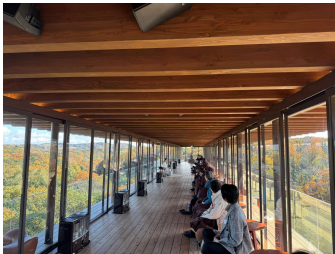


About the program



The "Training and Certification Program for Setouchi area tour guides" is a program which recognizes tour guides who have completed all the training programs to meet the standards to be a Certified Setouchi Area tour guide. Certified tour guides are particularly knowledgeable about the Setouchi area and are listed on this website to be contacted quickly upon request.

Training Programs in 2024 include:

- Video-based training to learn about the unique characteristics of Setouchi and basic tour guide knowledge.
- On-the-job training of the region, including actual guiding of foreigners.
- *Day to day itinerary of the programs are on the following pages.
- Self introductions and mock guiding to travel agents.

About the Setouchi area tour routes

We have established [23 sample itineraries](#) of the Setouchi area (consisting of seven prefectures: Hyogo, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa, and Ehime) that are attractive to foreign visitors to Japan, especially high-value travelers, to introduce the area's beautiful scenery, traditional culture, art, and cuisine. Certified tour guides have selected their own route of expertise, and has been issued a certificate of completion of training for that route.



North route in 2024

2024 N2 [Hiroshima (Onomichi, Setoda, Hiroshima City) ⇒ Yamaguchi (Iwakuni, Yuda Onsen, Akiyoshidai)

	Time		Prefecture	Itinerary	Program
Day1	10:30			Shin-Onomichi Station	
	11:15	11:35	Hiroshima	ONOMICHI U2	Visit
	11:35	13:30	Hiroshima	Shimanami Kaido Cycling	Lecture
	13:30	15:30	Hiroshima	Setoda	Mock guide training
	15:30	16:15	Hiroshima	Kojoji Temple (zazen meditation)	Experience
	16:25	16:45	Hiroshima	Setoda Port	Visit
	19:45			Stay in Hiroshima City	
Day2	7:30			Departure	
	8:15	11:00	Hiroshima	Asageshiki: early morning hike	Experience
	11:30	12:30	Hiroshima	Sokoiko! Peace cycling tour	Lecture
	12:30	13:30	Hiroshima	Hiroshima City	Mock guide training
	13:53	14:30	Hiroshima	Hello Kitty Shinkansen	Experience
	14:45	16:30	Yamaguchi	Kintaikyo Bridge and Iwakuni Castle	Mock guide training
	19:00			Stay in Yuda Onsen	
Day3	9:15			Departure	
	10:00	11:00	Yamaguchi	Akiyoshidai Segway Tour	Lecture
	11:10	11:35	Yamaguchi	Akiyoshidai Karst Observatory	Mock guide training
	13:00	15:00	Yamaguchi	Akiyoshido Cave Geo Tour	Experience
	16:00	17:30		Wrap up (Feedback)	
	17:45			Shin-Yamaguchi Station	

South route in 2024

2024 S4 [Hyogo (Awaji) ⇒ Tokushima (Tokushima City, Aizumi, Mima) ⇒ Kagawa (Takamatsu, Naoshima)]

	Time		Prefecture	Itinerary	Program
Day1	11:00			Shin-Kobe Station	
	13:30	14:30	Hyogo	Zenbo Seinei	Experience
	16:00	17:30	Tokushima	Awa Odori Kaikan	Mock guide training
	20:00	20:50	Tokushima	Awa Odori Kaikan: Night Performance	Experience
			Tokushima	Stay in Tokushima	
Day2	8:30			Departure	
	9:00	10:45	Tokushima	Aizome dyeing experience at Ai no Yakata)	Experience
	11:30	14:00	Tokushima	Wakimachi	Mock guide training
	14:00	15:15	Tokushima to Kagawa	Guide training on bus	
	15:15	17:00	Kagawa	Ritsurin Garden	Mock guide training
				Stay in Takamatsu	
Day3	7:40			Departure	
	9:25	10:05	Kagawa	Naoshima Port	Mock guide training
	10:30	11:15	Kagawa	Benesse House Museum	Visit
	11:30	12:45	Kagawa	Chichu Art Museum	Visit
	14:00	14:30	Kagawa	Lee Ufan Museum	Visit
	15:30	17:00		Wrap up (Feedback)	
	17:15			Naoshima Miyanoura Port	

East route in 2024

2024 E1 [Hyogo (Kobe, Nada) ⇒ Tokushima (Naruto) ⇒ Kagawa (Takamatsu) ⇒ Okayama (Kurashiki, Imbe, Okayama City)]

	Time		Prefecture	Itinerary	Program
Day1	9:30			JR Shin-Kobe Station	
	10:30	12:15	Hyogo	Takenaka Carpentry Tools Museum	Visit
	14:10	15:30	Hyogo	Hakutsuru Brewery	Mock guide training
	15:30	16:15	Hyogo	Kikumasamune Brewery	Visit
	18:15			Stay in Tokushima	
Day2	8:35			Departure	
	8:50	9:45	Tokushima	Uzushio Cruise	Experience
	10:45	12:00	Kagawa	Ritsurin Garden	Mock guide training
	13:30	14:00	Kagawa	Takamatsu Port	Visit
	14:30	15:15	Kagawa	Takamatsu Bonsai no Sato	Visit
	17:00	18:30	Okayama	Kurashiki Bikan Historical Quad	Mock guide training
	18:30			Stay in Kurashiki	
Day3	8:30			Departure	
	10:00	11:30	Okayama	Bizenware making at Bishugama	Experience
	13:30	16:00	Okayama	Okayama Castle and Korakuen	Mock guide training
	16:30	18:00		Wrap up (Feedback)	
	18:15			Okayama Station	

West route in 2024

2024 W2 [Ehime (Matsuyama, Imabari) ⇒ Hiroshima (Setoda, Onomichi, Hiroshima City, Miyajima) ⇒ Yamaguchi (Iwakuni)]

	Time		Prefecture	Itinerary	Program
Day1	10:00			Matsuyama Station	
	11:00	13:00	Ehime	Dogo Onsen	Mock guide training
	14:00	16:50	Ehime	Kurushima Kaikyo Bridge Climb Up	Experience
	17:15	17:45	Ehime	Imabari Station Rental Cycle Station	Visit
	18:30			Stay in Imabari	
Day2	8:00			Departure	
	9:00	10:15	Hiroshima	Kosanji Temple	Visit
	12:30	13:45	Hiroshima	Senkoji Temple	Mock guide training
	13:45	15:30	Hiroshima	Guide training on bus	
	15:30	16:30	Hiroshima	Peace Memorial Park	Mock guide training
	16:30	17:30	Hiroshima	Hiroshima Peace Memorial Museum	Visit
	18:30			Stay in Hiroshima	
Day3	8:30			Departure	
	9:20	11:30	Hiroshima	Miyajima	Mock guide training
	13:45	14:00	Yamaguchi	Armor Experience at Matsugane	Lecture
	14:00	16:00	Yamaguchi	Kintaikyo Bridge and Iwaukni Castle	Mock guide training
	16:10	17:40		Wrap up (Feedback)	
	18:00			Shin-Iwakuni Station	