

“Natural beauty,” “Sensitive beauty”
and “Traditional beauty”



瀬戸内市の旅

Tour SETOUCHI CITY

OKAYAMA SETOUCHI CITY TOUR GUIDEBOOK



BIZEN OSAFUNE
JAPANESE
SWORD



KARAKO
DANCE



OLIVE
ICE
CREAM



OYSTER



DODOMESE



MUSHIAGE
WARE



LEMON

EVENT GUIDE

Periodic Market

- **Ushimado Morning Market**
Second Sunday of every month 8:30 to 10:00
- **Olive Garden Market**
Second Sunday of every month 10:00 to 16:00
- **Market in Fukuoka**
Fourth Sunday of every month 8:00 to 11:00
(14:00 during Big Market opening month)

Olive Garden Market ▶



Event Information
<http://www.city.setouchi.lg.jp/journey/event/index.html>



Early January

Japanese Sword First Forging Ceremony

A shinto ritual held at the beginning of each year as a sign of devotion and protection from injury. Traditional technologies are also demonstrated.

Venue
Bizen Osafune Tokenosato (sword village)



First Sunday in February

Japanese Aegean Sea Marathon

Enjoy the excitement of running in this marathon carnival while viewing the beautiful sea. The island's warm hospitality welcomes everyone.

Venue
Maejima (Ushimado Training Center Carrillon House)



Fourth Sunday in April and November

Big Market in Bizen Fukuoka

Shops filled with regional agricultural products, processed goods and local gourmet foods are sold in this market, held twice a year.

Venue
A market alleyway around Fukuoka market in Osafune Cho



April 29

Oogashima Gongen Festival

Daichimyogongen Festival Shagiri (music festival) Dedication to shagiri (music festival), hexagonal shrine and a parade of floats.

Venue
Oogashimaji Temple



May 5

Koboji Temple Spider Memorial Service

This event features the unique charms of the Chujo Princess legend and the dramatization of the welcoming capped Buddha.

Venue
Koboji Temple



Early August

Fireworks Display

A summertime feature of Ushimado Port in which about 2,000 fireworks light up the night sky of Setouchi.

Venue
Ushimado Port



Late August

Kinosuke Marionette Festival

A puppet festival of tales and songs to honor the puppet master Takeda Kinosuke. A two day festival of puppet performance on multiple stages.

Venue
Chuukominkan and other locations



Early September

Ushimado Hassaku Doll Display

Platformed decorative displays, dairibina (Emperor and Empress) and hanging dolls at about 40 locations from private residences and street-lined shops.

Venue
Shiomachi Karakoto Street and other locations



Early October

Ushimado Shiomachi Art

Artworks by local artists are exhibited on streets in a port town atmosphere.

Venue
Shiomachi Karakoto Street and other locations



Fourth Sunday in October

Ushimado Autumn Festival

Dedication ritual of autumn and the Ushimado Shrine Festival. Karako (Chinese) dance and Tachi (sword) dances, portable shrines and parade of floats.

Venue
Ushimado Cho Ushimado district



Early November

Ushimado International Exchange Festival

Korean Emissary procession with colorful period costumes and ancient Japanese and Korean cultural stage performances.

Venue
Ushimado Cho Kominkan and other locations



December 30 and 31

Yokeiji Temple Illumination

The main hall and three-storied pagoda are illuminated and magnificently rise into the nighttime sky.

Venue
Yokeiji Temple

Tour Movie Scene Locations

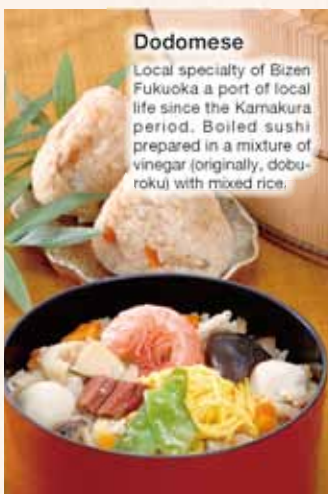
Scenery of Setouchi City where the wonders of the natural world of beautiful sea and mountains, provide the perfect backdrop for the historical and cultural locations where movies, dramas and commercials have been filmed. Enjoy the scenes that you have seen in the movie and on TV.



http://www.i-setouchi.org/film_main/
(Setouchi Film Commission)



Local Gourmet Specialties



Dodomese
Local specialty of Bizen Fukuoka a port of local life since the Kamakura period. Boiled sushi prepared in a mixture of vinegar (originally, doburoku) with mixed rice.

Seafood Seafood delicacies including sawara (Spanish mackerel), mamakari (Japanese sardine), sea bream, sole, sea eel, octopus and swimming crab all from the Seto Inland Sea served fresh and delicious. Oyster farms are now a flourishing industry in Okayama, especially in Mushiage where oyster farming started in Okayama Prefecture.

Agricultural Products
Setouchi City known for its mild weather grows the largest harvest of Chinese tea leaves, cabbage, winter melon and spaghetti squash in Okayama, and the largest harvest of mushrooms in Japan. This area is also known for its lemons, mangos, grapes and oranges and is a major producer of delicious agricultural products.

Ushimado Fish Sandwich
This sandwiches patty contains minced small fish caught around Ushimado and Ushimado grown vegetables.

Mushiageyaki Ware
This elegant earthenware is descended from Kiyomizuyaki Ware, an elaborate and sophisticated artistic style, and popularly used when serving tea.

Olive Ice
Original gelato and soft-serve olive flavored ice cream of olive flavor are sweets which you won't want to miss out on.

Sailor's Jabu-Jabu
Local cuisine of Ushimado. This soul food is minced with sole and edible roots and cooked in sweet and salty broth and put on rice.

Local Sake "Senju"
High-quality sake of Ushimado fermented with Okayama grown rice and the underground waters of the Yoshiigawa River.

Brand from Setouchi City "Setouchi Kirei"

Articles which have developed making full use of the rich regional resources of Setouchi City. These include oyster and mamakari (Japanese sardine) processed products, lemon confection sweets, and pottery using the clay of Sabukaze, which are great as souvenirs.

Enticed by the scent of flowers and plants

Beautiful flowers bloom in each season in this mild and inviting climate. Spend a relaxing time surrounded by the beauty of the natural world.



Cherry Blossoms

Early April
Around Okayama Ikoinomura,
Michi-no-eki

Yoshino cherries and Oshima cherries beautifully bloom against the backdrop of the sea where oyster rafts float. Cherry blossom viewing in the early morning sunlight is simply amazing.



Azalaes

Around the middle of April
Kameyama Park

About 200 azaleas grow wild on a hill overlooking Harimanada, and beautiful scenery of bright red and purple colors reflect onto the sea under an expansive blue sky.



Tree peonies

Around late April
through early May
Kuroisan Botan Garden

1200 or more tree peonies of about 100 unique varieties throughout the world can be observed and the large flowers of tree peonies are something to behold.



Olive

Around late May
through early June
Ushimado Olive Garden

White cross and small flowers bloom surrounding you in a fantastical atmosphere like white veils on evergreen trees.



Chrysanthemums

Around the middle of October
through around the middle of November
Osafune Cho Kominkan
(Bizen Osafune Chrysanthemum Exhibition)

Greatest Chrysanthemum Exhibition in Okayama Prefecture. Elegant chrysanthemums of 1000 or more pots grown with meticulous care bloom in a spectacular sight.

Sea kayaking

Sea kayaks comfortably navigate on the tranquil sea surface between the beauty of the many islands. Take a kayak course to an uninhabited island and enjoy the fantastic night light shows of sea fireflies and sea sparkles.



Sunbathing

Sunbathing resort facing Harimanada is popular among family members. Get a bird's-eye view of the sea when climbing up the path to Ushimado Shrine on the sunbathing resort seaside.



Cruising

Take a 5 minute ferry to Maejima and enjoy the feeling of cruising on the sea. Yacht sailing while quietly viewing the beauty of the many islands provides time for a feeling of luxury.



Cycling

Take a cycling tour along the hillsides and islands while viewing the sea. Old streets provide a nostalgic feeling while cycling.



Clay kneading experience

Clay kneading and painting can be experienced and original pottery can be made in the Sabukaze Togeikaikan (pottery museum) and potter's gallery in Sabukaze which has been known as a pottery village since ancient times.



Short sword making

Short sword and paper knife making course, and Japanese sword care class are periodically held in Bizen Osafune Tokennosato (sword village).



Fruit picking

Strawberries, grapes and oranges are grown taking advantage of the mild climate, and offers a chance to experience a harvest in each season.



Camp

There are bungalows, camp sites and barbecue spaces in Osafune Utsukushimori (Beautiful forest), for spending time in nature. Campsites are available in Maejima and other locations.



Activities everybody enjoys



Information

Accommodations

Lodging accommodations include seaside resort hotels, inns, and private inns that provide an excellent opportunity for enjoying seafood and beautiful scenery. Why not find your favorite inn?

<http://www.i-setouchi.org/member/>
(Setouchi City Tourism Association)



Tour Volunteer Guide

There are many hidden stories in the old streets of Shiomachi Karakoto Street and Bizen Fukuoka, and volunteer guides will provide you with interesting historical tidbits of each town. Bizen Osafune Token (sword) museum and Sabukaze Togeikaikan (pottery museum) provide an opportunity for learning about the history of traditional techniques and skills under the guidance of volunteer guides.



Ushimado tour volunteer guide and
Osafune Cho Bizen Fukuoka tour volunteer guide
☎0869-34-9500 (Setouchi City Tourism Association)

Bizen Osafune Token (sword) museum volunteer
☎0869-66-7767 (Bizen Osafune sword museum)

Sabukaze Togeikaikan (pottery museum) volunteer
☎0869-34-5680
(Sabukaze Togeikaikan (pottery museum))

SETOUCHI Free Wi-Fi

Facilities and shops with the logo mark "SETOUCHI Free Wi-Fi" offers free connection to the Internet by use of a free public wireless LAN (Wi-Fi). Obtain tour information and send out your favorite places in Setouchi City.



[Information on available facilities and shops]

<http://www.city.setouchi.lg.jp/journey/midokoro/1446162686908.html>
(Setouchi City tour page)

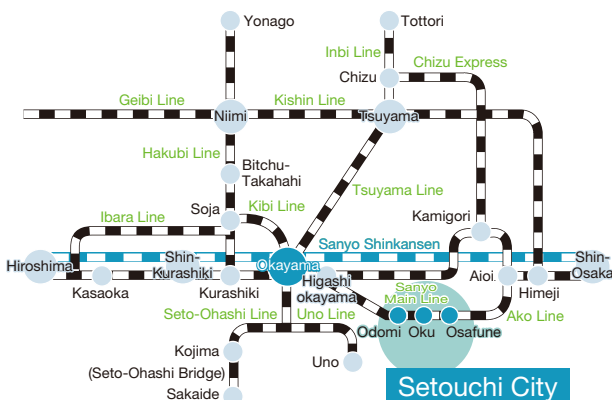


瀬戸内市の旅
Tour in SETOUCHI CITY

Access

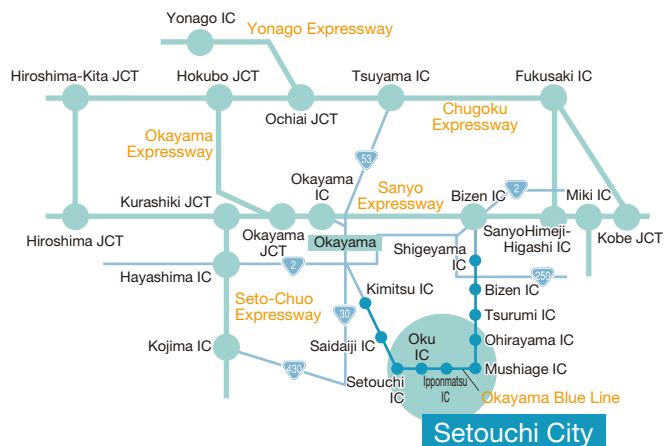


Access by Train



Shin-Osaka Station	Sanyo Shinkansen Approx. 50 minutes	Okayama Station	Ako Line Approx. 20 minutes	Odomi Station	Ako Line Approx. 3 minutes	Oku Station	Ako Line Approx. 4 minutes	Osafune Station
Hiroshima Station	Sanyo Shinkansen Approx. 40 minutes							

Access by Car



- **From Osaka (Approx. 2 hours 30 minutes)**
Chugoku Expressway → Kobe JCT → Sanyo Expressway (Bizen I.C.) → Okayama Blue Line (Ohirayama I.C. ~ Setouchi I.C.)
- **From Hiroshima (Approx. 2 hours 30 minutes)**
Sanyo Expressway → Kurashiki JCT → Hayashima I.C. → National Route 2 (Setouchi I.C. ~ Ohirayama I.C.)

INFORMATION

Contact for Sightseeing

◇ Setouchi City Industrial Promotion Section
300-1 Owari, Oku Cho, Setouchi City,
Okayama 701-4292
TEL.0869-22-3953
<http://www.city.setouchi.lg.jp/journey/>



◇ Setouchi City Tourism Association
(Setouchi City Tourism Center - Setouchi Kirarikan)
3031-2 Ushimado, Ushimado Cho, Setouchi City,
Okayama 701-4302
TEL.0869-34-9500 <http://www.i-setouchi.org/>



Setouchi Kirarikan

JR

- ◇ Oku Station TEL.0869-22-0277
- ◇ Osafune Station TEL.0869-26-2165

Bus

- ◇ Tobi Bus (Fixed route bus) Ushimado ~ Oku, Ushimado - Saidaji, Mushiage - Oku TEL.0869-34-2049
- ◇ Uno Bus (Fixed route bus) Okayama ~ Yokaichi (Osafune) ~ Katakami TEL.086-225-3311

Ferry

- ◇ Maejima Ferry (Setouchi City Midorinomura Public Service Corporation) TEL.0869-34-4356

Rental Car

- ◇ NICONICO Rental Car Okayama Oku Shop (Nagase Sekiyu) TEL.0120-968-181

Taxi

- ◇ Ushimado Taxi TEL.0869-34-2161
- ◇ Oku Kotsu TEL.0869-22-0069
- ◇ Tani Taxi TEL.0869-24-0043
- ◇ Tsuruya Taxi TEL.0869-25-0023
- ◇ Osafune Taxi TEL.0869-26-4444
- ◇ Anzen Taxi TEL.0869-26-2216
- ◇ Nature World Jidosha TEL.0869-26-8111

Bicycle Rental

- ◇ Shiomachi Karakoto Street (Setouchi Kirarikan) TEL.0869-34-5250
- ◇ Maejima (Setouchi City Midorinomura Public Service Corporation) TEL.0869-34-4356
- ◇ Osafune, Bizen Fukuoka (Miyake Bicycle Rental Shop) TEL.0869-26-4301