

In Toyama Prefecture,  
**Green Tourism**  
is underdeveloped

So  
what?

Country living experience  
**Toyama**  
**'Back to Farming' School**  
in session!

**Contact for further information**

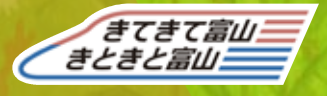
Toyama Prefecture Designated Exchange and Regional Revitalization Center  
● **NPO Green Tourism Toyama**  
Toyama Prefecture Kensetsu Kaikan 4F  
3-14 Azumicho, Toyama City, Toyama Prefecture 930-0094  
**TEL** 076-482-3161 **FAX** 076-482-3635 **E-mail** info@gt-toyama.net

<http://gt-toyama.net>

Search for recommended experiences and locations, delicious food, farmer' s markets, manufacturers, and more!

● Toyama Prefecture Agriculture, Forestry & Fisheries Department  
Rural Development Division

**TEL** 076-444-9011 **FAX** 076-444-4427



Toyama  
**Green  
Tourism  
Guidebook**

# The Causes and Merits of being an underdeveloped prefecture

Recently

Toyama is realizing that things which it thought were "weaknesses" are actually "strengths".



There was plenty of 'green', but there wasn't any 'tourism'.

What surprised me most when I came to Toyama was how the natural environment and raw materials were pristine and untouched – they weren't commercialized at all. The lifestyle itself is enchanting; the way that people work while giving thanks for the bounties of nature. I think that the possibility of a new style of tourism is hidden in this lifestyle.

Ms. Morita – After living in the city, she was enchanted by the environment of Toyama and started her own eco-tourism business. (originally from Hokkaido)



Yukiko Morita  
Ecolonomori Representative Director  
NPO Green Tourism Toyama Director

## POINT 1

Toyama did not even consider that 'tourism' was an industry

A prefecture without money problems

Toyama is a prefecture with a strong manufacturing industry supported by abundant water resources. Citizens are hardworking\*1-1 and are generally well off\*1-2, and relatively few people make a living from tourism. For that reason, many locations and experiences are accessible to visitors free of charge.

\*1-1: Full-time employees make up 66.7% of all workers in Toyama, #1 in Japan (2009 Economic Census – Basic Survey)

\*1-2: The average monthly net income per household of 532,778 yen is #2 in Japan (2009 National Survey of Family Income and Expenditure)



## POINT 2

Between Niigata, Kanazawa and Nagano

A prefecture which did not stand out

"Kanazawa City, Ishikawa Prefecture is next to Niigata Prefecture".... Toyama is sometimes forgotten about completely. In addition, it borders on Nagano Prefecture, a popular destination for natural tourism. However, remaining untouched by the tourism industry has led to the preservation of authentic culture and pristine wilderness – truly valuable treasures waiting to be explored.



## POINT 3

A prefecture where living close to nature is the norm

At first glance you might think that "there is nothing here"

Edible wild plants brimming with the energy of spring, freshly picked summer vegetables, the abundant rice harvest in autumn, and the preserved foods which last through the deep snows of winter.... In Toyama, rich crops, lush scenery and abundant water make up a part of daily life. The abundance of nature is everywhere – so much so that you might take it for granted and say something like "there is nothing here!"



Togamura is a forerunner in exchange programs.

Getting a late start in tourism has led to the development of untouched local treasures.

Although Togamura (in Nanto) is an area surrounded by mountains, with relatively few opportunities for young people to find work, we have been putting effort into exchange programs for over 40 years, and are a forerunner in green tourism. When we started these programs, the economy was still growing and it seems that the prefecture did not understand why we were worried about the future of the area.

Toyama Prefecture has a strong industrial structure and base for manufacturing and production. Many Toyama citizens have big houses and crop fields, and balance farming with other professions. Toyama citizens are known for being economically well-off. People generally think of their natural surroundings as something which they have been blessed with, and most people did not even consider having people visit their land in exchange for money. Our surroundings were so bountiful that we were late in starting tourism, but that in turn is one of the main reasons why we have so many untouched treasures. This year I have decided to start my 'green dojo' classes in earnest, and I will be taking in students from Tokyo and teaching them about the skills necessary for life in the mountains.

## POINT 4

Majestic nature and terrain

Extreme differences in elevation

The rivers which connect the 3,000 meter-class Tateyama Mountain Range and the 1,000 meter-depths of Toyama Bay flow like powerful waterfalls\*2. The intense geographical features and natural order bless Toyama with the harvest of the mountains and the sea.

\*2: It is said that the Dutch civil engineer responsible for improving Japan's rivers, Johann de Rijke, visited Toyama's Joganji River and commented "This isn't a river, it's a waterfall".



## POINT 5

You can cross it in an instant

An extremely compact prefecture

Toyama is a compact prefecture, extending only about 50 km in any direction from Toyama City, the main access point. While this makes it easy to pass through, it also means that you can reach almost any area of the prefecture, from the ocean to the mountains, in only an hour's drive.



Mr. Nakatani also cultivates organic vegetables. In the future, he says he would like to get involved in projects to effectively use abandoned farmland.

Shinichi Nakatani  
Tourism Charisma  
NPO Green Tourism Toyama Vice President



# Onagatani

I've been going into the mountains every day since I was a little kid.



## Koshin Murakami

NPO Onagatani Regional Planning Convention Board Chairman

Mr. Murakami has been a true 'mountain man' ever since his grandfather started taking him on walks into the mountains as a child. He led his life close to the nature of Onagatani, gathering edible wild plants in the spring, fishing the mountain streams in the summer, searching for mushrooms in the fall, and hunting bears in the winter. A famously knowledgeable guide in the area, he says that while he stopped using his rifle at the age of 60, he still goes into the mountains every day. In the late 1960s, there were 1,500 inhabitants in Onagatani, and now there are only 70. In addition, 70% of the population is over 65 years old, making it an area of extreme aging and depopulation. However, Mr. Murakami aims to turn the situation around, making Onagatani the location of a convention which takes advantage of the bountiful natural areas for experience and exchange programs. Mr. Murakami is putting special effort into making a regularly scheduled experience program which includes a guide training program and home stay system, so that "we can give people a good experience, no matter how short their stay".

## Onagatani, a town in a long ravine.

Locals call it "nagatan".

About an hour from Toyama City center by car, this quiet mountain village is located at the border of Toyama and Gifu Prefectures. Nearby the trailheads of Mt. Shirakimine and Mt. Kongodo, a long ravine stretches along the Onagatani River. The area along this river used to be a byway to Hida; it was an important location which included a transportation checkpoint. Currently, the area is putting effort into exchange projects which take advantage of the magnificent natural environment.



For those who want to have some relaxed fun, or those who are planning an extended experience

## Onagatani Experiences



### Nagatan Mountain Treasures

Year round (excluding winter)

Chef Emi Murakami puts her skills on display at the Onagatani Furusato Center. Enjoy nutritious Italian cooking which utilizes seasonal ingredients from the mountains.

### Edible Wild Plants Class

The 1st Saturday in June

Learn everything from the manners of picking wild plants and picking technique to cooking methods. Enjoy gathering edible vegetation amidst the fresh growth of forest while learning from an expert. The class also features a tasting of delicious dishes featuring edible wild plants.

### Autumn Mushroom Class

The 3rd Saturday in October and 1st Saturday in November

Walk through 21st century forest while looking for mushrooms. Learn how to recognize different varieties of mushrooms, and then enjoy them in some home cooked dishes. You can take mushrooms that you gather home with you!

### Nagatan Agricultural Support Troop

Year round (excluding winter)

As unattended farmland increases, this group supports the reclamation of farmland and a healthy, well planned agriculture and forestry industry. One of the charms of this group is that urban residents can easily participate; the group operates year round via a membership system.

## Onagatani Tours



May - November

### Enjoy the season on a walk around Mt. Shirakimine

From the spring flowers to the autumn colors, one can enjoy the changing seasons of Shirakimine.



May - November

### Climbing Mt. Kongodo from Yatsuo

Climb Mt. Kongodo, one of the 200 famous mountains of Japan, from the Onagatani side of Yatsuo.

### Economori Tour Reservation / Contact

3-4-8 Bunkyo-machi, Toyama City ☎ 076-444-0576 <http://economori.com/>

## All about Onagatani

### NPO Onagatani Regional Planning Convention Chairman (Onagatani Furusato Center)

10 Yatsuomachi Ioridani, Toyama City ☎ 076-458-1415 <http://www.yatsuo-fa.net/gt/onagatani.html>



Italian food packed with Onagatani's wild plants and mushrooms! Have a taste!

Emi Murakami Onagatani Furusato Center



# Gokayama



This world Heritage isn't something that you just look at it's something that you create, something that you use.

## Keiichi Nishi

General Incorporated Foundation  
Gokayama Gassho no Sato

Mr. Nishi, born and raised in Gokayama's Suganuma Village, is an expert in mountain vegetation and mushroom gathering, and active in protecting the species of turnip native to the area - he is like a walking world heritage. With 25 years of experience managing a lodge, he is now running Gokayama Gassho no Sato. In order to preserve the World Heritage site of the Historic Villages of Gokayama and pass them on to future generations, Mr. Nishi is taking in visitors to the area, and planning many activities to maintain vitality in the region. While he may seem a bit cool at first glance, Mr. Nishi takes excellent care of his guests, and is adored by many young visitors who come again and again. Currently, he is working to protect the hayfields where the straw used in gassho-style roofing is grown, as well as passing on the skills and traditions of the roofing process. The passion of this Gokayama native is evident when he says "gassho-style buildings aren't something that you just come and see once; I want you to come again and again!"

## Gokayama - a gem of mountain knowledge

Experience a living World Heritage

Gokayama is located in an extremely secluded region of steep mountain peaks. Elements of culture such as the traditional gassho-style architecture, local cooking, folk songs and even the villages' particular scenery have been preserved for centuries. Let yourself meditate on the history of the area as you enjoy the natural beauty; learn the ways of the people who inhabited these mountain villages over the ages.



Learn, practice and enjoy culture which has been handed down since ancient times

## Gokayama Experiences



**Year round**  
**A complete Gassho-style Living Experience** Gokayama Gassho no Sato ☎ 0763-67-3300

Explore all of the magic which goes on inside of gassho-style residences. Stay overnight, eat and listen to stories; experience the lifestyle of the residents of the gassho villages (reservation required).

**Year round**  
**Gokayama Japanese Paper Making Experience** Gokayama Washi no Sato ☎ 0763-66-2223

Try your hand at making Japanese paper, in a gassho-style building. Beyond papermaking, learn about the traditional industries of Gokayama through all sorts of activities.

**Year round**  
**Gokayama Tofu Making** Katsurako Visitor Center ☎ 0763-67-3120

Gokayama's tofu is known for being so firm that it used to be bundled together with rope to be transported. Try making a large, satisfying portion of this flavorful tofu.

**July - November, accepting volunteers as needed**  
**Kayaba Volunteer Group** Gokayama Gassho no Sato ☎ 0763-67-3300

Kaya is the hay used in making the roofs of gassho-style structures. Through the weeding and harvesting of kaya, you can learn about the natural cycle of the area as well as the ancient techniques used by the past inhabitants.

## Gokayama Tours

**May - November**  
**Canoe Touring in Katsurako Lake**  
Relish the abundant beauty of nature through the passing seasons while canoeing. The landscape reflected on the surface of the lake is extraordinary.

**February - March \*depending on snow conditions**  
**Snow-shoe trekking**  
Take a winter stroll, using snow-shoes to walk on the surface of the snow-covered landscape.

**Katsurako Visitor Center** **Contact / Reservation**  
(Kamitaira Tourism Development Company)  
☎ 0763-67-3120  
<http://www.gokayama-kankou.com/>

## All about Gokayama

### General Incorporated Foundation Gokayama Gassho no Sato

855 Suganuma, Nanto City  
☎ 0763-67-3300  
<http://www.gokayama.jp>

Feel the connection between people and the bounty of nature which makes up the day to day life in Gokayama. The mountains fill our lives with blessings!

Misa Sakaguchi  
Katsurako Visitor Center



# Asahi

Toyama  
Prefecture

Asahi

The things here,  
they're  
all treasures.

Mr. Nagasaki's background includes work as an agricultural and civil engineer for the prefecture. After retirement, he wanted to live closer to nature in his home town of Birudan, in the town of Asahi. He cleared land in the mountains, building huts and a small structure for making his own charcoal. In 1994 he established Musoujuku, a school based on natural experiences which instructs students that dreams are something that we see and create.

The materials are all supplied from Asahi – the wood for making charcoal and the paper mulberry and hibiscus which form the materials for Japanese paper are gathered from the mountains and fields. Salt is gathered from the ocean. From the ocean to the mountains, students can learn about the natural cycle of Asahi while they touch it with their own hands. The school has gathered a wide range of fans including children, adults and mountaineering enthusiasts. Surrounded by people and nature, Mr. Nagasaki's laughing face is a picture of innocent joy.

**Kiichi Nagasaki**

Natural Experience School Musoujuku,  
Principal

## The ocean and mountains are so close! The Town of Asahi

*"Ma-me-na-ke?" means "How are you?"  
in the local dialect.*

On the beaches of Asahi, you will find stones of various colors, especially jade. This area has a long history, and is known as the place where Japan's oldest jade magatama (comma-shaped beads) were made. In this mountain town which becomes isolated by the snow in winter, you can find many distinct cultural traditions, from Japanese paper to Batabatacha, a fermented black tea. 3,000 meter-class mountains are located a mere 20 km from the sea, allowing you to experience a varied natural cycle in a compact area.



Enjoy everything  
from the ocean to  
the mountains

### Asahi Experiences



#### Musoujuku

Year round  
(reservation required)

Musoujuku  
☎ 076-584-8837

#### Ancient Times Experience

Year round  
☎ 0765-83-0118

From making magatama to starting a fire, a full menu of experiences teaches you about how people lived in ancient times. The popular earthenware pottery making experience is also available by reservation.

#### Jade Hunting

Year round  
Asahi-machi Tourism Association  
☎ 0765-83-2280

Search for jade while being led by a local guide. New jade stones wash up on shore after rough waves, so there will always be something to discover! Reservations required (must be made at least 1 week in advance). This tour is limited to those who are staying overnight or have a meal in Asahi.

#### Stone Wall Search in Sasagawa

Year round  
Cooperative Living Village Sasagou  
☎ 0765-83-3688

Many stone walls are hidden amongst the clear streams and mountains of Sasagawa - investigate the secrets of the stone walls, accompanied by a guide!



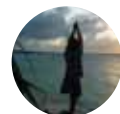
### Asahi Tours



May - February

#### Fishing and Cooking

This cooking class teaches you to cook fish which you catch fresh from the Japan Sea. Mothers of fishermen instruct you through the process, from cutting and cleaning to serving a delicious meal.



April - October

#### Ocean & Temple Yoga

Refresh your mind and body by practicing yoga at power spots: jade beach and the temple Shokakuji.

Ecologomori **Tour Reservation / Contact**

☎ 3-4-8 Bunkiyomachi, Toyama City ☎ 076-444-0576  
<http://ecologomori.com/>

### All about the Town of Asahi

#### Asahi Commerce, Industry and Tourism Division

📍 1133 Doge, Asahi-machi  
☎ 0765-83-1100



Each distinct season brings its own specific joy. There are many adults who really enjoy life here in Asahi.

Satomi Yamamoto  
Yoga Instructor

## Himi



Receive the blessings of nature, from the sea to the mountains

This restaurant allows you to enjoy a wonderful view from a winery on a hill and rustic western style dining. In order to reclaim farmland untouched for 20 years, we are also managing owner-style plantations in the area.

Himi is a fishing town, so we focus on producing European style white wines which go well with seafood.

### SAYS FARM

238 Azakitayama, Yokawa, Himi City

0766-72-8288

11:00 - 18:00

(Restaurant serves dinner until 22:00)

\*No regular holidays, however we close for the winter season from the middle of January - February

Yuto Yamazaki  
Plantation Manager



Toshiko Dengo, a "food artisan" of Toyama Prefecture, teaches you to make Sasazushi. While her recipe draws on the traditional Kaga food, her arrangement of this classic is has a modern twist. Milk containers are used to pack the pieces of sushi, so it is easy and fun to make! (Reservation required, class held after at least 5 participants confirm)

### Dengo Nousan (Sasazushi Making Class)

10-11 Hatakenakamachi, Oyabe City

0766-67-1521

Toshiko Dengo  
Representative



## Fun and Delicious Sasazushi Making



This is a fun, simple, and delicious Sasazushi making class. After learning how to pack the sushi with milk containers, you can make it yourself at home!

## Oyabe



## Yamada



## Grandpas and grandmas share their gardens with you

Homemade croquette and ohagi rice sweets, as well as the processed products... everything is so good!

The cool weather of the mountains, fertile soil, and pure water is the secret to the fresh vegetables and edible wild plants and mushrooms lined up for sale. The grandpas and grandmas of the area grew these vegetables for their families, so you can be sure that they are particularly delicious.

### Fureai Aozora Market - Kakashi in Yamada

2600 Yamadakojima, Toyama City

076-457-2333 (FAX:2508)

Weekends and holidays 8:30 - 15:00

Satoko Nishihata  
Product Development and Sales Promotion Division



The sea breeze and abundant natural springs await you on this guided walk around Ikuji. Experience the lifestyle of the townspeople, who have adopted practices to protect the pure water which supports their daily lives.

Come have a taste of Kurobe's delicious water! I'm waiting for you!

### Kurobe Tourism Guides - Walking Tour of Ikuji

3353 Unazukimachi Uchiyama, Kurobe City

0765-54-2111

(City of Kurobe Commerce, Industry and Sightseeing Department)

Kiyomi Komeya  
Kurobe Tourism Guides President



## Walk around town meeting people, and enjoying the ocean and tasty spring water



## Ikuji



## Toga



## Experience the techniques and spirit of life in secluded areas

This farming family's lodging house is surrounded by fields which produce the organic crops used in guests' meals. Hands on farming experiences and trekking are also available for interested parties. The lodging is located in the doboroku special zone, where unrefined sake is officially allowed.

There is a lot of magic still hidden in Toga. I want to teach people about the know-how and techniques of life in the mountains.

### Nakanoya Lodge

551 Togamura Sakaue, Nanto City

0763-68-2104

Kuniyasu Nakanishi  
Owner



Gain knowledge and skills through all sorts of activities that bring you closer to nature.

In spring you can pick bamboo shoots, and make your own bamboo containers. During summer, make indigo dye prints and try nagashi somen (catching noodles sliding down a bamboo shoot). When autumn comes, you can dig for sweet potatoes and make crafts out of straw. We have about 1 or 2 events per month which allow you to enjoy the food and crafts of mountain villages.

### Mountain Village Activation Convention

1324-1 Kuniyoshi Takaoka City  
Mountain Village Exchange Center

0766-31-6617



Takeshi Yoshino  
Head of the Secretariat

## Have a blast with people living in mountain villages!



## Kuniyoshi



## Tateyama



## A place for interacting with crops and living things

There are also farmer's markets which sell local produce such as rice, edible wild plants and 'La France' pears.

In this facility, you can come into contact with the Higashitani area's rich crops, and wildlife such as Japanese rhinoceros and stag beetles which populate the Shiraiwa River basin. You can also experience seasonal farming activities, such as gathering bamboo shoots and inoculating logs with spawn to grow shiitake mushrooms.

### Tateyama Natural Experience Hall

Shigeru Oe  
Director

177 Shidanio, Tateyama-machi

076-462-8555 (FAX:8556)

9:30 - 16:00 \*Closed on Tuesdays



Located in a rural area of apple and pear orchards, this store uses homemade rice flour to produce high quality bread. The taste is exceptional; it will win over even those people who do not usually eat bread.

### Rice Workshop Jasmine

1469 Tomomichi, Uozu City

0765-23-0277

10:00 - 17:00

\*Closed on Sundays and Wednesdays

## Quality homemade rice flour bread

I recommend the soft and chewy plain loaf. I dare you to compare it with rice flour bread from other shops!

Yukiko Kobayashi  
Representative

## Uozu

