

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 our certified Setouchi area tour guide. They have undergone the following trainings, and we are proud to introduce them as your personal expert of the area.

Training Programs in 2025:

-Video-based training to learn about the unique characteristics of the Setouchi area and basic tour guide knowledge.

-On-the-job training of the region, including actual guiding of foreigners.

*Please find the day-to-day itinerary on the following pages.

-Online session with travel agents to learn about their needs, and have a chance to introduce themselves.



Details for 2025

For 2025, we created 3-day sample itineraries based on three different themes (Adventure and Nature, Art, Traditional Culture and History), each visiting both iconic and local sites of the region. Tour guides choose their theme of preference, and finished on-the-job trainings that followed the sample itinerary.



2025 Itinerary 1

Theme: Adventure and Nature

Dates: 2025.11.24 – 11.26

Destinations: Awaji Island, Wakimachi, Iya Valley,
Kotohira, Imabari, Oshima



Detailed itinerary

	Time		Prefecture	Itinerary
Day1	9:00			Meet up at Shin-Kobe Station
	10:45	11:30	Hyogo	Guiding of Uzu no Oka
	12:30	14:00	Hyogo	Ride the Uzushio Whirlpool Cruise
	15:45	17:15	Tokushima	Guiding of Udatsu Townscape
	17:45	18:30	Tokushima	Feedback meeting
			Tokushima	Overnight stay near Wakimachi
Day2	7:20			Departure
	8:50	9:40	Tokushima	Visit Kazurabashi Bridge
	10:00	11:15	Tokushima	Visit Oboke area / rafting provider
	12:15	13:45	Kagawa	Experience Sanuki Udon making
	13:45	15:30	Kagawa	Guiding of Kotohiragu Shrine
	17:45	18:25	Ehime	Feedback meeting
Day3			Ehime	Overnight stay in Imabari
	10:00			Departure
	10:00	12:00	Ehime	Visit Oshima on the Shimanami Kaido, with guiding at Kirosan Observatory
	12:00	13:00	Ehime	Visit cycle station on Oshima Cycling over Kurushima Kaikyo Bridge Visit Sunrise Itoyama cycling station
	14:30	16:00	Ehime	Wrap up (Feedback)
	16:00			Dismissal at Imabari Station / Matsuyama Station / Matsuyama Airport

2025 Itinerary 2

Theme: Art

Dates: 2025.11.30 – 12.2

Destinations: Himeji, Kurashiki, Uno, Naoshima



Detailed itinerary

	Time		Prefecture	Itinerary
Day1	10:00			Meet up at Himeji Station
	10:45	12:30	Hyogo	Guiding of Himeji Castle / Kokoen Garden
	14:00	15:30	Hyogo	Experience Noh Theater at Ezaki Family
	19:30	20:15	Okayama	Feedback meeting
			Okayama	Overnight stay in Kurashiki
Day2	9:45			Departure
	10:00	12:30	Okayama	Guiding of Kurashiki Historical Quard *Includes Kurashiki Riverboat experience
	14:15	17:00	Okayama	Visit Uno area artworks of the Setouchi Triennale
	17:00	17:45	Okayama	Feedback meeting
			Okayama	Overnight stay in Uno Port
Day3	8:10			Departure
	9:10	14:45	Kagawa	Visit Naoshima -Join Benesse House Museum tour -Visit Naoshima New Museum of Art -Guiding of Art House Project
	14:45	16:15	Kagawa	Wrap up (Feedback)
	16:30			Dismissal at Miyanoura Port

2025 Itinerary 2

Theme:

Traditional Culture and History

Dates: 2025.12.11 – 12.13

Destinations: Iwakuni, Miyajima, Hiroshima City, Uchiko



Detailed itinerary

	Time		Prefecture	Itinerary
Day1	10:30			Meet up at Shin-Iwakuni Station
	11:15	12:00	Yamaguchi	Visit Murashige Sake Brewery
	12:15	13:30	Yamaguchi	Iwakuni sushi making experience
	13:30	15:15	Yamaguchi	Guiding of Kintaikyo Bridge and nearby
	15:15	16:00	Yamaguchi	Visit Kashiwabara Museum
	17:45	18:30	Hiroshima	Feedback meeting
			Hiroshima	Overnight stay in Miyajimaguchi
Day2	8:15			Departure
	9:00	10:50	Hiroshima	Guiding of Miyajima
	10:50	11:45	Hiroshima	Experience Hiroshima World Heritage Sea Route
	12:50	14:25	Hiroshima	Guiding of Peace Memorial Park *Includes visit to Hiroshima Peace Memorial Museum
	15:00	16:35	Ehime	Ride the cruise ferry to Matsuyama
	17:30	18:05	Ehime	Feedback meeting
			Ehime	Overnight stay in Dogo Onsen
Day3	9:00			Departure
	10:00	11:30	Ehime	Experience Ikazaki washi making
	12:45	13:45	Ehime	Guiding of Uchiko Historical District
	14:30	16:00	Ehime	Wrap up (Feedback)
	16:15			Dismissal at Matsuyama Station / Matsuyama Airport