



Slow Tourism  
in Ishikawa Prefecture

Globally Important Agricultural Heritage Systems (GIAHS)

# NOTO'S

## Satoyama & Satoumi

Enjoy the Old-Fashioned Landscapes of Rural Japan with  
This Three-Day, Two-Night Visit to the Noto Peninsula

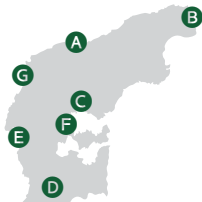


By Car



Here

# 01



## The Landscapes of Noto's Satoyama & Satoumi

Noto Peninsula's terrain is notable for its low mountains and hills. Because it is surrounded by the sea on three sides, the shoreline is rich in diversity, with shallow sandy beaches or rocky shores called Sotoura, and rias in coastal inlets with prominent ridges called Uchiura.

The climate in the area is typical of the Sea of Japan coast: it snows in the winter, but due to the offshore Tsushima Current, it is relatively warm compared to other regions in the same latitude.



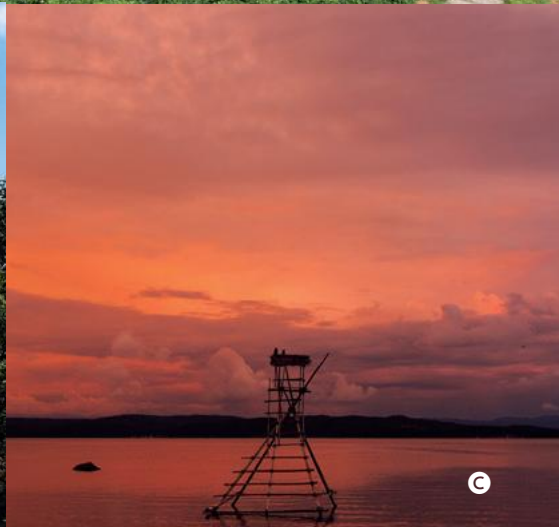
### Shiroyone Senmaida Rice Terraces

This group of 1,004 small rice paddies on a hill along the coast is a symbol of Noto's Satoyama landscapes.



### Nanao Bay

The water within this intricately shaped bay is placid all year round. Notojima Island, inside the bay, is connected by two bridges to the mainland.



### B Rokkosaki Lighthouse

Designed by a British architect and built in 1883, this lighthouse still stands today at the tip of the Noto Peninsula.

### C Bora Watchtowers

Fishers keep watch from these traditional fishing watchtowers, built just offshore, waiting for schools of fish to come by, so they can haul in the net to catch them.

### D Ouchi Lagoon (Swan-Watching Spot)

Many migratory birds and birds of prey come to this lagoon. The lagoon is also known for the many swans that migrate here from late October through mid March.

### E Hatago Rocks

According to legend, these were once weaving tools that turned into rocks after being thrown here by the gods. This area is known for its particularly beautiful sunsets.

### G Kuroshima

Once the prosperous home to owners of the Kitamaebune trading ships, which were active from the mid 18th century through the start of the 20th century, this area still boasts a charming old-fashioned atmosphere.

## The Delicious Foods of Noto

The rich natural environment of Noto makes it a veritable treasure trove of incredible foods. Outstanding fresh seafood is available throughout the year, and the area grows lots of great rice and vegetables. These ingredients are used to make traditional dishes used for festivals and religious services, as well as unique, brand new dishes.



### Winter Yellowtail

Caught through fixed-net fishing near the shore of the Noto Peninsula, these fish can be as large as 10 kg, with deliciously fatty meat.



### Noto Oysters

Nanao Bay is known for oyster farming. These flavorful, nutritious oysters come into season from winter through spring.



### Wild Blowfish

Ishikawa boasts Japan's largest catches of wild blowfish, and local cuisine takes advantage of the many varieties available here.



### Noto Temari Shiitake Mushrooms

Only wood-grown shiitake mushrooms from Noto that meet strict standards — at least 8 cm across, and at least 3 cm thick — earn the right to be called Noto Temari mushrooms.



### Noto Beef

A premium brand of beef from Ishikawa, known for its tenderness and exceptional marbling.

### Korogaki Dried Persimmons

Dried persimmons with a distinctively rich golden brown color and an elegant sweetness, making them a popular gift item.



## 02



### Noto Jofu Fabric

This thin, premium fabric is woven by hand from hemp thread. It is known for its lightness and breathability.



### Suzu Ware

These ceramics were originally produced from the mid 12th century through the end of the 15th century. In recent decades, Suzu Ware production was revived.



### Wajima Lacquerware

Some 120 separate processes are involved in producing this durable yet beautiful premium lacquerware.



### Aenokoto

The deities of the rice fields are invited into people's homes as guests as a show of thanks for the year's harvest in this religious ritual, designated by UNESCO as intangible cultural heritage. Visitors can see this ritual themselves at Gourokuan, in Noto Town (reservations required).

### Kiriko Festivals

The Noto Peninsula is home to many festivals held from summer through autumn, collectively known as Kiriko festivals for the large lantern floats, or Kiriko, that are carried around during these festivals.

## 03

## The Traditional Culture of Noto

The Noto Peninsula, surrounded by the sea, is home to a rich, distinctive traditional culture and unique traditional crafts, all handed down from generation to generation. Back when the sea served as the main means of trade, Wajima Lacquerware, some of Japan's most iconic lacquerware, as well as Suzu Ware, ceramics with centuries of history, and other local crafts were sold nationwide. The people of Noto place great value on the blessings of nature, as well: as a result, the area is home to many unique festivals and religious rites.



### Amamehagi

In this traditional event, people dressed up as goblins go from house to house, warning children not to be lazy. The event has been designated by UNESCO as intangible cultural heritage.



# Three Days and Two Nights in Noto



Day 1 Schedule	10:00	Noto Satoyama Airport
	11:00	Wine Tourism (Lunch)
	15:00	Tsukumo Bay
	16:30	Shunran no Sato (Dinner & Overnight Stay)

## 11:00 Wine Tourism **A**

A great chance to meet the locals!



Wine with the Teroir of Noto!



This sightseeing plan is organized by farmers who grow grapes used to make wine in Noto. Take in the beautiful scenery of the hilly vineyards, and enjoy on-site wine tastings and a winery tour. Lunch is at the café Ryu-Cru, located near the winery: traditional dishes from Georgia, the birthplace of wine, prepared with local ingredients from Noto. Non-alcoholic drinks are also available.



## 15:00 Tsukumo Bay **B**

Tsukumo Bay's name literally means "ninety-nine," for the many inlets that line its winding saw-toothed coastline. The bay's placid waters make it a great place to enjoy a pleasure cruise, and the bay is home to over 70 species of marine plants, as well as fish, urchins, coral, and more.

## 16:30 Shunran no Sato Farm House Inns **C**

Meals served in Wajima Lacquerware dishes handed down by each family for generations



River Fish Are Especially Delicious Grilled over an *Irori* Hearth!



This charming village of old folk houses is located in a mountain valley, where the old-fashioned scenery of rural Japan lives on to this day. Shunran no Sato is home to over 40 farm house inns, where visitors can experience harvesting, fishing, cooking, and other parts of traditional farm life, firsthand. Every house in the village features an *irori* open hearth, which makes a great place to enjoy talking with the owners of the farm houses. Dinner is made from local ingredients, and served in dishes on a raised tray, all made of Wajima Lacquerware.

Lots of hands-on experiences available, exclusive to each season!



### Other Local Highlights



#### Suzu Enden-Mura Roadside Station **D**

Agehama-style salt production has been practiced in Noto for centuries: sea water is thrown onto the beach, dried, and cooked down to make salt. Visitors can watch this process, or even try it themselves.



#### Mitsukejima Island **E**

One of the iconic sights of Noto. This small island is located about 200 meters offshore, and is nicknamed "Battleship Island" due to its shape.

- Day 2
- Schedule
- 9:00 Wajima Morning Market
  - 10:00 Wajima Craftsman Studios
  - 12:00 Kayabuki-an (Lunch)
  - 14:00 Ganmon Rock & Old Fukuura Lighthouse
  - 16:00 Ipponsugi Street
  - 18:00 Notojima Island (Dinner & Overnight Stay)

## 9:00 Wajima Morning Market F



Come buy some hand-made dried seafood!

This iconic Japanese morning market boasts over 1,000 years of history: some 200 stalls line the street for 360 meters, selling fresh seafood and vegetables, prepared foods, folk crafts, and more. It's also fun to haggle with the sellers!



## 10:00 Wajima Craftsman Studios G

Visitors to these studios can try *chinkin* and *maki-e*, two of the iconic gold decoration techniques used for Wajima Lacquerware. The facility also features artisan work spaces and a shop.



Try Chinkin Gold Inlay!



### Other Local Highlights



**Wajima Kiriko Art Museum**  
Giant Kiriko lantern floats are a must at the festivals of Noto! This museum features about 30 of them, for a festive feel all year round.



**Sojji Soin Temple**  
This historic old Soto Buddhist temple was built in 1321, and a number of important cultural properties can be found on the temple grounds. Visitors can try *zazen* seated meditation here.



Made with Lots of Seasonal Local Ingredients!



## Washi Paper-Making Hands-On Experience

Length: About 1 hour  
Venue: Noto Nigyo Washi Paper Workshop  
Details: Make your own one-of-a-kind piece of *washi* paper, with seasonal wild flowers gathered during a walk. Enjoy an experience made possible by the lush natural environment of Noto's Satoyama.



## 12:00 Lunch at Kayabuki-an J

This restaurant is built into a 150-year-old folk house with an impressive thatched roof, surrounded by the peaceful countryside and mountains. A great place to enjoy a meal made with plenty of local ingredients.

## 14:00 Ganmon Rock & Old Fukuura Lighthouse K

The coastline of Noto features a variety of spectacular sights. Ganmon is a large rock that sticks out into the sea, with a hole slowly carved through it by the erosion of the waves. Nearby, you'll find Japan's oldest wooden lighthouse, the Old Fukuura Lighthouse.



## 16:00 Ipponsugi Street L

Located in Nanao, the Noto Peninsula's largest city, this shopping street boasts over 600 years of history, and is home to long-established shops selling soy sauce, *kombu* kelp, candles, and more. At the Hanayome Noren Museum, visitors can learn about the Noto wedding-day tradition of beautiful bridal curtains, and even dress up in full bridal costume and try passing through one of these curtains themselves.



## 18:00 Notojima Island M

Located in Nanao Bay, this island is 72 kilometers around, and is connected to the mainland by two bridges, making it readily accessible by car. The island is dotted with *minshuku* inns, where guests can enjoy delicious seafood dishes.



Day 3

Schedule

- 8:00 Slow Tourism on Notojima Island (Lunch)
- 14:00 Noto Satoyama Satoumi Museum
- 15:30 Myojoji Temple
- 17:00 Chirihama Beach Driveway
- 19:00 Kanazawa

Ride a Bike Along the Coastline!



🕒 8:00 **Slow Tourism on Notojima Island** M

On Notojima Island, you'll still find old-fashioned lifestyles, lived close to nature. There are plenty of seasonal hands-on experiences available, whether harvesting foods and cooking with them, going cycling, or having fun in the sea. Visitors can also enjoy great café meals and drinks made with local ingredients, while looking out over a beautiful view of the sea.



**Stand-Up Paddleboard Experience**

Length: About 1 hour  
 Details: Instructional lecture provided for beginners. Enjoy the peaceful, crystal-clear waters from above, for a great view of the fish swimming around.



🕒 14:00 **Noto Satoyama Satoumi Museum** N

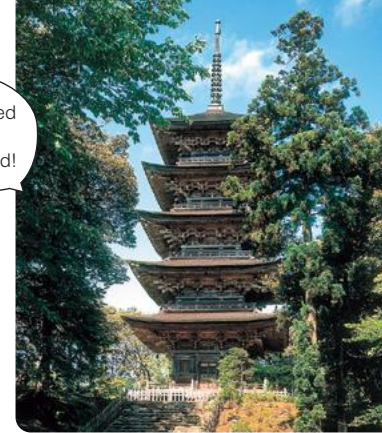
Learn about the rich natural environments of Noto's Satoyama and Satoumi, as well as the area's long history and the old culture and folk traditions handed down for many generations. This museum offers a great look at the many unique delights of the Noto region, with hands-on exhibits to provide a firsthand feel.



Experience the rich culture of Noto



The five-tiered pagoda is 400 years old!



🕒 15:30 **Myojoji Temple** O

The head temple for Nichiren Buddhism in the Hokuriku region. Ten buildings that were constructed here around the 17th century, by order of the feudal lord of the Kaga Domain, have been nationally designated as important cultural properties. The temple's magnificent garden is worth the trip, as well.

🕒 17:00 **Chirihama Beach Driveway** P



Ride a Car or Motorcycle on the Beach!



The beach's unusually fine grains of sand, packed down solid by the water, make this eight-kilometer stretch of the Noto coast the only place in Japan where cars can drive on the shoreline. It's also a great place to enjoy the sunset. (Beach Driveway closes for inclement weather.)

Other Local Highlights



**Orihime no Sato Nakanoto Roadside Station**

This roadside rest stop offers local farm products, seafood, crafts, and more. It's also a great place to pick up Noto Jofu fabric items and *doburoku* (an unfiltered variant of *sake*), which are local specialties of Nakanoto Town, as well as sweets made with *doburoku*.



**Noto Chirihama Roadside Station**

Conveniently located near the Chirihama Beach Driveway, making it a great place to visit before or afterwards. Enjoy a selection of prepared foods made with local boar meat, rice grown without farm chemicals, *sake*, exclusive snacks and sweets, and more.



Photo courtesy of Hodatsushimizu Town

**Kitake**  
 This residence, now open to the public, once belonged to a wealthy farmer who served as a feudal government official for the Kaga Domain. The residence's four entrances were each meant for use by visitors of different ranks within society at the time, such as the feudal lord or the samurai.

🕒 19:00 **Kanazawa**

From the Chirihama Beach Driveway, it's only a 40-minute drive to Kanazawa Station via the Noto Satoyama Kaido expressway.

## Noto's Satoyama & Satoumi

Noto's Satoyama and Satoumi are nurtured by the harmonious blend between nature; the agriculture, forestry, and fisheries industries; and the people of the Noto Peninsula, which stretches out into the Japan Sea.

This was designated as Japan's first Globally Important Agricultural Heritage Systems (GIAHS) by the Food and Agriculture Organization of the United Nations (FAO) in June 2011.

## What is GIAHS ?

GIAHS was established in 2002 by the FAO. The aim of this is to promote regions with outstanding achievements in traditional farming systems and agricultural practices, observing biodiversity in land use, and to help pass on globally important regions that conserve rural culture and landscapes for the benefit of generations to come.



## How to Get to Noto



### By Train

- Nanao-Kanazawa-Tokyo ..... 3 hrs 29 mins
- Nanao-Kanazawa-Kyoto-Osaka ..... 3 hrs 35 mins
- Nanao-Kanazawa-Kyoto ..... 3 hrs 6 mins
- Nanao-Kanazawa-Maibara-Nagoya ..... 3 hrs 31 mins



### By Air

#### Noto Airport

- Tokyo (Haneda) Flights ..... 2 round-trip flights per day

#### Komatsu Airport

- Tokyo (Haneda) Flights
- Sapporo Flights
- Fukuoka Flights
- Sendai Flights
- Naha Flights
- Narita Flights
- Seoul Flights
- Shanghai Flights
- Hong Kong Flights
- Taipei Flights

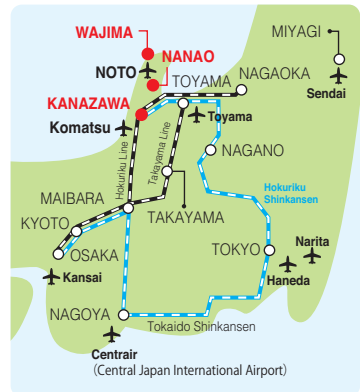


### By Car

Rental cars are a convenient way to get around the Noto Peninsula.

Japan Noto Rent a Car

Search



## Registration Office

c/o Satoyama Promotion Office, Agriculture, Forestry and Fisheries Department, Ishikawa Prefectural Government

## Address

1-1 Kuratsuki, Kanazawa, Ishikawa, 920-8580 Japan

<http://www.pref.ishikawa.jp/satoyama/noto-giahs/f-lang/english/index.html>

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