

A GUIDE TO  
**SUSTAINABLE  
TRAVEL**

on Noto Peninsula



ISHIKAWA, JAPAN



Shiroiyone Senmaida Rice Terraces

## **A Japanese way of living a harmonious life with nature: Satoyama and Satoumi**

In recent years, the world has suffered from a variety of problems due to the loss of biodiversity and climate change. In order to solve these problems and implement a sustainable society, the twin Japanese concepts of 'Satoyama and Satoumi' have been highlighted. Literally meaning 'inland' and 'coastal' areas in Japanese, it refers to traditional land management methods comprised of not just agricultural techniques but entire socioecological systems including forestry, fishing to natural energy and culture.

Noto Peninsula of Ishikawa Prefecture is considered as a miniature of Japan's Satoyama and Satoumi and has been evaluated internationally because the traditional, sustainable life has been practiced in the area even after Japan experienced the extraordinary postwar economic growth. Noto's Satoyama and Satoumi has been designated as Globally Important Agricultural Heritage by the Food and Agriculture Organization of the United Nations (FAO), along with Maasai pastoralist heritage of Africa and traditional vineyards of Italy.

*Why*

**NOTO'S  
SATOYAMA AND SATOUMI  
SO VALUABLE?**

# Biodiversity protected by traditional agriculture, forestry and fishing

Hazaboshi, a natural method to dry rice sheaves in the sun, and Ama fishing by female divers still take place. The land is used in various ways in a mosaic-like pattern; rice terraces on mountain slopes and valleys and reservoirs as sources of agricultural water. These environmental surroundings have made it possible for many creatures to live and breed.





## Exquisite Satoyama Landscapes

The rice terraces on steep slopes facing the sea, the rows of houses with black roof tiles made from rice paddy clay, and bamboo fences to protect houses from the strong wind off the sea are reminiscent of typical scenes from agricultural and fishing villages of Japan.





## Culture and festivals deeply connected to agriculture, forestry and fishing

The festivals are held to pray for a bountiful catch and plentiful harvest. Agricultural rituals are employed to express gratitude to the deity of the fields for an abundant harvest.





## Traditional techniques that should be passed on

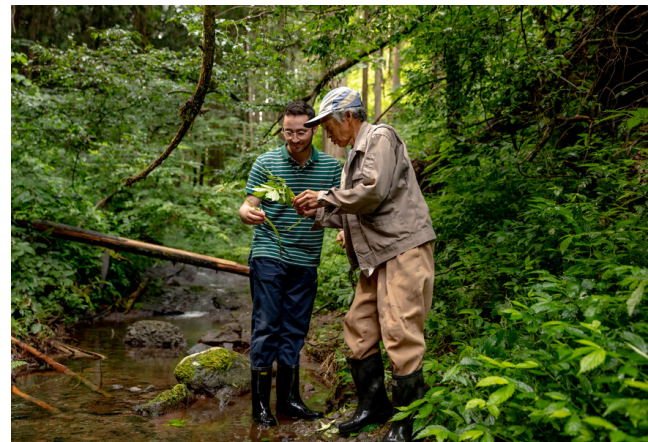
Agehama salt making method, which has been passed down from 500 years ago, sprinkles seawater manually onto the sand and allows the water to evaporate in the sun. Charcoal making involves periodical felling and weeding, leading to the creation of favorable habitats for many living creatures. Wajima lacquerware has been used and loved by many people as top-grade lacquerware.





## Conservation activities of Satoyama and Satoumi

In order to pass on the assets to future generations, new initiatives and volunteer programs are in progress. Rice terraces, which require a lot of labor, has adopted the owner system where urban dwellers become the owner of a rice paddy and experience farm work to support scenic preservation. The farmhouse-like guesthouses are welcoming people from all over the world and offer rural life experiences and interaction with local residents.



An aerial photograph of a coastal landscape. In the foreground, dark blue ocean waves with white foam crash against a rocky shore. A concrete seawall with a grid-like pattern runs along the coast. Behind the seawall, a lush green hillside features terraced rice fields with distinct horizontal patterns. A paved road with a guardrail curves along the top of the hillside. The background is dominated by a dense, green forested hillside under a cloudy sky. The text "TRAVEL PLAN" is overlaid in the center of the image.

# TRAVEL PLAN

# DAY 1 WAJIMA & SUZU

Depart Kanazawa for the journey to Noto by a private car. Visit morning market, Kiriko festival museum, studio of Wajima lacquerware and Senmaida rice terraces in Wajima and Agehama salt farm in Suzu.



## Wajima morning market

One of the biggest morning markets in Japan, with over 200 stalls selling seasonal seafood, farm produce and handmade crafts. You can enjoy conversation with vendors, who are mostly local female divers and farmers. The market started 1,000 years ago and has been flourishing as the distribution base in this area.



## Kiriko festival museum

The museum displays gigantic Kiriko lanterns, which are carried in procession during festivals. Nearly 200 festivals are held during summer and autumn all over the peninsula to pray for an abundant catch and harvest.



## Wajima Lacquerware

Wajima's glamorous, graceful products are widely known as top-quality lacquerware. It uses locally grown natural wood and diatomaceous powder. The production procedure is extremely complex, spanning as many as 124 processes, each done by different craftspeople. The lacquerwares are very sturdy and durable for hundreds of years.



## Senmaida rice terraces

Layers of rice terraces stretch on the steep hillside along the coast in Noto. The best known is Shiroyone Senamida, a thousand rice paddies contrasting with the blue sea and creating the breathtaking view. Because of the small size and various shapes of the paddies, no machinery can be used and all the work needs to be done by hand.





## Agehama salt farm

Agehama is the traditional method of salt making, which is now practiced nowhere else in Japan but in Noto. It requires a lot of labor and proficient skills, such as the ability to assess the weather. The natural sea salt is characterized by its mild flavor and rich mineral content. This method has been hugely supported by forestry, as it needs a large amount of firewood as fuel for heating the salt water.



## MUST-SEE



### Ganmon Cave

A giant hole carved out the rock from erosion resembles a gate. You can walk down on the path to the rock and enter a cave beside the gate.

### Yase Cliff

A precipitous cliff jutting out into the Sea of Japan. The rugged coast and strangely shaped rocks can be seen from the deck.



### Magaki no Sato

The traditional village where bamboo fences are erected to protect the houses from the salty winds from the sea in winter and strong sunlight in the summer.

Restaurant

# L'Atelier de Noto

Wajima City

L'Atelier de Noto is a must-visit for lunch or dinner in Wajima. Housed inside a renovated traditional abode, this elegant eatery is helmed by a Wajima born chef, who trained at France's esteemed L'Atelier de Joël Robuchon. He now creates authentic yet progressive French fare that spotlights local ingredients such as marinated mackerel with lemon flavored foam, or a special 'Noto confit' with foie gras. The ice-cold waters around Wajima are also renowned for their oyster farms and their superb sea urchin, which are harvested by traditional female ama free divers.

## MARKET TOUR WITH THE CHEF

You can join the chef on the culinary outings to markets to search for the freshest, most mouthwatering ingredients, followed by a locally inspired dinner prepared by the chef just for you. Savor authentic culinary delights that perfectly suit the local climate and way of life.





Hotel

# Noto no sho

Wajima City

Noto no sho is a Japanese traditional ryokan facing the Sea of Japan. It boasts the sumptuous locally sourced cuisine and natural hot spring bath.



Hotel

# Lamp no yado

Suzu City

The hidden inn located at the very tip of the Noto Peninsula has a 450-year-old history. All of 4 private villas have private open-air bath.



# DAY 2 SHUNRAN NO SATO & ANAMIZU

Visit Shunran no sato and Noto wine vineyard. Fresh oysters for lunch at a coast side restaurant.

## Shunran no sato

Shunran no sato is a small village located in a mountain valley where residents have earned a livelihood basically by agriculture and forestry. While the community is shrinking in recent years like everywhere else in Japan, sustainable lifestyle is still being practiced here. The houses are built of wood from the forests passed down through generations. They make tea with wild orchid flowers that inhabit in well-maintained mountains.

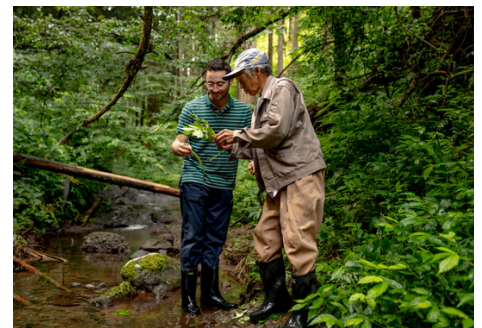


The lacquer-coated tableware and cutlery have been used for decades while making repairs. Vegetables and mushrooms are cooked over charcoal on the hearth. They maintain quite a high food self-sufficiency by eating soy food as sources of protein.



The ideas and techniques to preserve natural produce also have developed over generations. Vegetables and fishes are pickled and fermented to be enjoyed throughout the year. People do not take all the plants and mushrooms in the mountains so that they will be left for the harvest of next year.

Guests can also enjoy the privilege of experiencing a part of their sustainable lifestyle. You will be welcomed with wild herbal tea, feeling the blessing of nature and wisdom of life. Then, you can go into the mountain to pick wild flowers and tree nuts, or observe charcoal making and shiitake mushroom growing.





Lunch

## Coast Table

The inner bay on the east side of the peninsula is a great producer of oysters with highly nutritious plankton. Coast Table, literally standing along the coast, is owned by a migrant couple from Tokyo.



## Noto Wine vineyard

Noto Wine started wine making in 2006 on the Noto Peninsula. The wine is crafted with single named grape varieties without assemblage, therefore they are putting great effort and creativity into growing quality grape. As well as making good wine to drink with oysters, both raw in summer and grilled in winter, they mix mineral-rich shells into the vineyard to make clayey soil more drainable.



## MUST-SEE

### Rice paddies in mountain valleys

In the inland areas of Noto, rice paddies have been created on flat land between mountain foothills. Among them the charming rows of houses with shiny, black roof tiles and white-plastered wood walls can be found.



### Tsukumo Bay

Tsukumo Bay shows a beautiful coastline with inlets of various sizes. In the center of the bay situated a small island completely covered with trees and looking like a 'treasure island'. You can enjoy a leisurely stroll along the coast while watching emerald green water.

Hotel

# Hyakurakuso

Noto town

The Japanese style inn offers spacious 9 suites with beautiful bay view. The guests never get bored to stay here; go fishing on the private pier, soak in the cave bath in the underground or open-air bath nestled in the forest.



# DAY 3 NOTOJIMA ISLAND

On the third day, spend a whole day on Notojima Island. Here you can have a close look at how people have lived sustainably and harmoniously with nature.

## Explore Notojima Island

Notojima Island was completely isolated until a bridge connected it to the mainland. Therefore, traditional lifestyle hugely supported by natural blessing still survives today. People dry and preserve marine catch and make gelidium jelly from agar weed. Rice paddies spread far to the coastline and seasonal vegetables are grown in the fields. The bountiful harvest of vegetables and mushrooms are preserved by traditional methods. Here on the island, you will see the full picture of Japan's rural life. As diverse as the nature is, there are techniques and wisdom to benefit from the nature in a sustainable way.



# Rural life experience programs on Notojima Island

The visitors are welcomed to be part of rural life on this beautiful island.

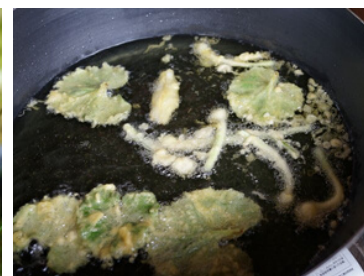
Visit the fishing port and try making dried fish. Learn about 'fixed-net fishing', which only catches the fish that enter the nets and helps preserve the marine resources.



Collect seaweed around the shorelines and turban shells in the sea.



In the mountain, pick wild vegetables and cook tempura and sushi with them.



Try your hands on making rice crackers, Japanese traditional snacks that are kept for eating during severe winter.



## A half-day cycling tour

The professional and knowledgeable guides will take you on a cycling trip around the island. Pedal through the green rice fields, feeling the sea breeze and stopping to take a deep breath to refresh yourself. The best part of the tour is an encounter with local people; chat with farming women and visit fishermen in the port to see them knitting fishing nets.



## MUST-SEE

### Village of black tiled roofs

The row of traditional houses on Notojima is one of the most picturesque sceneries in Noto. The landscape of glossy black tiles glittering in the sunshine is truly impressive. The tiles are coated thickly with glaze and fired at high temperature to be durable for decades in the severe climate of Noto Peninsula.



Hotel

## Matsu no midori

Wakura Onsen

The perfect place to rest your body at the end of the journey. Located in Wakura Onsen, a 1,200-year-old hot spring resort town, this luxurious inn offers artistic ambience with a large collection of traditional crafts of the area. You will have a peaceful moment in a comfortably decorated room while enjoying the sea view.





**DISCOVER A WISDOM OF  
LIFE IN JAPAN...**

# Information

## Map



## Learn more about Noto's Satoyama Satoumi

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

## Contact

Ishikawa Prefectural Government, Inbound Tourism Division  
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