

Training and Certification Program for Setouchi area tour guides



The "Training and Certification Program for Setouchi area tour guides" recognizes those who have completed all the training programs to meet the guiding needs of the region as Certified Setouchi Area tour guides. Certified tour guides are listed on this website and can be contacted quickly upon request for tour guides who are particularly knowledgeable about the Setouchi area.



Training Programs in 2023 include:

- Video-based training on the unique characteristics of the area and basic tour guide knowledge.
- Lecture training, including local business lectures and group work.
- On-the-job training, including leading a mock tour.
- Making presentations to travel agents.



Setouchi area tour routes

The Setouchi area (Seven prefectures: Hyogo, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa, and Ehime) has established [23 sample itineraries](#) that are attractive to foreign visitors to Japan, especially high-value travelers, and are promoting tourism taking advantage of the area's beautiful scenery, traditional culture, art, and cuisine. The tour guides listed on this website have been issued a certificate of completion of training for each route.



North route in 2023

2023 N6 [Hyogo (Kobe, Himeji) ⇒ Okayama (Okayama City, Kurashiki) ⇒ Hiroshima (Onomichi)]

	Time		Prefecture	Itinerary	Program
Day1	9:00			JR Shin-Kobe Station	
	9:30	11:00	Hyogo	Takenaka Carpentry Tools Museum	Visit
	11:15	12:00	Hyogo	Kobe Beef Gallery	Visit
	12:15	13:10		Lunch	
	13:30	14:15	Hyogo	HAKUTSURU Sake Brewery Museum	Visit
	15:30	17:00	Hyogo	Himeji Castle & Koko-en Garden	Mock guide training
	19:00			Stay in Okayama City	
Day2	9:00			Departure	
	9:10	11:40	Okayama	Okayama Korakuen Garden & Okayama Castle	Mock guide training
	11:50	12:40		Lunch	
	13:30	14:55	Okayama	Bizen-yaki Pottery	Experience
	15:00	16:00	Okayama	Kurashiki Bikan Historical Quarter	Visit
	16:00	17:30	Okayama	Kurashiki Bikan Historical Quarter	Mock guide training
	17:45			Stay in Kurashiki	
Day3	9:00			Departure	
	10:00	11:00	Hiroshima	Senko-ji Temple	Mock guide training
	11:10	13:00	Hiroshima	Onomichi	Mock guide training
	13:00	13:30	Hiroshima	Onomichi	Free time
	13:30	14:15	Hiroshima	Shimanami Kaido Cycling	Visit
	14:30	15:10	Hiroshima	Onomichi Tourism Association	Lecture
	15:15	16:45		Wrap up (Feedback)	
	16:50			JR Onomichi Station or JR Shin-Onomichi Station	

South route in 2023

S2 [Kagawa (Naoshima, Shodoshima, Takamatsu) ⇒ Ehime (Imabari/Shimanami Kaido) ⇒ Hiroshima (Onomichi)]

	Time		Prefecture	Itinerary	Program
Day1	9:50			Naoshima (Miyanoura Port)	
	10:10	10:45	Kagawa	Naoshima's Artworks in Miyanoura area Red Pumpkin, BUNRAKU PUPPET, Naoshima Pavilion, and Naoshima Bath "I♥湯".	Mock guide training
	11:00	12:00	Kagawa	Naoshima Benesse House Museum	Guided tour
	12:05	12:45	Kagawa	Naoshima Lee Ufan Museum & Chichu Art Museum	Mock guide training
	12:55	13:35		Lunch	
	13:45	16:00	Kagawa	Art House Project in Honmura district	Guided tour
	16:00	16:30	Kagawa	ANDO MUSEUM	Visit
	16:30	16:50	Kagawa	Honmura district	Free time
	17:00	17:50		Charter boat from Naoshima to Shodoshima	
	18:45			Stay in Shodoshima	
Day2	8:15			Departure	
	8:30	9:25	Kagawa	Shodoshima Olive Garden	Visit
	9:45	10:15	Kagawa	Yamaroku Soy Sauce	Visit
	10:15	12:45	Kagawa	Hishio-no-Sato (Soy Sauce Village)	Mock guide training
	13:05	13:35	Kagawa	Kankakei Gorge	Visit
	14:05	14:15	Kagawa	Angel Road	Bus window
	14:45	15:45		Ferry to Takamatsu	
	16:15	17:15	Kagawa	Takamatsu Bonsai no Sato	Visit
	17:45			Stay in Takamatsu	
Day3	8:00			Departure	
	8:15	9:45	Kagawa	Ritsurin Garden	Mock guide training
	9:45	12:00	Kagawa to Ehime	Bus to Imabari	Mock guide training
	12:00	12:40		Lunch	
	13:30	13:50	Ehime	Azumi Setoda	Visit
	13:50	14:15	Ehime	SOIL Setoda	Visit
	14:30	15:15	Ehime	Zen Experience at Kojo-ji Temple	Experience
	15:30	17:00		Wrap up (Feedback)	
	18:00			JR Onomichi Station or JR Shin-Onomichi Station	

East route in 2023

E5 [Hyogo (Akashi) ⇒ Tokushima (Naruto, Tokushima, Wakimachi, Iya) ⇒ Kagawa (Kotohira)]

	Time		Prefecture	Itinerary	Program
Day1	9:30	9:45		JR Shin-Kobe Station	
	10:30	12:15	Hyogo	Uontana Fish Market	Mock guide training
	12:45	14:45	Hyogo	Akashi Kaikyo Bridge Climbing Tour	Guided tour
	16:15	17:30	Tokushima	Aizome Indigo Dyeing Experience at the Aizome Kogeikan	Experience
	18:00	19:00		Stay in Tokushima	
Day2	9:00			Departure	
	10:00	13:00	Tokushima	Wakimachi Udatsu Townscape	Mock guide training
	14:21		Tokushima	Roadside Station Oboke See off "Shikoku Mannaka Sennen Monogatari"	Visit
	14:30	15:15	Tokushima	TOPS Outdoor Station (Rafting)	Visit
	15:30	16:00	Tokushima	Heike Yashiki Museum of Folklore	Visit
	16:15	17:00	Tokushima	Iya-no-Kazurabashi Vine Bridge	Mock guide training
	17:30			Stay in Iya	
	20:15		Tokushima	Kazura Bridge Night Tour	Guided tour
Day3	8:30			Departure	
	10:00	11:30	Kagawa	The approach to Kotohira-gu Shrine	Mock guide training
	12:15	13:45	Kagawa	Nakano Udon School Experience	Experience
	14:00	15:30		Wrap up (Feedback)	
	15:30			JR Takamatsu Station	
	16:30			JR Marugame Station	

West route in 2023

W1 [Yamaguchi (Yamaguchi, Iwakuni) ⇒ Hiroshima (Hiroshima City, Miyajima) ⇒ Ehime (Matsuyama, Uchiko, Ozu)]

	Time		Prefecture	Itinerary	Program
Day1	9:00			JR Shin-Yamaguchi Station	
	9:30	11:30	Yamaguchi	Hagi-yaki Pottery	Visit
	13:00	13:45		Lunch	
	13:45	15:30	Yamaguchi	Kintaikyo Bridge & Iwakuni Castle	Mock guide training
	15:30	17:00	Yamaguchi	Kashiwabara Art Museum	Visit
	17:30			Stay in Iwakuni	
Day2	7:35	8:01		Departure	
	8:23	8:37	Yamaguchi to Hiroshima	HelloKitty Shinkansen JR Shin-Iwakuni Station to JR Hiroshima Station	
	9:30	10:15	Hiroshima	Hiroshima World Heritage Sea Route	
	10:30	12:30	Hiroshima	Miyajima	Mock guide training
	12:50	17:15	Hiroshima to Ehime	Miyajima to Matsuyama by ferry	
	17:30	19:00	Ehime	Dogo Onsen	Mock guide training
				Stay in Dogo Onsen	
Day3	9:00	10:00		Departure	
	10:00	11:30	Ehime	Omori Warosoku & Uchiko-za Theater	Visit
	11:45	12:30		Lunch	
	13:00	14:30	Ehime	Ozu	Mock guide training
	14:30	16:00		Wrap up (Feedback)	
	16:00			JR Iyo-Ōzu Station Station	
	17:00			JR Matsuyama Station	