in Gamagori (Aichi Prefecture), Mikkabi mandarin oranges in Hamamatsu (Shizuoka Prefecture), strawberries in Mt. Kuno (Shizuoka Prefecture), and apples in Suzaka (Nagano Prefecture). The area is well known for its fruit-picking activities and is a leading area for fruit production in Japan.



## 68 Soba workshops (Echizen oroshi soba, Shinshu soba, Okuhida Bokunen soba, and others)

### Try making soba, Japan's typical dish

Soba is one of Japan's most recognizable foods. Visitors can enjoy tasty soba in many locations in the Shoryudo area. Some of the most famous specialty soba varieties are Echizen soba (Fukui Prefecture), Shinshu soba (Nagano Prefecture), and Okuhida Bokunen soba (Gifu Prefecture). Visitors are invited to participate in soba-making workshops at soba factories in Fukui and other areas. After the workshop you get to eat the soba that you made yourself!

## 69 Two of Japan's three largest morning markets (Takayama and Wajima)

### Interact with people as you shop in the three largest morning markets in Japan

Japan's three largest morning markets are attended by a vast number of merchants and sellers. Takayama (Gifu Prefecture) and Wajima (Ishikawa Prefecture) are two of the best known. Each has its own unique features, with the Takayama market primarily selling agricultural products and the 1000-year-old Wajima specializing in fresh seafood. Visitors to these markets will have the precious opportunity to interact with lively shop owners, adding a personal dimension to the typical shopping experience.



Takayama Jinya Asaichi (morning market)



Takayama Miyagawa Asaichi (morning market)



Wajima Asaichi (morning market)



Wajima Asaichi (morning market)



Jazz Dream Nagashima Outlet Mall



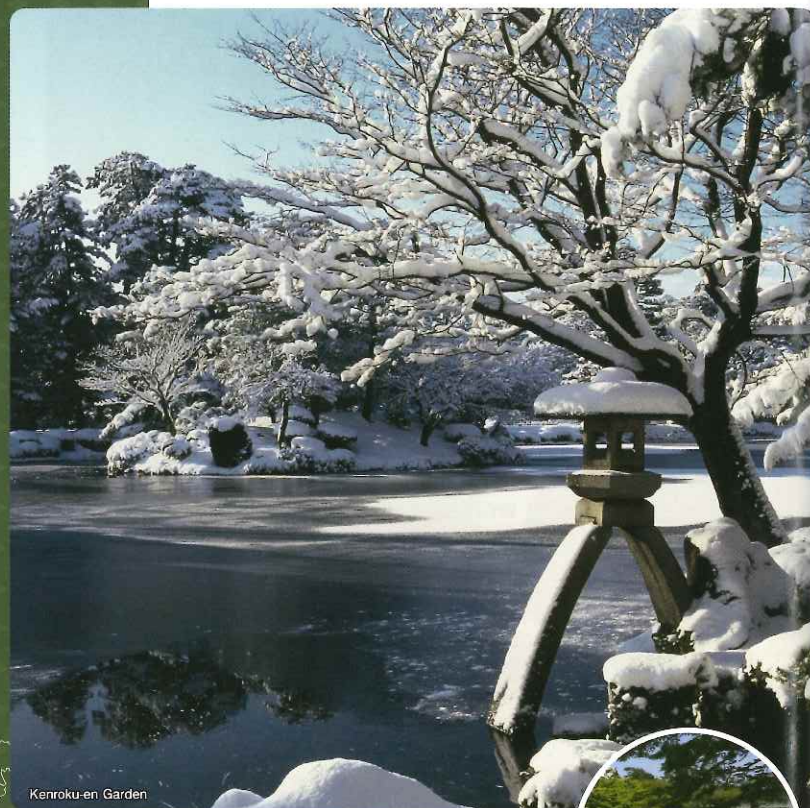
## 70 Japan's largest group of outlet malls

### Japan's largest outlet malls, a heaven for shoppers

Including Jazz Dream Nagashima (Mie Prefecture), Gotemba Premium Outlets (Shizuoka Prefecture), Toki Premium Outlets (Gifu Prefecture), Mitsui Outlet Park Shiga Ryuo (Shiga Prefecture), and Karuizawa Prince Shopping Plaza (Nagano Prefecture), the Shoryudo area is home to many massive outlet malls to visit during your trip. Jazz Dream Nagashima has the largest number of stores and shops of any outlet mall in Japan, while the Gotemba Premium Outlet attracts the largest number of visitors with its endless rows of stores and shops.



# Urban Tourism



Kenroku-en Garden



Naga-machi Buke Yashiki (Samurai Residences)



Kanazawa Downtown Sightseeing Bus



Kanazawa Castle / Ishikawa-mon Gate



Yuwaku Onsen (hot springs) Area



Gold leaf craftwork



Higashi Chaya



Omicho Market



Sushi



21st Century Museum of Contemporary Art

## 71 Kanazawa Castle Town, steeped in history and culture

The castle town Kanazawa, deeply rooted in the fiefdom of Kaga, which yields one million koku of rice

Kanazawa preserves its colorful history and culture as a castle town in the fiefdom of Kaga, which yields one million koku of rice (one hundred fifty million kg). The Kenroku-en Garden, one of the three most famous gardens in Japan, offers spectacular views as it changes from season to season. The area's wide variety of tourist destinations include the bustling Omicho market, three old-style teahouse streets, samurai residences, the 21st Century Museum of Contemporary Art, Yuwaku Onsen hot spring considered an extension as it were of Kanazawa itself, and more. Kanazawa's specialty foods are full of classic Japanese tastes, combining various elements of play, sound, scent, serving dish, and ingredients for a full experience that goes beyond just filling one's stomach. Local chefs use seasonal ingredients from the surrounding sea and mountains, cultivated in the local climate. In addition to food, Kanazawa offers a variety of other attractions under its unique Kanazawa Craft Tourism initiative, including tours of factories where traditional crafts are made, craft workshops, traditional performing arts, and cultural experiences.



Nagoya TV Tower and Oasis 21



Buildings surrounding Nagoya station



Sakae Underground Shopping Center



Sunshine Sakae



SCMAGLEV and Railway Park



TOYOTA Commemorative Museum of Industry and Technology



Port of Nagoya Public Aquarium



Me-guru Bus



Nagoya City Science Museum



Nippon Domannaka Matsuri Festival



Nagoya Castle



Osu Kannon Temple

## 72 Nagoya: All-around tourist destination and metropolis

This metropolis offers a wide variety of activities, from shopping to food, amusement, historical culture, industry tours, and modern festivals

Nagoya is the largest city in Shoryudo. Just 30 minutes by train from Chubu Centrair International Airport, the city has numerous sightseeing, amusement, and cultural opportunities, including Japan's largest group of department stores, many brand-name shops, Japan's largest underground shopping mall, and lively downtown Osu where people can enjoy shopping amidst the mixed cultures of old and modern Japan, art and history museums, a Museum of Science with the world's largest planetarium, a zoo, and an aquarium. As a city of manufacturing culture, Nagoya has many attractive industrial and sightseeing facilities such as the TOYOTA Commemorative Museum of Industry and Technology, the SCMAGLEV and Railway Park, and Noritake Garden. Nagoya's historical and cultural facilities include the city's symbolic historical monuments, Nagoya Castle and Atsuta Shrine, each of which offer a variety of attractions for visitors. Nagoya is known for its unique food, such as chicken wings, hitsumabushi (a regional cuisine made with eel), and kishimen (flat broad noodles). Nagoya has a dazzling nightlife, and can also be enjoyed for its city landscape including skyscrapers, Oasis 21, and its TV tower. Some of the world's largest and most unique modern festivals attract visitors to Nagoya, including the World Cosplay Summit and Nippon Domannaka Dance Festival. Nagoya's sightseeing bus "Me-guru" is a convenient way to tour all of the city's major sightseeing spots.



Hitsumabushi (Grilled Eel on Rice)



Tebasaki Chicken



Osu Shopping Arcade



# Entertainment Japanese-style: Museums, Theaters, and More



World Cosplay Summit (写真提供:世界コスプレサミット)



CHIBI MARUKO CHAN LAND



## 73 Hotspots of the anime and manga scene

### Experience Anime and manga

The Shoryudo is home to many facilities and tributes to the world of Japanese anime and manga, including locations related to the artists and pieces that are beloved throughout the world. Attractions include CHIBI MARUKO CHAN LAND (Shizuoka City, Shizuoka Prefecture), Nagoya Anpanman Children's Museum and Park (Kuwana City, Mie Prefecture), the Himi Manga Road and birthplace of Fujiko F. Fujio (Himi City, Toyama Prefecture), Matsumoto Reiji Symbol Road (Tsuruga City, Fukui Prefecture), Go Nagai Wonderland Museum (Wajima City, Ishikawa Prefecture), and Satsuki and Mei's House (Nagakute City, Aichi Prefecture). Nagoya hosts the World Cosplay Summit in August every year, attracting cosplay enthusiasts from around the world.

## 74 Nagashima Resort

Integrated resort including amusement parks, hot springs, and flower gardens can be enjoyed throughout the year

The Nagashima Resort is one of the largest resort parks in Japan, consisting of an amusement park, hot springs, outlet mall, Nabana-no-Sato hot spring-garden complex, and hotels. Visitors can enjoy outdoor bathing in a natural atmosphere at the Yuami no Shima, Huge Natural Outdoor Baths for Day-trip Visitors. The massive Nagashima Resort provides a host of amusement opportunities, including scary rides (rollercoasters) and rides for children and infants. Nabana-no-Sato features a garden with 12,000 colorful flowers that bloom throughout the year. The beauty of the winter flower illumination event is overwhelming. The nearby Jazz Dream Nagashima outlet mall has more shops and stores than any other outlet mall in Japan.



Nagashima Spa Land



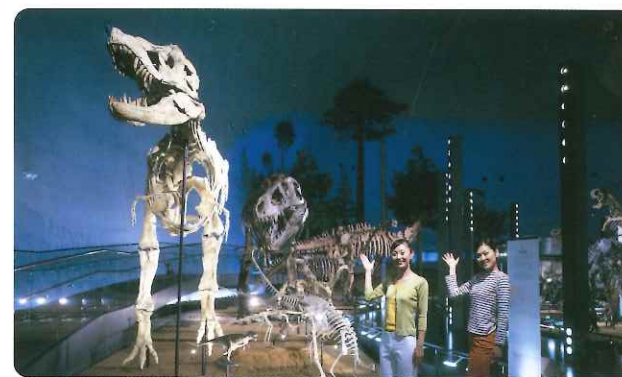
Yuami no Shima



Nabana no Sato



Winter illuminations



## 75 Fukui Prefectural Dinosaur Museum

One of World's top three dinosaur museums

The Fukui Prefectural Dinosaur Museum is one of the largest dinosaur museums in Japan and is said to be one of the three largest in the world. Its exhibition halls are divided into three areas: the "World of the Dinosaurs," "Earth Science," and "History of Life." These vast halls showcase more than 40 dinosaur skeletons, well over a thousand specimens, a large-scale restoration diorama, dinosaur images, and more.



Try on Meiji-era costume



Steam locomotive and cherry blossoms

## 76 Museum Meiji-mura

A reconstruction of Japan more than 100 years ago

The Meiji-mura Museum exhibits historical buildings and offers Japanese cultural workshops. Here, visitors feel as though they've gone back in time to a different period in Japan's modern history. The museum offers fun rides including a steam locomotive and tram. Two other sister parks can be found in nearby Inuyama City so that visitors can enjoy them all in a day or two. They are the Japan Monkey Park (amusement park and monkey zoo) and Little World, which offers "a tour of the world in a day".



Dugong at Toba Aquarium



Toba Sea-Folk Museum

## 77 Toba Aquarium

The Toba Aquarium is the only place in the world where you can meet Dugong dugon and manatees, the legendary mermaids of rivers and the sea

Renowned in Japan for the number of species kept, Toba Aquarium is separated into 12 zones resembling real wild environments and exhibits 30,000 river and ocean creatures from 1,200 species. Marine animals include the Australian sea cow (dugong) and the African manatee, thought to have inspired the myth of the mermaid. The Toba Aquarium is the only aquarium in Japan to have a dugong. Moreover, this is the only place in the world where visitors can meet both the dugong and manatee at the same time. Nearby, there are many attractions to choose from, including Mikimoto Pearl Island, the Toba Bay tour, and the Toba Sea-Folk Museum.



Nemuno Sato



Shima Spain Village

## 78 Amusement Parks and Resorts in Shima (Nemuno Sato, Shima Spain Village)

The sunny, forested resort, Nemuno Sato, is a delight to the senses Experience the passion of Spain at Shima Spain Village amusement park

Located in the Ise-Shima National Park, Nemuno Sato Hotel and Resort is an integrated resort consisting of three hotels in different styles, a marina, golf course, spa, and training facilities on an expansive 3 million square meters of land. The site is surrounded by Ago Bay, called the "cradle of pearls". Shima Spain Village is Japan's only fully fledged Spanish theme park. Visitors can enjoy Spanish culture by strolling, playing, and eating in the park. Attractions include parades and shows as well as many on-site restaurants and shops. Nemuno Sato and Shima Spain Village are located in the same vicinity, so visitors can enjoy both while they are staying in the area.



## 79 MIHO Museum

Japan's largest private collection

The MIHO Museum exhibits more than 2,000 artworks from Japan and other countries, including ancient Egypt, Greece, Rome, Asia, and Gandhara (present-day Pakistan and Afghanistan). The pieces represent one of the foremost private collections in Japan. In addition to the collection, visitors can enjoy the artistry of the museum itself as it harmonizes perfectly with the surrounding natural elements like the weeping cherry in spring and colored leaves in autumn.



# Yesterday and Today: The Spirit of Japanese Manufacturing



## 80 Automobiles yesterday and today (Toyota Kaikan, Toyota Automobile Museum, Suzuki Plaza, Suzuka Circuit, and Motorcar Museum of Japan)

### Experience Japanese automobile production (from the museum to the factory tour)

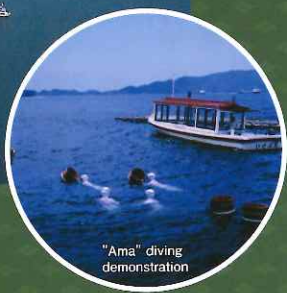
Shoryudo is also famous for automobiles. The Toyota Kaikan (Toyota City, Aichi Prefecture) allows visitors to step into a rich future world that leading global automaker Toyota hopes to achieve as well as sneak peaks at the company's latest car production through actual cars and images. Visitors can also participate in a real Toyota factory tour with prior reservations. Another Toyota facility in Aichi Prefecture is the Toyota Automobile Museum, which showcases the history of automobile technology and culture (Nagakute City, Aichi Prefecture). The area has even more car-related features including the Suzuki Plaza (Hamamatsu City, Shizuoka Prefecture), which presents the history of the Suzuki motorcycles and cars so popular in Asian countries. Japan's first automobile museum, the Motorcar Museum of Japan (Komatsu City, Ishikawa Prefecture) exhibits the largest number of cars in Japan. And last, but not least, Japan's leady motorsport facility, the Suzuka Circuit (Suzuka City, Mie Prefecture), which hosts the global F1 Grand Prix.



## 81 Mikimoto Pearl Island

### Birthplace of the world's beloved MIKIMOTO PEARL brand

In 1893, Mikimoto Pearl Island was the first place in the world to succeed in culturing pearls. From the Pearl Museum which has exhibits on every aspect of pearls, to the Kokichi Mikimoto Memorial Hall which showcases the life of Kokichi Mikimoto, known as the "Pearl King," the island has various facilities. Don't miss the pearl shops, restaurants, and a demonstration featuring woman divers wearing traditional white diving suits.



"Ama" diving demonstration

## 82 Make Your Own Plastic Food Samples

### The only place in the world where you can make your own plastic food samples

Gujo City in Gifu Prefecture is the birthplace of Japan's world-famous plastic food samples production. As plastic food samples foods are a unique aspect of Japanese culture made with detailed techniques that exist only in Japan, making food samples themselves is hugely popular with foreign tourists. Visit the nearby Gujo Hachiman Castle and climb to the top to enjoy a spectacular view of the land beneath. Don't miss the row houses along the canals and the delicious food that you can nibble while you stroll.



Grinpia Makinohara



World Tea Museum



Gyokuro-no-Sato

## 83 Shizuoka green tea workshop (tea ceremony, tea picking)

### Japan's No. 1 tea production area

As Japan's top producer of green tea, Shizuoka Prefecture offers visitors tea workshops surrounded by the beautiful scenery of its famed tea gardens. At the workshop in Gyokuro-no-Sato (home of fine Gyokuro tea), visitors can participate in a tea ceremony conducted in an elegant teahouse. Grinpia Makinohara offers DIY tea picking, a tea factory tour, and fusion foods. The World Tea Museum Ocha-no-sato also showcases aspects of tea culture from various countries, tea ceremony, and other tea-related activities.



INAX MUSEUMS



Koubei-gama ceramics



Tokoname-yaki pottery tea pot



Banko-yaki pottery



Ceramics-themed walkway

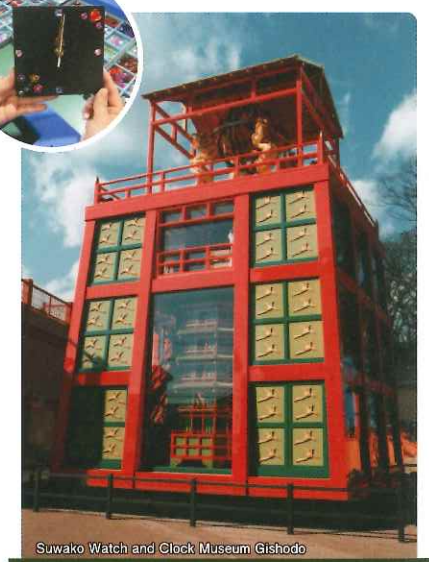


Maneki Neko Museum

## 84 Tour of ceramic production areas (Seto, Tokoname, Tajimi, Yokkaichi) and maneki-neko Lucky Cats

### Japan's largest area of pottery production, pottery-making workshop

Aichi and Gifu Prefectures have a large concentration of ceramic producers. In Seto City (Aichi Prefecture) popular activities include touring ceramic museums and galleries. In Tokoname City (Aichi Prefecture) the pottery path and INAX MUSEUM are popular. In Tajimi City (Gifu Prefecture), there are several facilities that convey the charm of Mino ceramics, including the ceramic wholesale district called Oribe Street, Koubei-gama (Koubei Kiln) Ceramic Museum and Sakazuki Art Museum. Yokkaichi City (Mie Prefecture) is home to Bankoyaki ceramics exhibited at various facilities. All four cities have pottery workshops that visitors can join. Hugely popular in both China and Taiwan, the production of maneki-neko (Lucky Cat) figures is commemorated at the Maneki Neko Museum located in Seto City (Aichi Prefecture). The city is also the venue for the Kurufuku Maneki-neko Festival (Luck Summoning Maneki-neko Festival), held in late September of each year. In Tokoname City, which produces the largest number of ceramic lucky cats in Japan, there is a gigantic beckoning cat (the largest in Japan) and the Tokoname Maneki-neko Passage.



Suwako Watch and Clock Museum Gishodo

## 85 Tour of precision machinery in Suwa and Suwa Taisha Shrine

### Production area for world-class precision instruments

Known as the "Switzerland of the East", Suwa City in Nagano Prefecture has the largest concentration of precision machines in Japan. Visitors are welcome to participate in factory tours here, and can also visit museums around Lake Suwa, including the Suwako Watch and Clock Museum Gishodo, Suwako Orgel Museum, and the nearby Suwa Taisha Shrine.



# Yesterday and Today: The Spirit of Japanese Manufacturing



Pure gold leaf



Wajima Lacquer

**86** Traditional crafts of Kaga, Noto, and Kanazawa (gold leaf, Kutani Pottery, Wajima Lacquer, and more)

## World renowned traditional crafts; Kaga, Noto & Kanazawa

The Kaga, Noto, and Kanazawa regions (Ishikawa Prefecture) produce some of the highest-quality fine arts and crafts in Japan. These superior techniques are preserved to this day in the form of traditional local craftsmanship. Kanazawa Craft Tourism is encouraged in the Kanazawa region, and combines both local culture and traditional arts. The area has many traditional craft factories and workshops where visitors can shop and experience making crafts themselves. In particular, the Kanazawa area is known for producing 99% of Japan's gold leaf. The Sakuda Gold and Silver Leaf Co., Ltd. and other craft centers invite visitors to try gilding something themselves. Kanagawa has other specialties as well, including Kaga Yuzen (dyeing silk in vibrant colors), Kutaniyaki pottery (highly acclaimed both at home and abroad for its gorgeous patterns), beautiful glossy Kanazawa lacquerware, and Kanazawa Mizuhiki paper decorations. Other well-known fine lacquerware made in Ishikawa Prefecture include Wajima Nuri (Wajima City) and Yamanaka (Kaga City).

**87** Traditional Japanese culture (Yunokuni no mori, "Hida no Sato" Hida Folk Village)

## Tour to experience Japan's traditional culture and craftsmanship

This tourist facility allows visitors to experience Japan's traditional culture and craftsmanship. At "Hida no Sato" Hida Folk Village (Takayama City, Gifu Prefecture) old-fashioned Japanese events and plays are on display and there is a daily craftwork workshop. The Kaga Traditional Handicrafts Village, Yunokuni no Mori (Komatsu City, Ishikawa Prefecture), offers visitors the opportunity to participate in the traditional craftsmanship that has made Ishikawa Prefecture famous around the world. There are popular workshops for applying pure gold leaf, papermaking, Kaga Yuzen stencil silk dyeing, making gold-inlaid lacquerware using powdered gold in etched grooves, and other traditional techniques that have made Japanese crafts famous across the globe.



Kaga Traditional Handicrafts Village YUNOKUNI NO MORI



Hida Folk Village "Hida no Sato"

**88** Traditional Hida crafts (yew wood carvings, Hida Shunkei Lacquerware)

## Hida's unique traditional crafts

Surrounded by forests, the Hida-Takayama area is known for its unique traditional crafts. Craftspeople with exceptional skill are called takumi (artisans) that produce one-of-a-kind traditional crafts. Takayama has a unique craftsmanship culture including hand-made wooden items called "Ichii ittobori" (yew wood carvings) and Hida Shunkei lacquerware that highlight the grain in the natural wood.



Ichii Itto Carvings (Yew Wood Carvings)



Hida Shunkei Lacquerware



Old-fashioned Japanese Swordmaking and Sword Practice



Feather Museum



Japanese swords

**89** Traditional Mino crafts (Seki knives, Mino Japanese paper)

## Japan's leading town for cutlery and Japanese paper

Seki City in Gifu Prefecture is known for producing Japan's finest and largest selection of knives and cutlery. This is the only place where visitors can see old-fashioned Japanese swordmaking and sword practice, including real sword cutting performances. The Seki Sword Tradition Museum exhibits authentic Japanese swords, while the Feather Museum exhibits history and culture of bladed objects including razors. Mino City, Gifu Prefecture produces Mino Japanese paper with a 1,300-year history. The town is also known as the town of "raised udatsu" (slightly raised embellishments on the roof of a building). "Raise the udatsu" is a Japanese way of saying "getting ahead in the world," and Mino actually has many houses with "raised udatsu" thanks to the prosperity from selling Mino paper. Mino also has the Mino-Washi Museum, which offers a papermaking workshop. The Mino Washi Akari-Art (Creative Lantern) Contest and Exhibition held in the town have also gained popularity among visitors.



Mino-Washi Akari Art Gallery



Hands-on Papermaking Class



Mino Japanese paper

**90** Toyama, medicine-making towns (Ikedaya Yasubei Shouten, and Toyama Municipal Folkcraft Village)

## Tour of medicine-making towns

Since the Edo period till the present day, Etchu (the former name of Toyama Prefecture) has been known for selling herbal medicines. Today Toyama Prefecture produces the largest volume of herbal medicines which are dispensed in the "oki kusuri" method. In the "oki kusuri" method, the customer keeps a box of medicine in their home and only pays for whatever is used. The Ikedaya Yasubei Shouten Co., Ltd. offers visitors the opportunity to join a workshop preparing Toyama-style handmade herbal medicines and delicious meals mixed with herbal ingredients. The Toyama Municipal Folkcraft Village has a resource center featuring Toyama-style handmade herbal medicines, where the visitor can learn about the history of Toyama's unique medicine culture.



Toyama's "Ohiguseur" (medicine-kit)



Ikedaya Yasubei Shouten (Traditional Medicine)