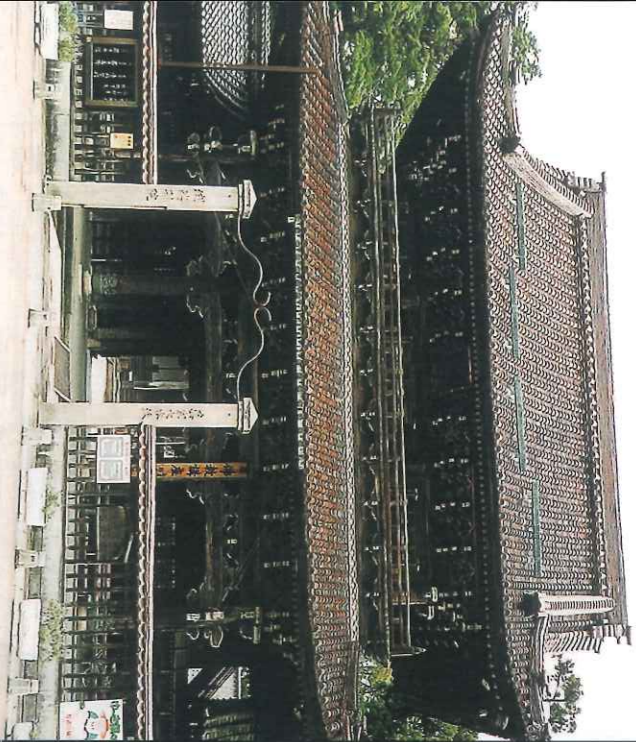




Exploring Johana,  
Etchu's Little Kyoto

Johana prospered as a silk production town founded at the gates of the ancient Johana Betsuin Zentokuji Temple. With its stone-paved streets and townhouses decorated with lattice doors, Johana is also known as the Little Kyoto of the Etchu region. Home to many streets and hills too narrow for cars, walking through the town offers a glimpse into its history and culture. Here, you can feel the slow, steady flow of life.



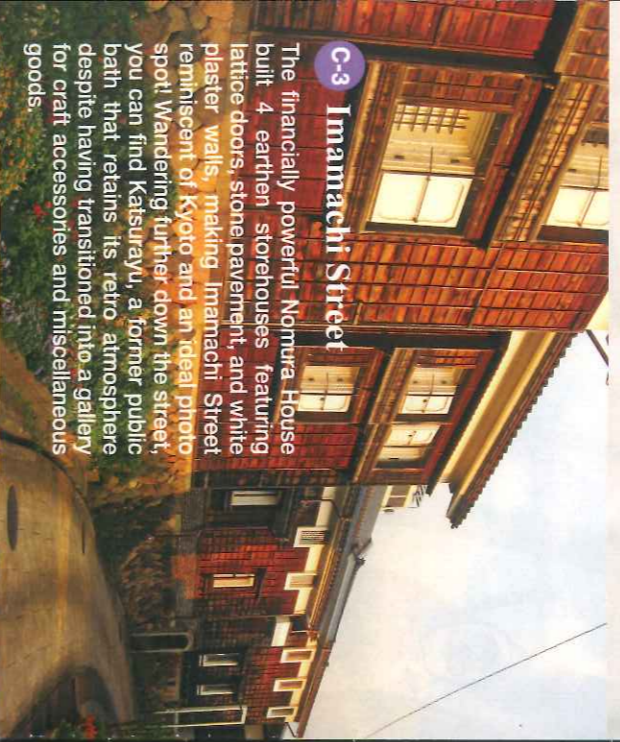
**D-3 Johana Betsuin Zentokuji Temple**

Founded 540 years ago, this temple houses more than 10,000 treasures. These treasures are aired out every July, with some pieces being displayed with accompanying explanations. The main gate, main building, and taiko drum hall are Prefecturally Designated Important Cultural Properties.

[Tel] 0763-62-0026

[Open] everyday 9:00am~4:00pm.

[Fee] ¥400 to visit the interior



**C-3 Imamachi Street**

The financially powerful Nomura House built 4 earthen storehouses featuring lattice doors, stone pavement, and white plaster walls. Making Imamachi Street reminiscent of Kyoto and an ideal photo spot. Wandering further down the street, you can find Katsurayui, a former public bath that retains its retro atmosphere despite having transitioned into a gallery for craft accessories and miscellaneous goods.

**Johana Oriyakata Weaving Center**

A reminder of the Johana that once prospered in silk fabrics, the interior of the building maintains the feel of a bygone era. With a reservation, you can experience weaving for yourself using either traditional Japanese or tabletop looms. You will be instructed at a gentle pace, so don't be nervous and take on the challenge!

[Tel] 0763-62-8880

[Open] 10:00am~5:30pm April to October and 10:00am~5:00pm November to March.

[Closed] Wednesdays.  
[Fee] none (weaving experiences will incur a separate fee)



**Johana Hikiyama Festival**

UNESCO Intangible Cultural Heritage/  
National Important Intangible Folk Cultural Property

Held every year. Pre-festival on May 4th and main festival on May 5th.

Johana Shimmeigu Shrine's festival splashes the spring of Etchu's Little Kyoto with color. Delicate carvings and exquisite lacquer are on display, with statues of deities paraded through the town on 6 floats. *Iori yatai* modeled after *ichirikiyaya* tea-houses in Kyoto's Gion District guide the floats, and inside, the sweet tones of flute and shamisen recreate short love songs of the Edo period in Johana's own unique *Iori uta* style.

**Johana Mugiya Festival**

Held every year on the Saturday and Sunday just before September's Respect for the Aged Day.

The contrast between the somber melody of the *mugiya* folk song and the gallant style of the men's *mugiya* dance continues to charm many. Overflowing with feeling and spirit, the street dances in which each neighborhood and each folk song group play *mugiya* are a must-see.



**Contact**

**Nanto City Tourism Association**

Johana Tourist Information Center

206-22 Koreyasu, Nanto City

Toyama Prefecture, 939-1852 Japan

TEL:0763-62-1201 FAX:0763-62-1202

HP <https://www.tabi-nanto.jp/en/>



**C-4 Tamura Manseldo Wooden Model Display**

Located next to the Tamura Manseldo sweet shop, there are 1200 wooden models stored and 300 on display here. Visitors can come and see the skill involved in wood modeling, which is different from woodcarving because of the use of "back engraving."

[Tel] 0763-62-0124

[Open] 10:00am~4:00pm.

[Closed] Wednesdays and the second Tuesday of every month.

[Ind Fee] ¥216 (general), none (high school students and younger, customers who make a purchase at Tamura Manseldo)



**B-4 Kawashima Street**

This area is the home of Jihinbe Kawashima, the person who established the famous Kawashima Saikon Shop in Kyoto. At the river crossing, you can see an old loom factory's triangular roof stretching into the sky.



**B-1 Navagaike Pond**

Located in a mountain range at an elevation of 830 m, the natural lake Nawagaike, surrounded by green peaks, makes for a mystical scene. In mid-May, visitors can see groups of "water banana" plants bloom around the lake and feel the healing calm of their beauty.



**B-3 Matsui Silk Weaving**

From the foundation of Matsui Silk Weaving in the 10th year of the Meiji Period (1877), the sound of weaving has reverberated in the factory with the manufacture and sale of strike silk. Several silk products are made taking full advantage of the unique character of strike silk, and coasters, scarves, and other items are available for purchase from the showroom. Factory tours are also available upon reservation.

[Tel] 0763-62-1230

[Open] 10:00am~5:00pm.

[Closed] Saturdays, Sundays, and holidays.

[Fee] ¥600 for factory tour (souvenir included)



**C-2 Johana Traditional Entertainment Center Johana-Za**

After taking in the magnificent, dignified atmosphere of the Johana Hikiyama Festival and the simpler, more subtle atmosphere of the Johana Mugiya Festival, you can come here to enjoy performances of the *Iori* and *Mugya* songs. You can also try dancing the *Mugya* yourself with help from some of the performers!

[Tel] 0763-62-5050

[Closed] Tuesdays and at the beginning and end of the year.

[Ind Fee] ¥1000 (general, free (middle school students and younger))

[Group Fee] ¥800 (15 people or more) Please refer to the website for the performance schedule. On performance days, the venue opens at 2:30pm, with performances beginning at 3:00pm.



**D-1 Mukaino Cherry Blossom Tree**

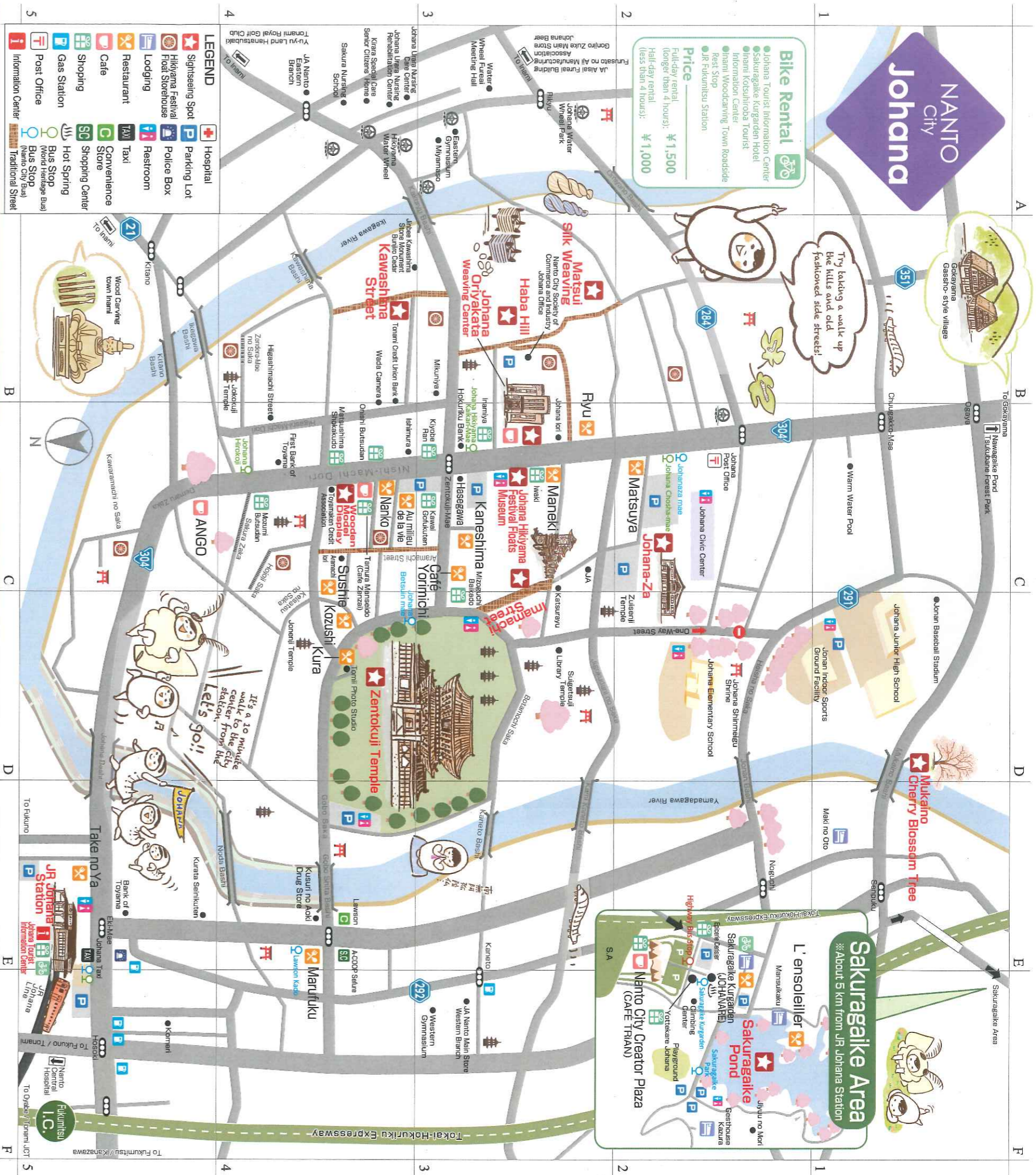
This is a large Edo Higan cherry tree growing naturally along the banks of the Yanada River. Many come to photograph the tree, charmed by the snowcapped Mt. Hakamagoshi in the background and the powerful beauty of the cherry blossoms themselves.



**B-3 Haba Hill**

Houses with stone walls, tiled roofs, and lattices line the street here. There is an old soy sauce shop with a red brick garage and wooden sign that says "soy sauce" on it, giving the area a retro feel.





# NANTO City Johana

**Bike Rental**

- Johana Tourist Information Center
- Sakuragaike Kurgarden Hotel
- Nami Katsushiroa Tourist Information Center
- Nami Woodcarving Town Roadside Rest Stop
- JR Fukunomiya Station

**Price**

- Full-day rental (longer than 4 hours): ¥1,500
- Half-day rental (less than 4 hours): ¥1,000

- LEGEND**
- Hospital
  - Parking Lot
  - Police Box
  - Restroom
  - Taxi
  - Convenience Store
  - Shopping Center
  - Hot Spring
  - Bus Stop
  - World Heritage Bus
  - Bus Stop (Nanto City Bus)
  - Traditional Street

- C-3 Kaneshima**  
We make Japanese food using local seasonal ingredients specializing in misumashi and omelette. In addition to offering ozen set meals.  
[Tel] 0763-62-0108  
[Open] 11:30am~1:30pm and 5:00am~8:30pm.  
Please bear in mind that our closing days are not set.
- F-2 JOHANARE**  
Have the best of both worlds from Japanese and Italian fare. Use seasonal vegetables and fresh ingredients.  
[Tel] 0763-62-8181  
[Open] 7:30am~10:00am (breakfast), 11:00am~2:30pm (lunch), and 5:30pm~8:00pm (dinner).  
[Closed] We take a few days off for maintenance.
- E-2 CAFÉ TRIAN**  
Café Trian named itself after the word "triangle" not only because of our triangle shaped roof but also because of the three ingredients we strive to be the best in: ingredients, service, and food. Underneath our triangle roof, you can see a vast space while enjoying local vegetables and the conversation of close friends.  
[Tel] 0763-77-3261  
[Open] 11:00am~5:00pm (Lunch hours: weekdays 11:00am~2:00pm, weekends and holidays 11:00am~2:30pm)  
[Closed] Tuesdays, New Year's Day, and New Year's Day
- C-3 Matsuya**  
Serves delicious Japanese mainstays including udon, soba, set meals, omelette rice, and curry.  
[Tel] 0763-62-2135  
[Open] 11:00am~10:00pm.  
Please bear in mind that our closing days are not set.
- C-3 Maneki**  
Enjoy seasonal flavors with Buddhist cuisine, soups, and soba.  
[Tel] 0763-62-3434  
[Open] 12:00pm~2:00pm and 5:00pm~10:00pm.  
[Closed] Wednesdays.
- C-4 Eel Nanko**  
Enjoy eel grilled over a charcoal fire and enjoy the delicious first plate changes with the Nihon-ichi Mabu-nabau made with Johana pork.  
[Tel] 0763-62-2727  
[Open] 11:00am~2:00pm (reservations required in evening)  
Please bear in mind that our closing days are not set.
- F-2 L'enseigneur**  
French restaurant with a strong focus on local eating incorporating ingredients from Nanto and Toyama Bay. The first plate changes with the natural scenery.  
[Tel] 0763-62-2977  
[Open] 11:30am~1:30pm (L) and 5:45pm~7:30pm (C)  
[Closed] Wednesdays and the 2nd Tuesday of every month.

- C-4 Sushie**  
Come hear about Johana's attractions or listen to some old stories from the owner! Lunch set or the seafood bowl.  
[Tel] 0763-62-0330  
[Open] 11:00am~1:30pm and 5:00am~11:00pm.  
Please bear in mind that our closing days are not set.
- C-3 Ryu**  
Chinese restaurant that prides itself on its mouth-watering, crispy, juicy fried chicken.  
[Tel] 0763-62-1859  
[Open] 11:30am~10:00pm.  
[Closed] Mondays.
- C-4 Mizoguchi Baikado**  
Seasonal Japanese wagashi confections reflecting the traditional culture and rich natural landscape of Johana.  
[Tel] 0763-62-0034  
[Open] 8:00am~6:00pm.  
[Closed] Mondays.
- C-3 Epicerie Cersier**  
Specializes in sandwiches made from natural yeast bread and local ingredients. Baked goods are available as well.  
[Tel] 0763-77-1159  
[Open] 11:00am~6:00pm.  
[Closed] weekdays.
- C-3 Iwaki**  
Original recipes for Western sweets emphasizing ingredients' freshness, and seasonal flavor. The cream puts are particularly popular.  
[Tel] 0763-62-0273  
[Open] 9:00am~7:00pm.  
[Closed] Tuesdays.
- C-4 Tamura Maiseido**  
Founded in 1832, the store has been passed down through 5 generations. On the 2nd floor, you can also indulge your sweet tooth at the café-style Zenzai.  
[Tel] 0763-62-0124  
[Open] 8:00am~6:30pm.  
[Closed] Wednesdays.
- C-5 Ango**  
Shop established in the late Meiji period with the aim of providing delicious, inexpensive sweets. The fourth generation owner has introduced a variety of western-style sweets, Dine-in seating available.  
[Tel] 0763-62-0115  
[Open] 10:00am~7:00pm.  
[Closed] Mondays.
- C-4 Onishi Butsudan Main Store**  
Intricate Buddhist altars crafted using Johana lacquer techniques from the Edo period.  
[Tel] 0763-62-0272  
[Open] everyday 8:00am~8:00pm.
- C-4 Matsushima Shokakudo**  
Adjusting their delicacies with favors and scenery from home, the famous sweets of Matsushima Shokakudo are enjoyed by many!  
[Tel] 0763-62-0039  
[Open] 8:00am~7:00pm.  
[Closed] New Year's Day.
- C-3 Inamiya**  
Handmade Japanese and Western sweets that are easy on the body.  
[Tel] 0763-62-0201  
[Open] 8:30am~7:00pm.  
[Closed] Wednesdays.
- F-2 Sakuragaike Kurgarden**  
Guesthouse Kazura  
TEL.0763-62-8181  
TEL.0763-77-3512
- F-2 Mansuikaku**  
Auberge  
TEL.0763-62-1717  
TEL.0763-62-3255
- E-1 Maki no Oto**  
Campingrounds / Cottages  
TEL.0763-62-2115

- Bank**
- C-4 Mizumi Butsudan**  
Carrying everything from large durisudan to individual candies, Mizumi Butsudan welcomes any questions you may have.  
[Tel] 0763-62-0309  
[Open] 8:00am~8:00pm.  
Please bear in mind that our closing days are not set.
  - C-4 Johana Beer**  
Representative brand of the area, including beers such as Hakama Ale and Mugiya Ale (both 4.5%, 5.0%abv).  
[Tel] 0763-62-1111  
TEL.0763-62-513
  - C-3 Kawai Gofukuten**  
Open since the 1907, this dry-goods store handles Japanese and Western items as well as souvenirs.  
[Tel] 0763-62-0072  
[Open] 9:00am~8:00pm.  
[Closed] Mondays.
- Gas Station**
- F-2 Sakuragaike Kurgarden**  
TEL.0763-62-2161
  - F-2 Guesthouse Kazura**  
TEL.0763-62-0033
  - F-2 Japanese Inn**  
TEL.0763-62-1877
  - F-2 Mansuikaku**  
TEL.0763-62-2195
  - E-1 Maki no Oto**  
TEL.0763-62-0475
- Local Government Office**
- C-2 Johana Civic Center**  
TEL.0763-62-1212
  - E-5 Johana Police Box**  
TEL.0763-62-0110
  - F-5 Nanto Central Hospital**  
TEL.0763-55-0001
  - Post Office**  
TEL.0763-62-1780