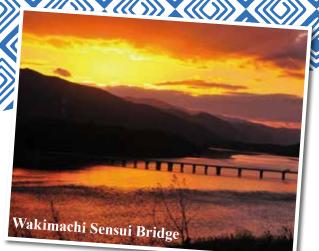


DISCOVER KYOTO TOKYO OSAKA TOKUCHNA TOKUSHIMA

Some encounters are possible only here. Set foot in Tokushima, a land full of surprises, and enjoy your trip to your heart's content.



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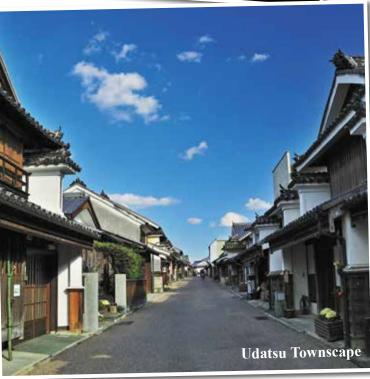


Tokushima: You'll never want to leave



Wherever you go, wherever you start your journey, all-new scenery and

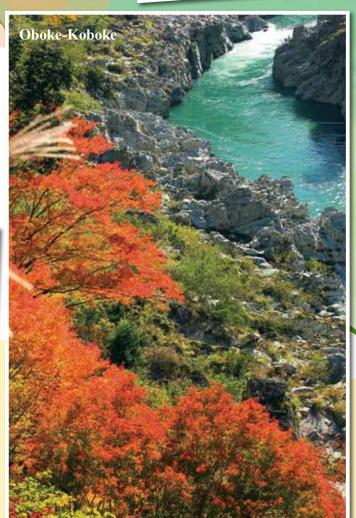
The different regions of Toku shima present different faces. experiences await you. It's time to go to Tokushima. You'll never want to leave.



Ancient riverside scenery The Waki-machi area

In the Waki-machi area, nature and human activity exist side by side, creating beautiful scenery. Several towns sit side by houses hundreds of years old stand side by side in Wakinachi, which has flourished as a commercial center.





A city of whirlpools and a water capital

Naruto City and Tokushima City

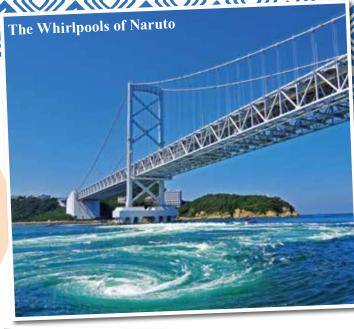
Naruto, located next to an eddying strait, and Tokushima City, which has developed along with several rivers. In these areas, powerful views ar scenic streetscapes stretch out before you. These areas are the eco centers of the prefecture and the gateways to Tokushima touri

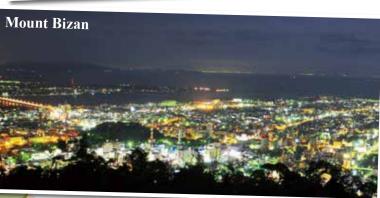


A gathering place for sea turtles Southern Tokushima

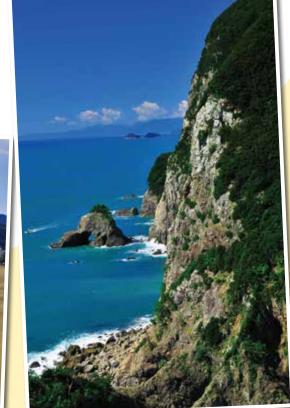
lay their eggs. It's popular as a seaside driving route looking out on the Pacific Ocean and as a marine sports spot.







Senba Cliffs



DISCOVER TOKUSHIMA 3

A modern paradise on Earth **Oboke-Iya**

In recent years, Iya, which is said to be one of the top three unexplored regions of Japan, is getting a lot of attention. If you push your way into the deep mountains, you will find a slow pace of life and hidden-paradise scenery.





2018/04/18 12:10 tokushima_en-cs6.indd 3

Traditions

Feeling Tokushima with your hands, body and soul

Activities

Original industry and culture developed over the course of history. A journey of traditional experiences is about to begin.





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Hirara-yaki

This is a rustic local dish containing river fish and vegetables cooked on a hot rock. "Hirara" refers to flat rocks found in a dry riverbed. A circular "riverbank" is made with miso atop the rock, and seasonings and ingredients are placed inside it.



Awa odori chicken

Tokushima free-range chickens are grow in a relaxed environment for more than 80 days. Their lean, low-fat meat has sweetness, a rich flavor and a wonderful texture.



Tokushima, where each area has distinctive local color, there are a wide variety of delicious things to eat. Why not set out on a gourmet journey?

Sobagome zosui (buckwheat porridge)

Zosui is rice cooked in broth with vegetables, seafood and other ingredients. In Iya, sobagome — dried buckwheat kernels with the husks removed — is used as a substitute for rice. The lumpy texture is addictive.



This is a dish from the southern part of the prefecture in which freshly caught lobster and live abalone are grilled on a wire net. It is said to have originated with male and female divers who fished in the ocean with no equipment. The fresh, delicious flavor is impressive.



Awa Bancha Tea

Tea made from mature rather than new tea leaves, which undergo lactic acid fermentation like yogurt and have a brisk, refreshing tartness. The mountains in the south of the prefecture are a major production area.

Tokushima Ramen Noodles

The local specialty ramen consists of noodles in pork-bone soy sauce soup topped with sweet-and-spicy pork rib and a raw egg. Each ramen shop has its own distinctive flavor, so you can enjoy tasting and comparing to find your favorite.



This is beef from pedigree Japanese Black (Wagyu) cattle that thrive in a temperate climate amid abundant nature. The authentic taste of Awa beef can be enjoyed to the fullest in simple dishes such as shabu-shabu and steak.



Iya Soba Noodles

This is the best-known home-cooked dish of Iya. The soba noodles made with almost no thickener are characterized by their simple texture. The original flavor of soba spreads throughout your mouth with each bite.

Minami Awa Don (Southern Awa rice bowl)

This is a rice bowl made with appealing ingredients of southern Tokushima. There are various kinds of these rice bowls made variously with luxurious amounts of seafood or mountain foods based on the original ideas of each restaurant.



Minced white fish caught in nearby waters is spiced up with curry powder, red pepper, and seasonings, then breaded and fried. This Tokushima soul food is popular as a side dish, snack, or to nibble on while drinking.

Naruto Kintoki Sweet Potato Co



These sweet potato confections are made with the Naruto kintoki brand of sweet potatoes for which Japan is famous. They leave intact the delicious flavor of Naruto kintoki sweet potatoes, which are sweet and have a criso texture like chestnuts.

Sweet Potato Confections Wasanbon Sugar



This gourmet sugar, made with a time-consuming process, is often used to make Japanese sweets. Hi-gashi, traditional Japanese candy made by shaping the sugar into charming shapes with a mold, has an elegant sweetness and satisfying flavor, with the delightful taste of Awa Wasanbon-to coming through.

Awa Juwari (Japanese Sake)



This is a unified Tokushima sake brand. It's Junmai sake brewed in Tokushima using only brewer's rice grown in Tokushima and water harvested in the prefecture. It has the flavor, aroma, balance and luster befitting such a select brand.

Take Chikuwa



Minced fish is wrapped around a stick of natural green bamboo and baked. It's easy to get hooked on its distinctive texture and aroma. Usually the bamboo is pulled out, leaving a tube-like form, but leaving it in and eating it whole is the Tokushima style.

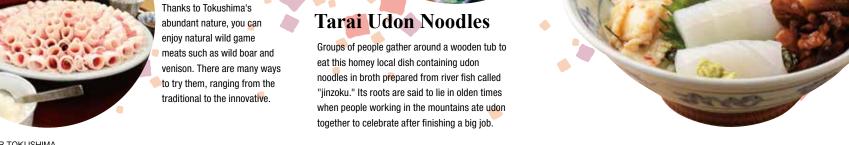
Contact

kushimaken Bussan Kyokai TEL: 088-622-8231 http://tokushima-bussan.com/

DISCOVER TOKUSHIMA 7



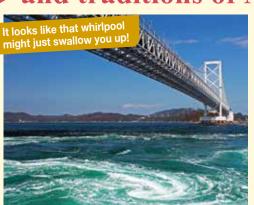
6 DISCOVER TOKUSHIMA



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A trip around Tokushima

Explore the nature, culture, spots that will touch your heart. Where would you like to and traditions of Naruto, home of the whirlpool



1 大鳴門橋遊歩道 渦の道/観潮船 Uzu-no-Michi Walkway / Whirlpools Sightseeing Boat

The Naruto Strait has the best eddying current in the world, producing whirlpools up to 20 meters in diameter. A walkway over the strait allows visitors to see the whirlpools below through a transparent floor. Also, riding on a sightseeing boat that gives close-up views of the whirlpools is a spectacular experience.

https://www.uzunomichi.jp/ https://www.uzusio.com/en/ http://www.uzushio-kisen.com/en/



3 酒蔵見学 Sake Brewery tours

In addition to a world-famous eddying current, historical streetscapes and thrill-a-minute suspension bridges over

valleys, Tokushima is packed with attractions, including an underwater sightseeing boat that lets you observe the beauty of the undersea world. You are sure to find a few

> The sake brewery that lines this street is 200 vears old and still follows traditional production methods. Tours of the brewery is available by

http://o-museum.or.jp/english/



take photos with them.

2 大塚国際美術館

OTSUKA MUSEUM OF ART This museum exhibits Western paintings beautifully reproduced on ceramic, with the same size, color, texture,

paint thickness and brushwork as the originals. More than

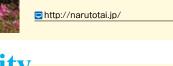
1,000 masterpieces are on view, and you are welcome to

4 鳴門市ドイツ館 Naruto German House

Exhibits primarily focus on the Bando Prison Camp, where German prisoners of war were housed during World War I. As the prisoners' human rights were respected and they were allowed to lead independent lives. there was extensive cultural exchange between German soldiers and local residents. Music was a particularly important area of interaction, and Beethoven's Ninth Symphony had its Asian premiere here.

http://doitsukan.com/





Experience the sparkle of an aquatic city

1 ひょうたん島クルーズ Hyotanjima Tour Boat

This is a roughly 30 minute cruise touring a river in central Tokushima City. Passengers can enjoy the scenery of the city from the boat. When the boat passes under a low bridge, it's quite thrilling Operating hours are extended in summer, so it's perfect for cooling off in the evening.



https://discovertokushima.net/en/experience/rivers/hyotanjima-tourboat/



2 眉山ロープウェイ Bizan Ropeway

With its beautiful form, Mount Bizan is a symbol of Tokushima City. You can reach the summit in about 6 minutes via the ropeway. From the top there is a panoramic view, and it's especially breathtaking at night.

https://awaodori-kaikan.jp/information/



Here visitors can enjoy the Awa Odori dance, a summe staple in Tokushima, throughout the year. Dance performances are put on in a hall inside this facility almost every day, and you can not only see them close up, but also try doing the dance yourself!

https://awaodori-kaikan.jp/

Immerse yourself in an ancient world surrounded by natural splendor





1 脇町うだつの町並み Waki-machi Udatsu Townscape

Waki-machi, which has many canals and once prospered as a merchant town, still has a townscape that was designated an important preservation district of historic buildings. What make it stand out are its fire walls called "Udatsu," a symbol of prosperity. https://discovertokushima.net/en/culture/

museums history/udatsu-townscape/

2 吉野川ハイウェイオアシス Yoshinogawa Highway Oasis

This is a comprehensive leisure facility with hot-spring baths, lodging, a food court, and a souvenir shop. Highlights include the natural scenery of the four seasons and mysterious, curiously shaped rocks.

http://www.yoshinogawa-oasis.com/

3 祖谷溪 **Iya Valley**





This is a scenic spot affording an unbroken view of the flow of the Iya River and the mountains of the valley. Because the widely meandering Iva River looks like the hiragana letter "hi," the spot is known as the Hinoji Valley (valley of the letter "hi").

http://www.miyoshinavi.jp/english/02miru/detail.php?genr =101&area=2&uid=SS000044

5 大歩危・小歩危

Oboke-Koboke

Over 200 million years, the

torrent of the Yoshino River

carved out this gorge full of

gigantic and intriguingly

shaped cliffs and boulders.

With its magnificent scenery

https://www.awanavi.ip.

feature/oboke.html

in every season, this is a

must-see.

大歩危峡観光遊覧船



Oboke Gorge Sightseeing Cruise Boat

祖谷のかずら橋

(Iya-no-Kazurabashi)

This is a 45 meter long, 2 meter wide

bridge suspended across a ravine 14 meters above the surface of the water below. It was made by weaving the Actinidia arguta that grows wild, and is

rebuilt by hand by residents once every

three years. The thrill of crossing a

swaying suspension bridge and the

http://www.mivoshinavi.ip/

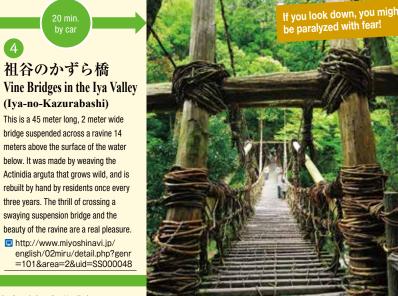
beauty of the ravine are a real pleasure.

english/02miru/detail.php?gen

=101&area=2&uid=SS000048



lown the gorge at a leisurely pace, is one of the highlights of boke-Koboke sightseeing. The de lasts around 30 minutes.



6 大歩危祖谷温泉郷

Hot Springs at Oboke and Iva Oboke and Iva are one of Tokushima



Prefecture's premier onsen (natural hot spring) areas, with several different varieties of mineral-rich hot water welling up. Enjoy many unique baths such as an open-air bath at the bottom of the gorge, a panoramic open-air bath reached by cable car, and a bathhouse with a splendid view of the entire gorge.

http://www.oboke-iya.jp/en/

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B DISCOVER TOKUSHIMA

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Forge deeper into unexplored regions

1 八合霧雲海 Hachigo-kiri Unkai (Sea of Clouds)

A majestic sea of clouds over Iya Valley can be seen in the early morning when the seasons are changing, from spring to summer, summer to autumn and so on, with major temperature variations. To get to the observation deck where you can see the sea of clouds, booking a taxi at your accommodations is recommended.

https://www.awanavi.jp/spot/2013032500989/

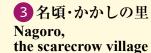




2 落合集落 Ochiai Village

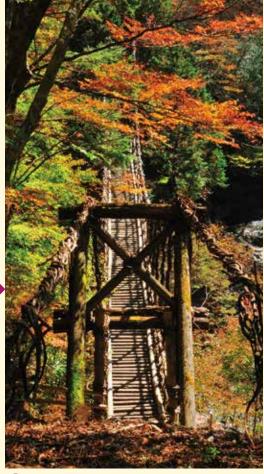
Dozens of old houses cling to a steep slope with an altitude differential of 390 m. This is a nationally designated Important Preservation District for Groups of Traditional Buildings. You can get a panoramic view of the village from the observation deck on the opposite slope.

□ http://www.miyoshinavi.jp/english/02miru/detail.php?genr=101&area



Nagoro Village in the Iya district is famous for having more scarecrows than people. More than 100 scarecrows, created by locals, are doing farm work and standing around chatting.

http://www.mivoshinavi.ip/english/02miru detail.php?genr=101&area=1&uid=



4 奥祖谷二重かずら橋 **Oku-Iva Double Vine Bridges**

Like the "vine bridge of Iya," is a bridge of woven vines, but here two bridges extend side by side. Next to the bridge is a ropeway you operate yourself by pulling a rope, which is known as the "Wild Monkey."

http://www.miyoshinavi.jp/english/02miru/detail.php?genr=101&area=1&uid=SS000041

Find fascinating hideaways



Omatsu Daigongen Shrine

This shrine is famous for a legend of a supernatural cat, and is nicknamed Nekogami-sama (lit. "cat god"). A variety of cat statues can be seen around the shrine, and around 10,000 auspicious Beckoning Cat figures offered to the shrine are displayed. People often come to pray for good test scores and success in other pass/fail endeavors.

http://wwwa.pikara.ne.jp/omatudaigongen/index.html



2 太龍寺ロープウェイ Tairyuji Ropeway

This ropeway leads to Tairyuji, the 21st temple on the Shikoku pilgrimage route. At 2.7 km it is the longest in Western Japan, taking about 10 minutes to reach the summit 600 m above

https://www.awanavi.jp/spot/2013032700037/

sea level. There is a spectacular view of the mountains



3 農産物直売所あいおい

Aioi Farmers Market Local homemade items are available. A local Japanese sweet called hangoroshi, with sweet red bean paste enfolded in rice and sprinkled with soy flour, is a popular favorite. The name sounds violent (lit. "to half-kill"), but it actually means the

□ https://www.awanavi.jp/spot/2013032703120/

rice is half-smooshed to make it soft.

Savor the sight of the spectacular southern sea

spreading out below.

11日和佐うみがめ博物館カレッタ

Hiwasa Sea Turtle Museum, "Caretta"

This museum specializing in sea turtles is located in Minami-cho, where loggerhead turtles come ashore to lay eggs. You can see swimming sea turtles up close, and on weekends you can feed and interact with the turtles as



2 出羽島

Tebajima Island

A small island about a 15-minute ferry ride from the port of Mugi. Its traditional fishing village is nationally designated Important Preservation District for Groups of Traditional Buildings. The lush, subtropical natural environment is another

http://tebajima.jp/



3 阿波海南文化村 Awa-Kainan Bunkamura

This facility displays the cultural heritage of Kaiyo-cho. You can see Kaifu swords for which Awa Province was famous, 70,088 ancient coins unearthed at Ozato, and a recreation of the Ozato burial mound. Indigo dyeing and woodworking workshops are also conducted.

http://kaiyo-kankou.jp/index.php/play2t/bunkamura



4 海中観光船ブルーマリン Blue Marine undersea viewing

Cruise around Takegashima Bay, part of Muroto-Anan Kaigan Quasi-National Park, for about 45 minutes, You can see coral and colorful tropical fish from the glass-floored observation room at the bottom of the boat.

http://kaiyo-kankou.jp/index.php/play2/bluemarine

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Refresh your body and cleanse your spirit on the Shikoku pilgrimage route

Kukai, one of the most famous Buddhist monks in Japanese history, established the 88 sacred sites on the Shikoku pilgrimage route about 1,200 years ago. It is said that those who complete the circuit will have their wishes come true, but many people walk it for a variety of purposes such as health, self-discovery, and healing. All are welcome regardless of religion or nationality, and part of the appeal of the pilgrimage that you are not compelled to follow any rigid code or dress a particular way. Refresh both mind and body by taking the pilgrimage challenge your own way.

A pilgrimage trail to 88 temples in Shikoku, Japan http://wwwtb.mlit.go.jp/shikoku/88navi/en/

Pilgrimage Map

Staff

Loop-shaped

monk's stole

Points to check! Pilgrimage style

If you walk with a staff and wear the distinctive outfit, people will recognize you as a pilgrim right away. However, these are not required, and any clothing suitable for walking will do just fine.



Sedge hat

Walking the Shikoku pilgrimage route in Tokushima

Travel at your own pace

Of the 88 sacred sites (Buddhist temples) on the Shikoku pilgrimage route, Tokushima is home to the first (Ryozenji) through the 23rd (Yakuoji), and the 66th (Unpenji). The traditional practice is to start with the first and visit them in order, but which ones you visit, when, and in what order is up to you.



No. 1 霊山寺 Ryozenji Temple

At the first pilgrimage site, Ryozenji, you can get basic guidance on making the pilgrimage. A complete set of pilgrim's supplies is available at the gift shop. Once you're prepared, why not pray at the main hall for safety on yo<mark>ur trip.</mark>



Tairyuji Temple

Magnificent temple buildings cluster around the summit of a ountain about 600 meters nigh. On foot, it is known as one of the most difficult parts of the pilarimage route in Tokushima. out today you also have the ption of reaching it by ropeway.



Yakuoji Temple

amous throughout Japan as a emple for warding off misfortune, /akuoji is crowded with worshippers year-round. On the temple grounds are three sets of stone steps, and if you place a coin on each step while climbing, it is believed you will be

No. 2 極楽寺 Gokurakuji Temple

No. 4 大日寺 Dainichiji Temple

安楽寺 Anrakuji Temple No. 7 十楽寺 Jurakuji Temple

No. 11 藤井寺 Fujiidera Temple

No. 12 焼山寺 Shosanji Temple

No. 13 大日寺 Dainichiji Temple

No. 14 常楽寺 Jorakuji Temple

No. 15 國分寺 Kokubunji Temple

No. 16 観音寺 Kannonji Temple

No. 17 井戸寺 Idoji Temple

恩山寺 Onzanji Temple No. 19 立江寺 Tatsueji Temple

Kakurinji Temple

No. 22 平等寺 Byodoji Temple

No. 66 雲辺寺 Unpenji Temple



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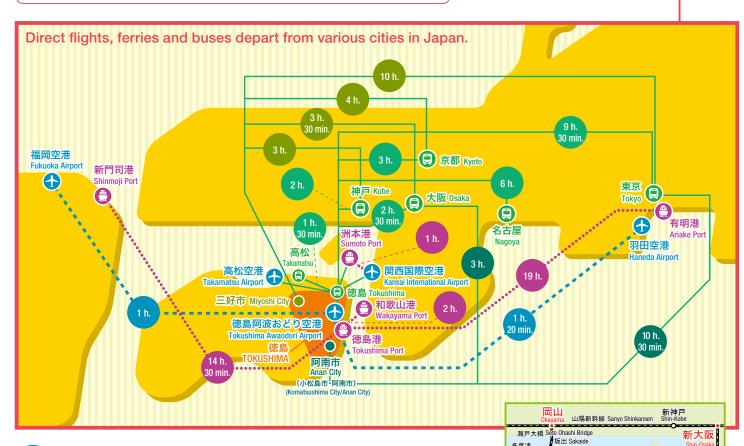
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Flight information ----- International flights Domestic flights

Haneda Airport

https://www.tokvo-airport-bldg.co.ip/

072-455-2500 Kansai International Airport

Tokushima Awaodori Airport

S 088-699-2831
☐ http://www.tokushima-airport.co.jp/

Fukuoka Airport

Q 092-621-6059

Takamatsu Airport

S 087-814-3355 http://www.tak



Ferry information

088-636-0109 Ocean Tokyu Ferry ■ 088-636-0750 http://www.nankai-ferry.co.jp/ Nankai Ferry

Awaji Kanku Line

nttp://ak-line.co.jp/



Tokushima Bus 088-622-1811 087-825-1717

nttp://www.honshi-bus.co.jp/

Shikoku Transportation https://www.yonkoh.co.jp/

阿佐海岸鉄道 阿佐海岸鉄道 ASA Seaside Railway 甲浦 Kannoura By way of Okayama, it is also possible to access Tokushima by railway.

ani 一이鳴門 Naruto

日和佐 Hiwasa



http://japanrailpass.net/en/index.html

Issued by the International Division Commerce, Industry, Labour and Tourism Department Tokushima Prefectural Government Tel: 088-621-2337

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