



イーストとくしま  
観光推進機構  
East Tokushima Tourism Authority

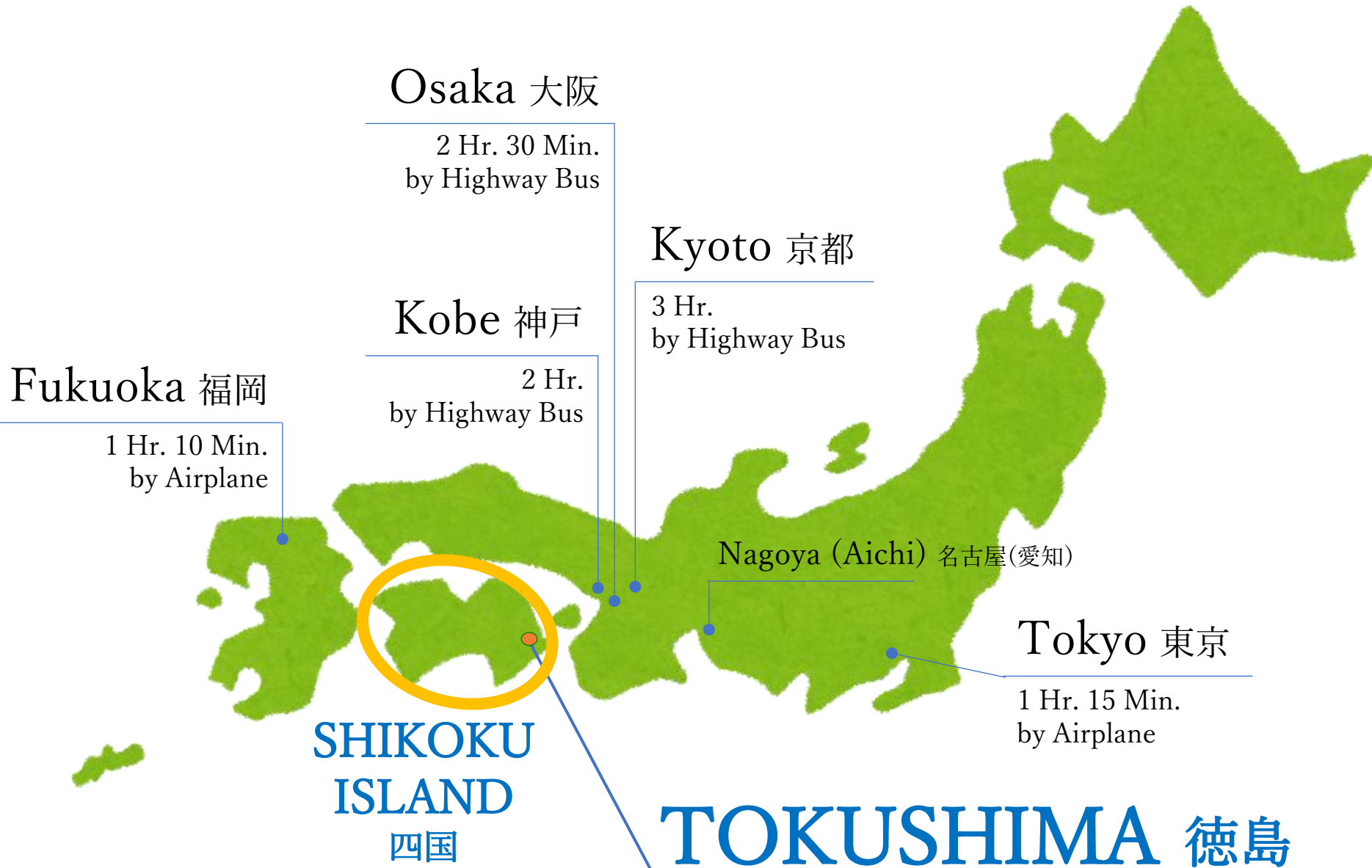
# Discover Authentic and Sustainable Japan

East Tokushima Tourism Authority

[contact@east-tokushima.jp](mailto:contact@east-tokushima.jp)



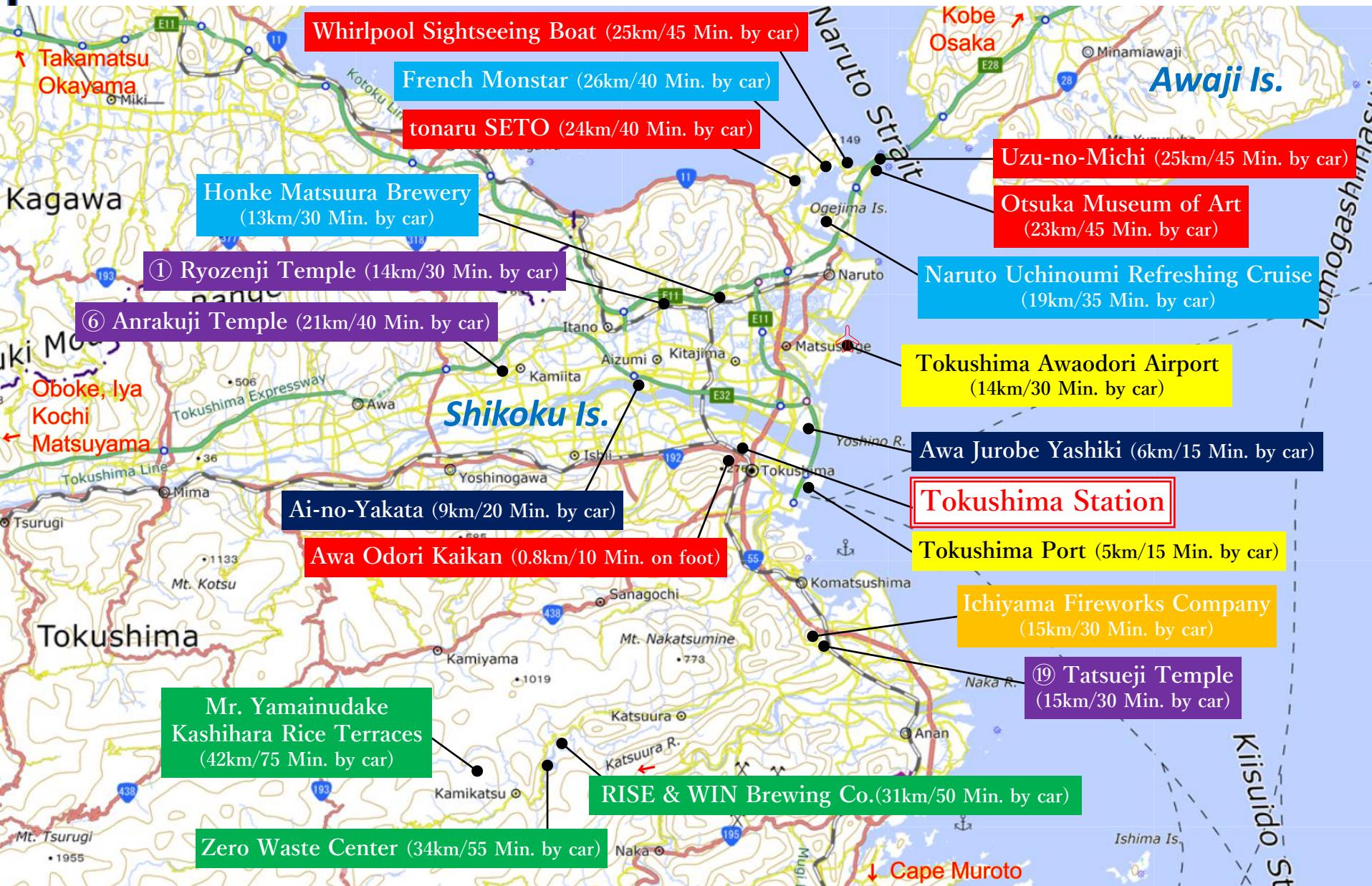
# Where is Tokushima? 徳島はどこ？



Seoul ソウル

1 Hr. 40-50 Min.  
by Airplane

# Main attractions in Eastern Tokushima 徳島東部の主なスポット



\* Distances & times are from Tokushima Station.



# Awa Odori 阿波おどり



Awa Odori is a traditional dance, said to have a history of over 400 years, and is a cultural treasure that Tokushima proudly presents to the world.



# Awa Odori 阿波おどり



Every August, during the Awa Odori dance festival, over a million visitors from Japan and around the world flock to Tokushima, as the entire city buzzes with energy and celebration.



# Awa Odori 阿波おどり



Awa Odori features two styles of dance: the powerful and dynamic 'male dance' and the graceful and elegant 'female dance'.



# Awa Odori 阿波おどり

Awa Odori Kaikan 阿波おどり会館



tonaru SETO トナル瀬戸



Daily Awa Odori performances are held at the **Awa Odori Kaikan**, and at **tonaru SETO** on Sundays and public holidays—you can even join in and dance along!





# Naruto Whirlpools 鳴門の渦潮



Large whirlpools occur in the Naruto Strait situated between Awaji Island and Shikoku Island, caused by the ebb and flow of the tides. (One of the famous tidal currents in the world)



# Naruto Whirlpools 鳴門の渦潮



By boarding the **Whirlpool Sightseeing Boat**, you can experience the powerful whirlpools up close.





# Naruto Whirlpools 鳴門の渦潮



You can view the whirlpools from **Onaruto Bridge Promenade "Uzu-no-Michi"**, with a glass floor 45 meters above the sea.





# Otsuka Museum of Art 大塚国際美術館



At the **Otsuka Museum of Art**, about 1,000 Western masterpieces from over 190 museums in 26 countries are reproduced full-size on ceramic panels using special technology.





# Delicacies in Tokushima 徳島のご当地グルメ

Awa Beef 阿波牛



Naruto Sea Bream 鳴門鯛



Awaodori Chicken 阿波尾鶏



Tokushima Ramen Noodles 徳島ラーメン



Tokushima is full of fresh ingredients—from meat and fish to vegetables and fruits—and offers a variety of delicious dishes.



# Indigo Dyeing 藍染



In Tokushima, the production of “sukumo,” the base material for indigo dyeing, has long flourished. Known as “Awa-Ai”, the “sukumo” produced here has been highly esteemed for its exceptional quality.



# Indigo Dyeing 藍染



Even today, Tokushima leads Japan in producing “sukumo,” the dye used for indigo dyeing. “Awa-Ai” is a traditional technique that attracts global luxury brands.



# Indigo Dyeing 藍染



**Ai-no-Yakata** preserves the residence of the Okumura family, once a major indigo merchant, and showcases the history and techniques of indigo. You can also try indigo dyeing experiences.





# Awa Ningyo Joruri 阿波人形浄瑠璃



Awa Ningyo Joruri is a traditional performing art from Tokushima, designated as an Important Intangible Folk Cultural Asset by the Japanese government.



# Awa Ningyo Joruri 阿波人形浄瑠璃



At the **Awa Jurobe Yashiki (Puppet Theater & Museum)**, representative performances are held daily, and international visitors can easily enjoy them with English subtitles.





# Naruto Uchinoumi Refreshing Cruise 鳴門ウチノ海 爽快クルージング



Enjoy the thrill and refreshing ride on a high-speed inflatable boat (RIB) while exploring the scenic beauty and historic sites of Uchinoumi(Inland Sea) and the Naruto Strait.





# French Monster Setouchi Food Art フレンチモンスター 瀬戸内フードアート



This café offers sweets and dishes made with carefully selected ingredients from Tokushima, and the 360-degree panoramic view from the rooftop terrace is also highly recommended.





# Honke Matsuura Brewery 本家松浦酒造場



Founded in 1804, this is Tokushima's oldest sake brewery and the home of the renowned sake brand "Narutotai." You can enjoy a guided tour of the brewery and savor its exquisite local sake.





# Kamikatsu Zero Waste Center 上勝町ゼロ・ウェイストセンター



At this facility, you can get an inside look at Kamikatsu's unique zero-waste initiatives on a study tour — from 43-category household waste sorting to an impressive recycling rate of over 80%.





# RISE & WIN Brewing Co.



At this facility, you can learn about Kamikatsu's zero-waste approach to craft beer production and taste the craft beer alongside a meal made with local ingredients.





# IRODORI Harvest & Study Tour いろどり収穫体験・スタディツアー



"IRODORI" is the brand name of Kamikatsu's leaves used to garnish and decorate dishes. You can learn about Kamikatsu's "Leaf Business," through leaf harvesting and decoration.



# Awa Bancha Tea 阿波晩茶



You can enjoy a tasting of rare lactic acid-fermented tea, mostly handcrafted by local artisans, with flavors that vary by maker — unique to Kamikatsu and its surroundings.



# Mt. Yamainudake 山犬嶽



Mt. Yamainudake Hiking Tour is a popular experience where visitors can enjoy the lush green moss that carpets the area, creating a magical, photogenic landscape full of rich natural beauty.



# Kashihara Rice Terraces 檜原の棚田



The Kashihara Rice Terraces form a beautiful landscape with curved contours along the mountainside and have been recognized as a nationally designated Important Cultural Landscape.



# Shikoku Henro (Shikoku Pilgrimage) 四国遍路



The Shikoku Pilgrimage is the journey of visiting 88 temples across Shikoku, established around 1,200 years ago by Kobo Daishi (Kukai).



# Shikoku Henro (Shikoku Pilgrimage) 四国遍路

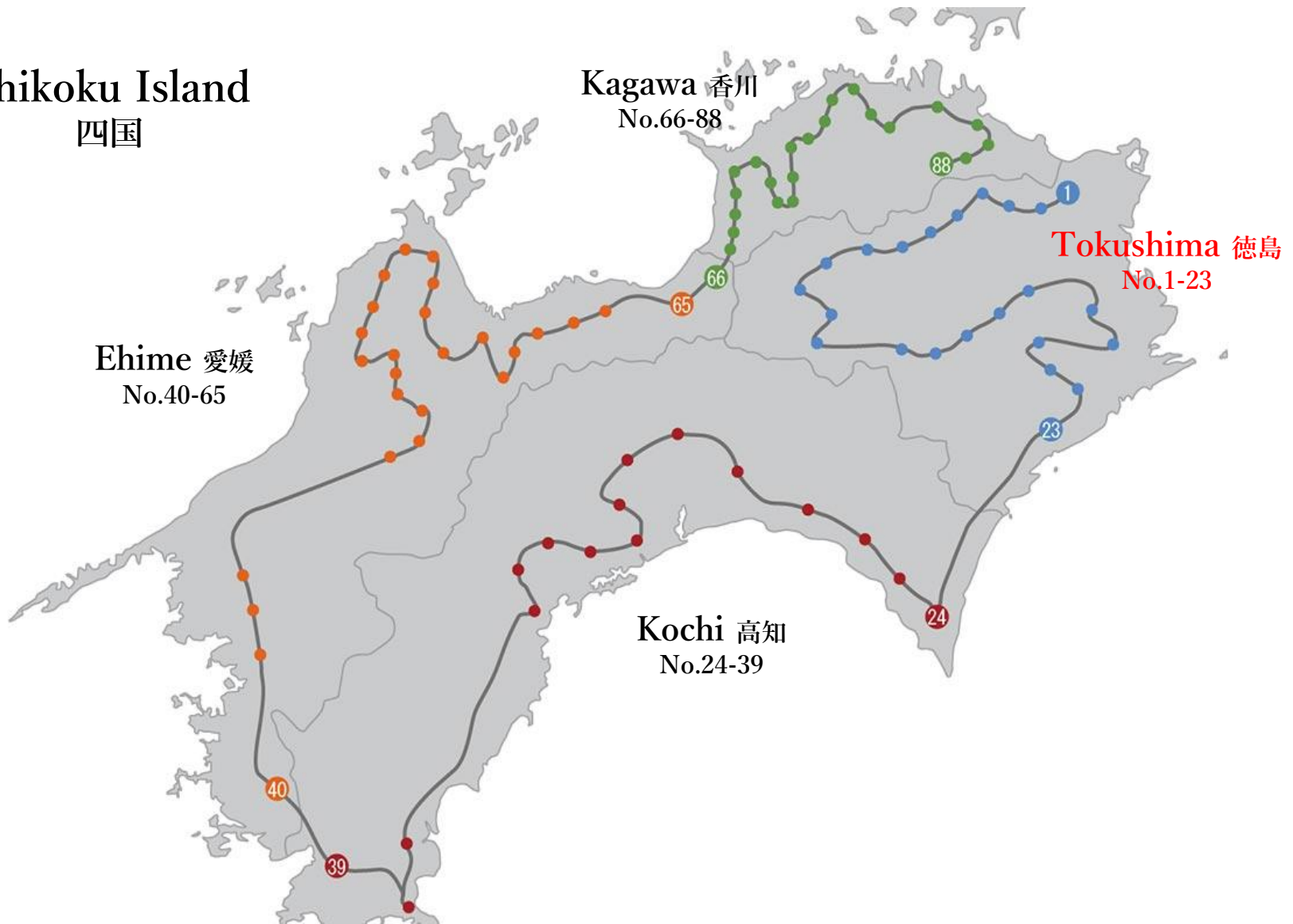
Shikoku Island  
四国

Kagawa 香川  
No.66-88

Ehime 愛媛  
No.40-65

Tokushima 徳島  
No.1-23

Kochi 高知  
No.24-39



The total distance of the pilgrimage route is about 1,200 kilometers, but there are no strict rules for the starting point or the order of visiting the temples, and some people visit only a selection of them.





# Pilgrimage Temple No.1: Ryozenji 第一番札所 霊山寺



Pilgrimage Temple No.1 is Ryozenji in Naruto City, Tokushima Prefecture.  
Many pilgrims start their journey from here.





# Pilgrimage Temple No.1: Ryozenji 第一番札所 霊山寺



Try on rented “Ohenro” vests (traditional white vest), learn pilgrimage etiquette, and visit Ryozenji.





# Pilgrimage Temple No.6: Anrakuji 第六番札所 安楽寺



At Anrakuji, there is a temple lodging with hot springs associated with Kobo Daishi, and you can experience the mystical evening Buddhist service in the main hall.





# Pilgrimage Temple No.19: Tatsueji 第十九番札所 立江寺



At Tatsueji, You can try making juzu (prayer beads), stay at the temple lodging, and take part in a special evening goma fire ritual.





# Model Course of Pilgrimage Walk 歩き遍路モデルコース

## ① Trial Pilgrimage Walk お試し歩き遍路



No.1: Ryozenji 霊山寺



1.2km  
20 Min.



No.2: Gokurakuji 極楽寺



2.5km  
40 Min.



No.3: Konsenji 金泉寺



5.0km  
90 Min.



No.4: Dainichiji 大日寺



1.7km  
25 Min.



No.5: Jizoji 地蔵寺



4.9km  
70 Min.



No.6: Anrakuji 安楽寺

With its relatively short distance and flat pilgrimage paths, this is an ideal course for beginners of the walking pilgrimage.



# Model Course of Pilgrimage Walk 歩き遍路モデルコース

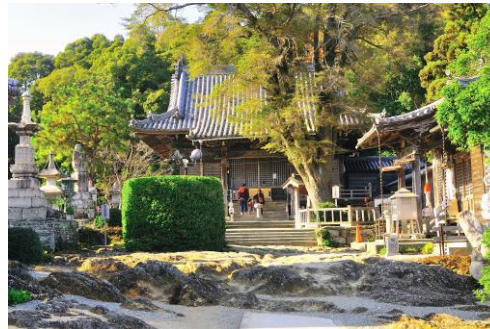
## ② Visit 5 Temples in Tokushima City 徳島市内五カ所まわり



No.13: Dainichiji 大日寺



2.7km  
34 Min.



No.14: Jorakuji 常楽寺



0.8km  
12 Min.



No.15: Kokubunji 国分寺



1.9km  
24 Min.



No.16: Kan-onji 観音寺



2.9km  
37 Min.



No.17: Idoji 井戸寺

In Tokushima City, five pilgrimage temples are located close to each other, and the area has long been revered as a place for visiting all five temples.



# Discover the Spirit of Japanese “Dō” in Tokushima 徳島で体験する日本の道



Sadō / Tea Ceremony  
茶道



Nihon Buyō / Japanese Dance  
日本舞踊 (舞道)



Kadō / Japanese Flower Arrangement  
華道



Shodō / Japanese Calligraphy  
書道



Kobudō / Classical Martial Arts  
古武道



Henromichi / Shikoku Pilgrimage  
遍路道

You can enjoy unique cultural experiences that blend Tokushima's distinctive elements into six traditional Japanese arts—offered exclusively here.





# Night Sky Display, Factory Tour & Live Firing Experience 花火工場見学と打上げ実射体験



At night, create unforgettable memories by launching your own fireworks and watching a private starmine—an impressive rapid-fire display of colorful bursts.



# Tokushima Welcome Center

## (Tokushima City Tourist Information Center)

(徳島市広域観光案内ステーション)

Welcome to Tokushima!  
How can we help you?



阿波おどり  
Awa Odori Dance



ひょうたん島周遊船  
Hyotanajima Boat Cruise



鳴門の渦潮  
Naruto Whirlpools



Pilgrimage  
completed



Staff

Staff

- ◆ JNTO certified Tourist Information Center (Cat. 2)
- ◆ English-speaking staff available everyday
- ◆ Ask our staff about sightseeing in Tokushima City and Tokushima Prefecture (Awa Odori, Shikoku 88 Pilgrimage, Naruto whirlpools, Iya vine bridge, etc.), bus/train/ferry schedules, restaurant recommendations, events/festivals, and more.
- ◆ Tourism pamphlets available in English, Korean, and Chinese (traditional and simplified)
- ◆ Luggage storage service (500 yen/day)
- ◆ Presentation of Pilgrimage

Check out Tokushima City's  
tourist information website!  
*Fun! Fun! Tokushima*




# TEL: 088-635-9002

## Tokushima Welcome Center

### (Tokushima City Tourist Information Center)

Amico Bldg. 1F (streetside), Motomachi 1-24,  
Tokushima City 〒770-0834





Looking forward to seeing you  
here in Tokushima!

Come visit Tokushima to discover  
an authentic and sustainable Japan!



# Please feel free to contact us, anytime!

East Tokushima Tourism Authority

E-Mail : [contact@east-tokushima.jp](mailto:contact@east-tokushima.jp)

We have a lot of information about eastern Tokushima area.  
Please check it out!

