

Life in OJIRO

# Ojiro

Hyogo 'Kami cho  
beautiful village

Sea of Japan

Tottori

Kami Town

Ojiro

Hyogo

Himeji

Kobe

Origin of Wagyu



Ojiro,  
Your New Favorite Place



Gourmet!



Landscape!



People are also good!



# Love Ojiro



Ojiro is full of charms, so you must fall in love.

LOVE OJIRO



One of the Most Beautiful Villages in Japan



Life in OJIRO

# Ojiro

OJIRO-Hyogo-Kami cho-  
A beautiful village

Kami-cho is located in Tajima in the northern part of Hyogo prefecture, surrounded by mountains and terraced rice-fields. The name, "Ojiro", derives from (小代) which translates to "small rice-fields".

Ojiro town used to be called Mikata town until March 2005 when it was merged with Kasumi and Muraoka towns.

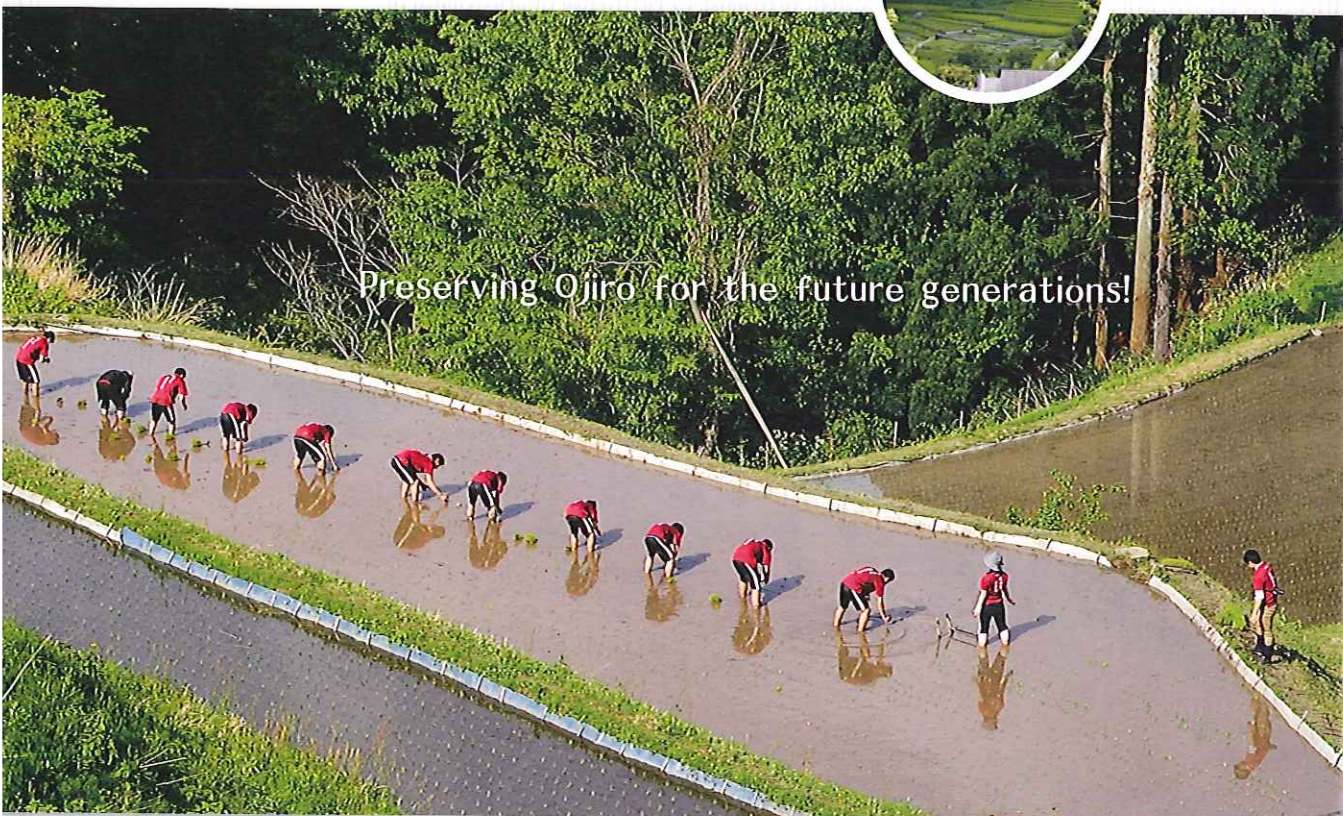
"Ojiro-dani", the valley in the town, which formed the Yadagawa river running from the middle of the city to the Northern area, was featured as "One town, one valley", which means one valley is entirely in one town. And thanks to this geological feature; the Japanese cattle breeding has been making great progress.

And now, let's explore Ojiro!



Small rice fields in the base of Ojiro mountains.

Preserving Ojiro for the future generations!



▲A group of Ojiro high school students volunteered every year in planting and harvesting rice.

▲The power of youth (Nishimura Yayoi, 2015)



the most beautiful  
villages in japan

小代

兵庫県香美町

## Kami-cho, Ojiro

"The Most Beautiful Villages in Japan".

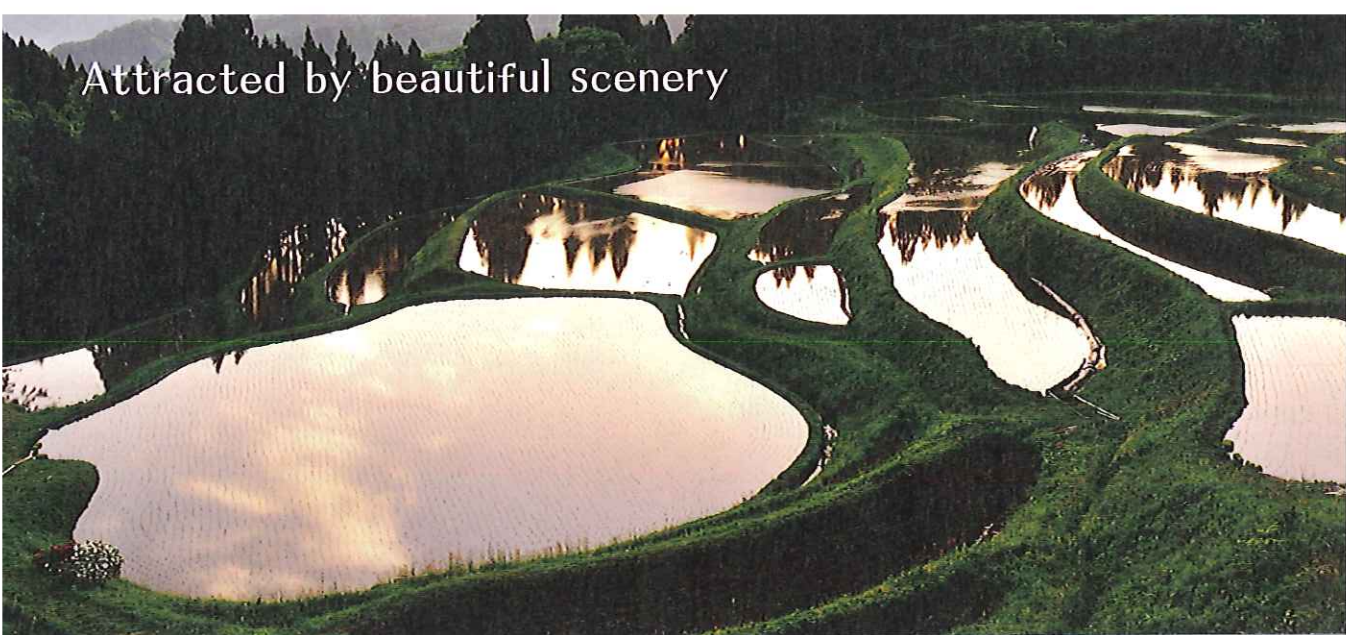
### Ojiro: Japanese Wagyu and Mikata-Zankoku Marathon

Ojiro has organized a lot of activities to help maintain its landscapes, environments and culture for the future generations; the hometown of Wagyu and Mikata-Zankoku (challenging) Marathon, organized by the local community, is one of its activities that has led Ojiro to be recognized as one of "the beautiful villages in Japan" by NPO, a non profit organization which protects the landscapes, environments and cultures in the farm and mountain villages in Japan and has certified Ojiro since October 2012.

Ojiro is deeply committed to preserving and protecting these treasures for the future and holds them in high regard.



# Attracted by beautiful scenery



▲Terraced rice-fields in the morning (Nishimura Ryohei, 2014)



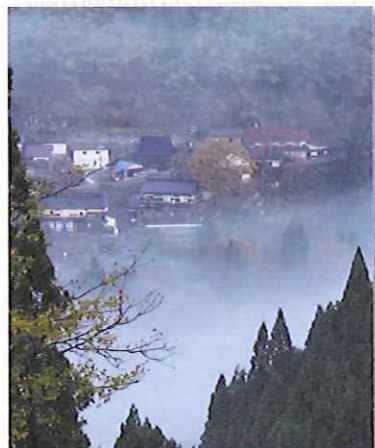
▲A moment of brilliance (Miyake Kenji, 2015)



▲Hey, catch this! (Nishimura Ryohei, 2016)



▲Work on a farm (Mizuma Eri, 2015)



▲Countryside in the sky (Tabuchi Motoe, 2015)



▲Live in the field (Hukuoka Kyoko, 2016)

The lives here haven't changed.  
The scenery here haven't changed.  
We have both, here in Ojiro.



▲Plains of silvery white (Mizuma Eri, 2014)



▲The most beautiful village in Japan, Ojiro (Takemura Sadao, 2016)



▲Good harvest (Takemura Sadao, 2014)



## "The most beautiful village, Ojiro, Kami-cho", Photo Contest

Ojiro tourism association advertises for the photos on "the most favorite scenery in Ojiro" every autumn.  
Here are prize winning works.



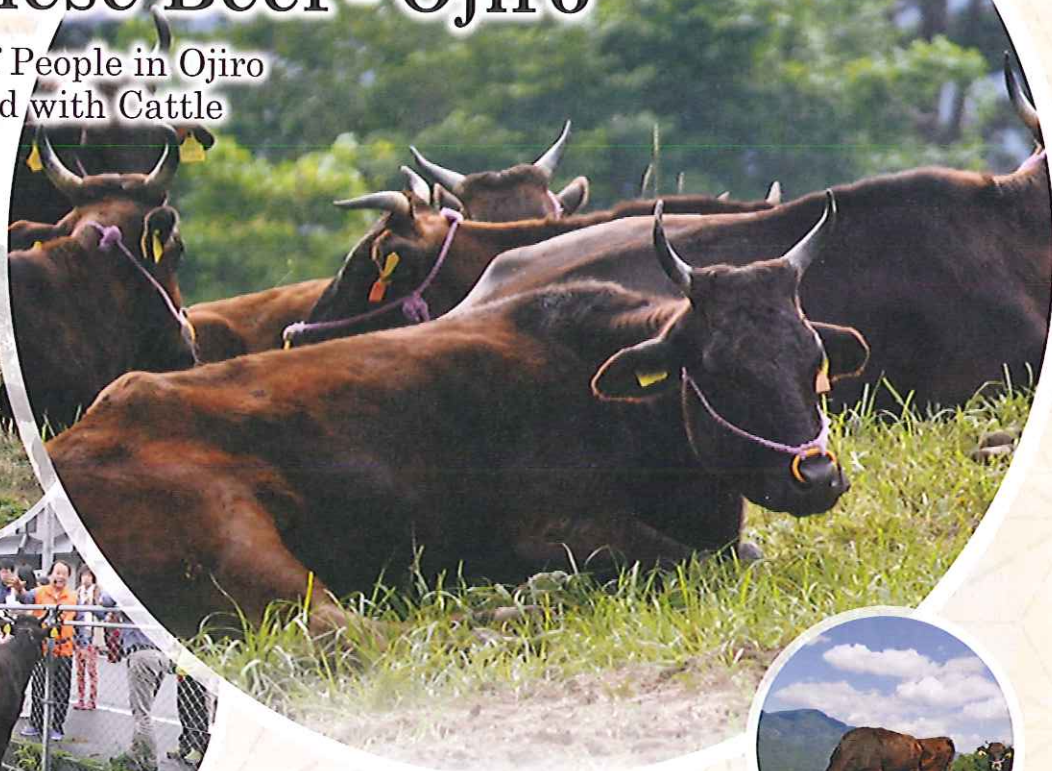
the most beautiful  
villages in Japan

小代  
氏原町 支所



# The Origin of Japanese Beef - Ojiro

The Pride of People in Ojiro  
having Lived with Cattle



◀ Ojiro Guide Club members tell the stories about Ojiro, such as the history of Tajima Beef.

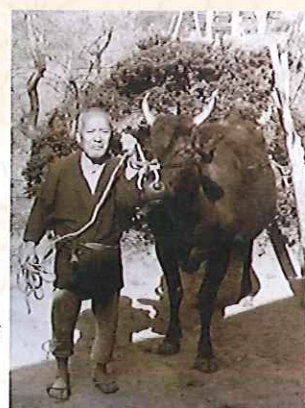


## History

### Tajiri Matsuzo: the man who raised the legend cattle "Tajiri-go"

※ Tajiri-go: the origin of Japanese Beef

- Tajiri-go was born at the house of Tajiri Matsuzo, the owner of Tajiri's mother, „Fukue”.
- Tajiri-go bred about 1,500 cattle during 13 years, and they and their descendants were taken to the localities of Japanese Beef such as Miyazaki, Hida, Matsuzaka, and Yonezawa and improved the quality of Japanese Beef.
- According to research by the Japan Wagyu Registry Association in February 2012, 99.91% of the Japanese Beef in Ojiro is the descendant of Tajiri-go.
- 99.9% of all Japanese mother Beef is under the family line of "Tajiri-go", which is called "the legend of Japanese Beef".
- Matsuzo was awarded the great prize in 1926 by the Japanese government in recognition of his success in producing Tajiri-go.



## Pride



Legend of Tajima cattle  
**99.9% = Tajiri-go**



The legend of Tajima cattle: Tajiri-go

The fact : 99.9 percent of all Japanese Beef are the descendant of "Tajiri-go."

(Researched by Japan Wagyu Registry Association in February 2012)



The history of  
Tajima cattle.

The miracle story of the key person,  
**Maeda Shusuke**,  
who had been loving cattle, and the legend cattle.

① About two hundred years ago, there was a little boy, Syusuke Maeda, who was born in the small village Inotani, Ojira, and he really loved cattle. One day he knew that the cow he really loved was about to be sold. He looked at the cow being taken somewhere and felt really sad and thought "Why do people sell such a nice cow?"

② As time passed by, Syusuke became a great cowherd. He was really smart and could tell if the cattle were good or not. One day, he took four cattle to the market in Osaka, which is far away from Ojira by 150 km. His cattle got high evaluations and were sold at high prices. He was really happy and thought, "it might be better to live in Osaka".

③ However, he changed his mind when seeing the people in Ojira working hard and their lives were not so affluent. He thought the best way to help people in Ojira was to have good cattle and sell them at good prices. He made up his mind, "I'll definitely make the best cattle for the people of Ojira!" He spent his parents' money and even owed relatives' money to buy cattle whenever he found good ones.

④ Finally, his family abandoned him and he became alone. However, he still walked around Ojira to find good cattle and recorded details about all cattle in Ojira. He knew that good cattle were born from good cows. "In order to keep the best cattle in Ojira, I have to find the excellent cow as the origin of Ojira's cattle. He walked around not only in Ojira but in other areas to find good cattle. It took so many years.



⑤ At the age of 53, he encountered the best cow in Muraoka, which is next to Ojira. "This is the very best one I have ever seen!" Finally, he found it! This cow became the origin of "Ojira Beef" which is called "Tajima Beef" now. This great cow could breed great cattle which had their splendid features and went on to the following generations.



⑥ This was how the splendid family line of cattle "Tsuru-ushi" was made. His efforts made a lot of good cattle and they were so famous that they were sold at high prices. Shusuke made the origin of Tajima Beef for his whole life. His strong passion for Ojira and for the cattle as well as his great efforts made "Tajima Beef" what it is today.



## Guide



## Ojira Guide Club



Ojira Guide Club was organized by the local people. They cooperate with the local stock farmers to introduce the attractions in the most beautiful village in Japan, Ojira, for the purposes of having visitors know the root of the origin of Japanese Beef, Tajima Beef. They hold tours, take seminars about how to host international visitors regularly, and advertise Ojira to increase the number of Ojira supporters. Getting involved with many people, they feel the deep Ojira.

★You need to make a reservation in advance.



# Mikata-Zankoku Marathon National Convention



Date: 2nd Sunday of June

Start and Goal: From around Saneyama to the surroundings of Ojiro Junior High School

The Mikata-Zankoku Marathon Tournament is a yearly tournament held in June in Ojiro. Participants make up twice the total population of Ojiro and come from all over the country. All of them gather to take on the challenge and dominate the courses with significant elevation differences. This challenge would not be so impressive without the warm and welcoming support of the local residents of that region. This event is organized with the collaboration of many volunteers, including high school and junior high school students, all of them cheering for the participants as well. This is a big challenge for a small village, but it's run every year with a huge success. Recently, the number of participants has kept on increasing, making it more and more famous every year. You can experience a lot of rewarding and soul-stirring moments.



Ojiro's most crowded day



## Join the events and feel Ojiro!

Variety of unique and traditional events are held in many areas of Ojiro, such as bon-odori dance festivals, autumn festivals, "Daihichi-sai festival" is to pray the health of cattle in January every year. You'll find some keys from them to know about Ojiro deeply and understand its life. So please join them with us!

There are some seasonal events, the fresh green season "Ojiro Keikoku Festival," "National Rhododendron Park Festival," in autumn "Tajima Beef Yuttari-Walk." There are also some special winter events for snow area such as "snowball fight festival convention" and "snow festivals". Let's enjoy rich nature together!



### ■Hyogo Prefecture Snowball Fight Festival Convention

Date: Early in February

Place: Near Ojiro J.H.S. Sports Ground  
Both adults and children fight heatedly.

### ■Ojiro Ski Resort Snow Festival

Date: 1st Sunday of March

Location: Ojiro Ski Resort

Candy balls with prizes, lift ticket discounts, snow dog run (charges apply), etc.

### ■Ojiro Valley Festival

Date: Around May 4th

Location: River in Akioka, Ojiro Ward

Fishing tournament, mochimaki, fish catching, bazaar, etc.

### ■Furusato Ojiro Summer Festival

Date: Late July

Location: in front of Kami Town Hall Ojiro Regional Bureau, Otani, Ojiro Ward

Event Stage, various stalls, night stalls

### ■Ojiro Bon-odori Dance Festival

Date: Mid-August

Place: Ojiro E.S Sports Ground: Saneyama area

Variety of Bon-odori Dances around Ojiro

### ■Ojiro Marche

Date: Early November

Location: Ojiro Ski Parking Area

Ojiro shops, local delicacies and fun things gather together!

## Other Events in Ojiro

### ■Hiroi Hyakumanben-nenbutsu

Using a big Buddhist beads, praying to the Amida Buddha.

### ■Saneyama

Kannon Festival, mid-May

Visiting Mineyama Kannon-do Hall

### ■Mizuma

Brides line, early in October

Men will wear women's costume and walk around the area. The traditional event in this area.

### ■Higashigaki

Dainichi Festival, late in January

Festival to pray the health of cattle (selling amulets, tochi-mochi, rice-cake)

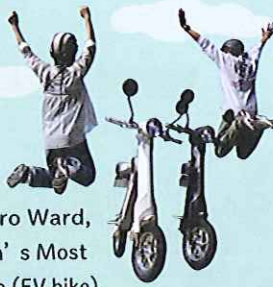
If you need more information,  
please contact us!





## Explore the wonderful area on a small electric bike A round trip!

"Ojiro Petitabi" is a leisurely tour of Ojiro Ward, Kami-cho, which is a member of the "Japan's Most Beautiful Villages" alliance, on an electric bike (EV bike). While enjoying the beautiful scenery of the Mountain Rice Terraces, which has been certified as one of Japan's top 100 rice terraces, and the Kaname Falls of the Kusube Valley, you will also be able to see the cowshed where Tajima beef is raised, the Ojiro specialty soft-shelled turtle farm and the area. The attraction is that you can stop for the life of Ojiro. Twisty roads and slopes are easy! Let's go on a new journey of exploration!



Explore Ojiro on an EV bike

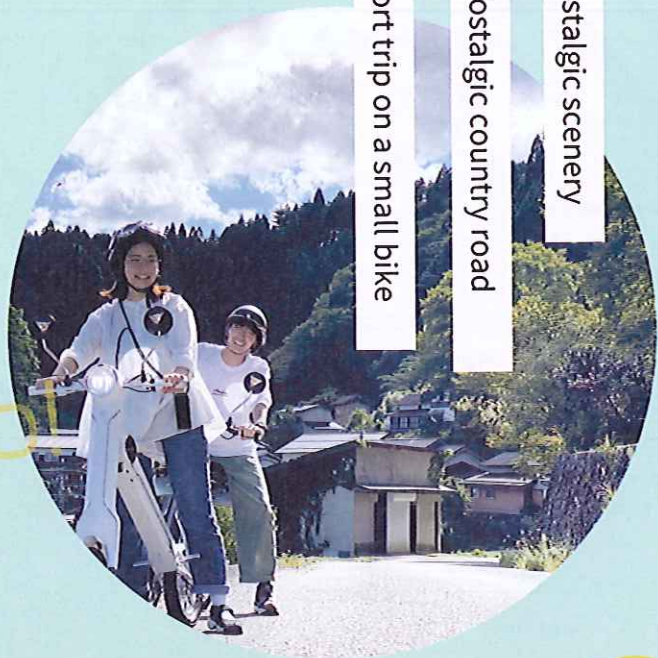


## EV bike information

*Ojiro Puchitavi*



Go! Bike!  
Fun! Ojiro!



Short trip on a small bike

Nostalgic country road

A nostalgic scenery

### Information



Please contact the Kami Town Ojiro Tourism Association in regards to using the bikes. Please make a reservation in advance (at least 2 days in advance). A "driver's license" is required at the time of departure. Please bring it with you. We will explain the procedure and how to handle the bike before departure so please come with plenty of time to spare.

### Departure procedure

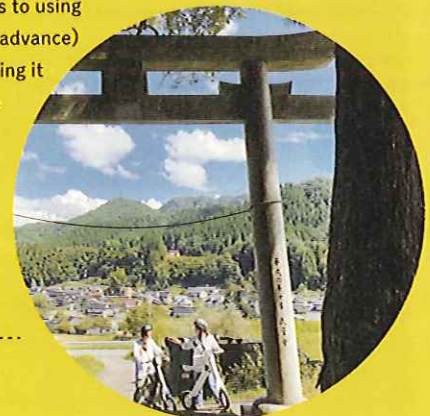
1. Fill in application form, pledge, notes and consent form
2. Pay the fees
3. Choose your course
4. Choose your bike
5. Practice using the bike
6. Take on your journey with your EV bike

### Fees

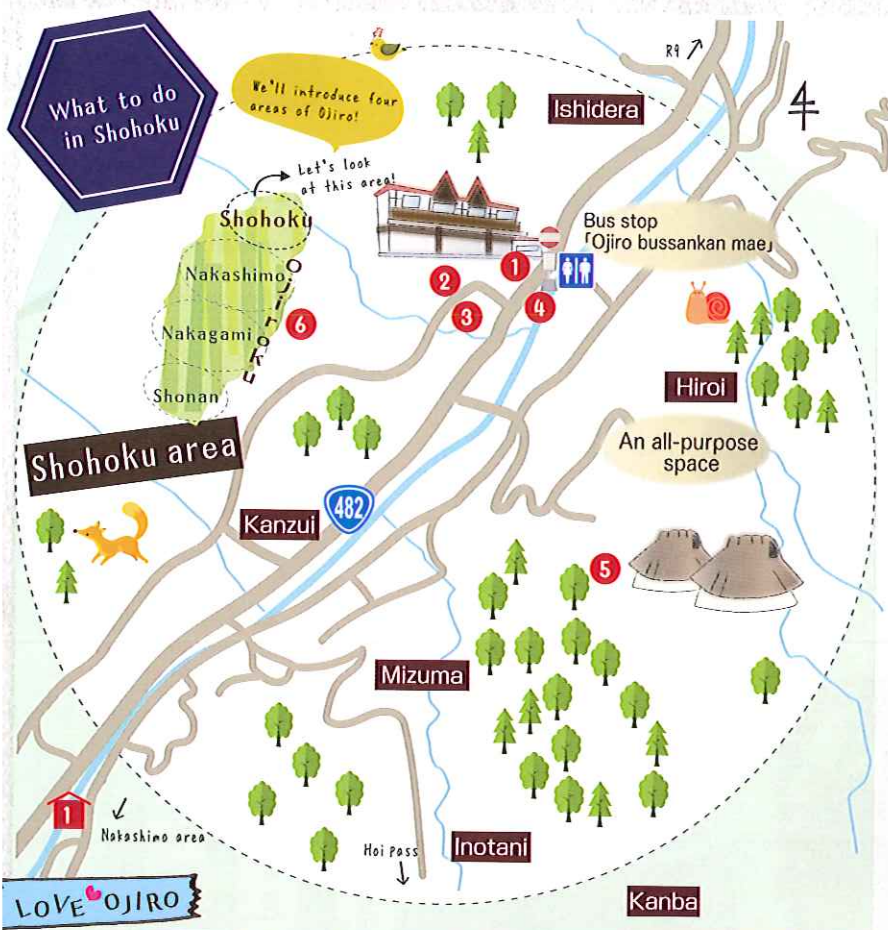
60 minutes: 3,000 JPY  
90 minutes: 3,500 JPY  
120 minutes: 4,000 JPY  
\* Insurance included

### Availa bility

From 9AM to 5PM







## shops of "Tajima Beef"

- 2 Gyusho Ueda

## Accommodations

- 1 Hotel Mikata Palace TEL.97-2220

## Sightseeing spots

- 1 Kami-cho, Ojira Tourism Association Office /Ojira souvenir store  
3 The soft shelled turtles and sturgeons farm  
4 The legendary cattle, "Tajiri-go"/ Shusuke Maeda Monument  
5 Historical Forest Experience  
6 Shiroyama shrine



## 1 Tajima Cattle Mini Museum

The museum is located on the first floor of the Kami-cho, Ojira Tourism Association office, where you can learn the history of the "Tajima cattle". Various exhibits were donated by the local residents.

## Shohoku / Gateway to Ojira!

Ishidera  
Hiroi  
Kanzui  
Mizuma  
Kanba  
Inotani

Try Ojira's specialty,  
soft-shelled turtle.

Young hero,  
Mr Ando.

Let's try!



## 5 Historical Forest Experience

★You need to make a reservation in advance.

When an excavation was organized in Uenoyama Ruins, the experts unearthed fragments of Jōmon period's (approximately 7,000 years) pottery.

The pit houses and raised floor storage houses from the Jōmon, Yayoi and Kofun periods have been restored. You can experience life in this period by making pottery in an open fire, polish stones to make magatama beads, start a fire and cook "kodai-mai" (ancient rice) primitively.

Magatama Sanding ▶



804 Ojiroku Kanzui, Kami-cho

TEL.0796-97-3966 Open / 9:00~16:30

Outing by EV Bike



## 6 Shiroyama shrine

Nestled in Shohoku's forest, the Kanzui Shrine, with its Torii gate and wooden tunnels, invites you to connect with nature and embrace the tranquility and beauty of this ancient Japanese shrine.





## ① Kami-cho, Ojiro Tourism Association Office / Ojiro souvenir store

You can get tourist information, buy souvenirs, and learn about "Tajima cow" in this building. And buy in season vegetables just outside the office.

739-1 Ojiroku Kanzui, Kami-cho

**TEL.0796-97-2250** Open/9:00 ~ 17:00

## 24h Honest Vegetable Stand

**TEL.0796-97-2250**

24h Honest Vegetable Stand

Freshly harvested vegetables from Ojiro are sold daily in front of the Ojiro Tourism Association. Ojiro highly values the products of local farmers. Open 24 hours a day, 7 days a week. (Check Please!)



A must-have souvenir!

## "Chou no Shizuku"

¥1,080 (tax included)

Chou no Shizuku is Ojiro's specialty "sturgeon" fish sauce is a unique soy sauce, widely known for its rich taste and odorless nature.



## Karazo

¥1,080

(tax included)

A Japanese-style soy sauce-based fermented seasoning made with Kodai chili peppers. Known for its distinct flavor.

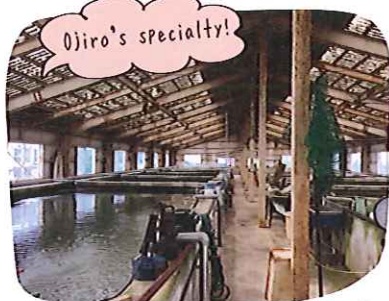


## ④ The legendary cattle, "Tajiri-go" / Shusuke Maeda Monument

A monument honoring the Tajima cattle and Shusuke Maeda located in front of the Ojiro Tourism Association office.



Shopping!



Ojiro's specialty!

## ③ The soft shelled turtles and sturgeons farm

★You need to make a reservation in advance.

You can take a tour!

It's been 50 years since the facility started the cultivation of soft shelled turtles and sturgeon to farm and make Ojiro's specialty.



## Mamusuponin

¥10,800 (税込)

A must-have souvenir!

"Mamusuponin," a healthy powdered blend of pit viper and garlic nutrients, boasts a loyal following over the years.

Kamicho, Ojiro Naisuimen association / 744-1 Ojiroku Kanzui, Kami-cho

**TEL.0796-97-3125**

## ② Gyusho Ueda

"Ueda farm" is biggest farmer in Hyogo, it is located in Muraoka-ku Kami-cho. They some shops selling their own beef. It is the farm doing from breeding to fatten cattle in Ojiro. You can buy real "Tajima Beef" that are raised only in Ojiro.

738 Ojiroku Kanzui, Kami-cho

**TEL.0796-97-2929**

Open/ 10:00 ~ 18:00 Closed/wed

Shopping spot



## ① Hotel Mikata Palace

A famous inn serving locally sourced dishes, highlighting Tajima beef, Matsuba crab, and soft-shelled turtle specialties at a reasonable price. After enjoying the ski resort you can get a meal here! It's only a five minute drive away from Ojiro Ski Resort gondola platform!

11 Ojiroku Jyoyama, Kami-cho

**TEL.0796-97-2220**

A hotel



Let's eat delicious food from Ojiro!!







## Restaurants

- 8 Kusube Valley Takimitei

## Accommodations

- 2 A hotel Nakamura Sou TEL.97-2490  
 3 A hotel Matsudaya TEL.97-2151  
 4 A cuisine hotel Onaru-Sanso TEL.97-2120  
 5 Ojiro hot spring Nakasaya hotel TEL.97-2018  
 6 soranomori Hotel Hanagori TEL.99-6009

## Campsite

- 1 Soranomori Campsite TEL.99-6009  
 2 Hoshi no Sougen Campfield TEL.97-2717

## Sightseeing spots

- 7 Ojiron Onsen  
 9 Asakura Barn  
 10 Kusube Valley  
 11 Ojiro Ski Resort



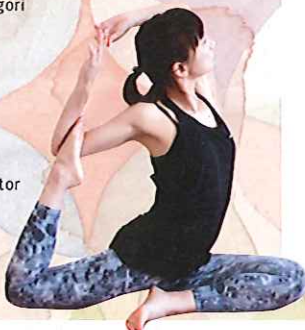
## Nakashimo /Center of Ojiro!

Joyama  
 Otani  
 Nomatani  
 Kusube  
 Tadanomiya

I'm doing a yoga class!  
 Let's do yoga in nature!

In the forest, under the stars, etc.,  
 yoga while feeling the nature of Kodai is  
 very pleasant.  
 We also have a retreat at Soranomori  
 Hotel Hanagori

Yoga Instructor  
 Miwako

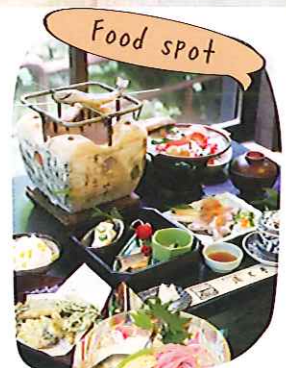


## 8 Kusube valley Takimitei

Takimitei has a good reputation for dishes using edible  
 wild plants and amago trout, which make you feel Ojiro by  
 taste. The view from the window is wonderful.



TEL.0796-97-2330 Ojiroku Kusube, Kami-cho  
 Open/9:00 ~ 17:00 Closed/Irregular



## 5 Ojiro hot spring Nakasaya hotel

A long-established inn that has been in  
 business for more than 50 years. You can  
 feel the warmth like returning to your  
 grandmother's house in the countryside.

50 Ojiroku Otani, Kami-cho  
 TEL.0796-97-2018



## 3 Hotel Matsudaya

An inn with a stylish and modern  
 bar. You can enjoy tasteful rooms  
 and local ingredients.

634 Ojiroku Otani, Kami-cho  
 TEL.0796-80-2230



## 11 Ojiro Ski Resort

Ojiro Ski Resort offers abundant winter snow and easy access via an 8-seater gondola from Ojiron Onsen. You can experience and enjoy various slopes, including family-friendly options, for worry-free winter fun!

463 Ojiroku Otani, Kami-cho  
TEL.0796-97-2717



Let's have fun!



Surrounded by waterfalls!

## 10 Kusube valley

You can enjoy mountain stream fishing for various trout species like landlocked salmon or "amago", surrounded by picturesque waterfalls like "Kanamen-taki" (A three-staged waterfall), "Sandan-taki," "Suzu-taki," and "Ara-taki" waterfalls. The historic gold mine site and its old power-generating water wheel add to the charm. It's pleasantly cool even in summer.



## 11 Hoshi no Sougen Campfield

In summer, Ojiro Ski Resort transforms into a spacious campsite immersing you in the night sky offering a scenic stargazing experience, perfect for camping enthusiasts.

★ Reservation is required.

463 Ojiroku Otani, Kami-cho  
TEL.0796-97-2717

OPEN / From late April to around November

Camp site



A hotel

## 4 Cuisine hotel Onaru-Sanso

A Guesthouse-restaurant, famous for Ojiro's soft-shelled turtle, sturgeon, and Tajima beef. Experience warm hospitality and seasonal cuisine. We are located near Ojiro Ski Resort, and also offer a full archery range for added fun.

★ Reservation is required.

829 Ojiroku Otani, Kami-cho TEL.0796-97-2120



A hotel

Recommended spots

## 6 soranomori Hotel Hanagori

Feel the comfort and adventure in a cozy space that offers experiential activities like Mind Reset sessions, Firefly tours, glamping, camping, RV parks, and the warmth of a wood stove for added comfort.

★ Reservation is required.

300 Ojiroku Otani, Kami-cho  
TEL.0796-99-6009



## 7 Ojiron Onsen

This natural hot spring provides pure, soft water and a liberating outdoor bath. You can experience and enjoy the ever-changing scenery of Ojiro with each passing season.

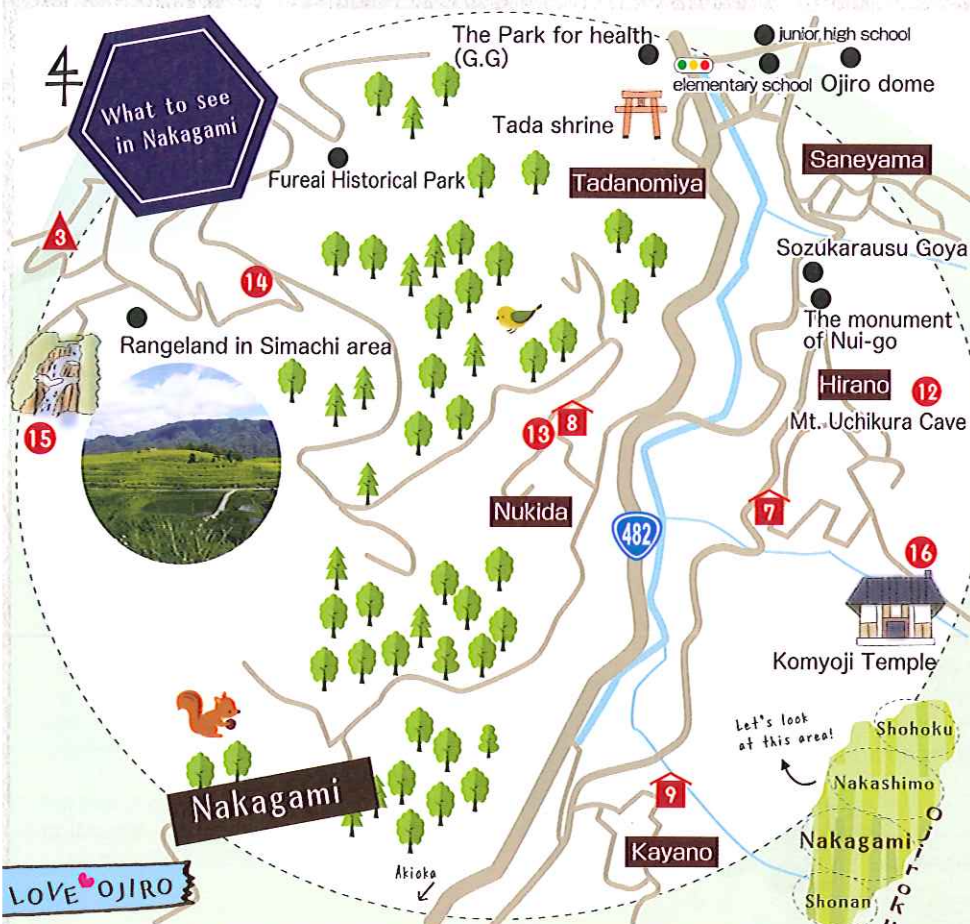
510-1 Ojiroku Otani, Kami-cho 510-1 TEL.0796-97-3232



## 7 Ojiron Onsen Workation Space

Experience the perfect blend of work and relaxation in the tranquil onsen setting. Located on the 2nd floor of Ojiron Onsen.










## Accommodations

-  The restaurant with attached Inn Fujino  
TEL.97-2522
-  Suminoya Guesthouse  
TEL.080-6122-4014
-  Kayano Hutte  
TEL.090-4256-4623

## Camp site

-  Yositaki Camp Ground and Cottage Village  
TEL.97-2392

## Sightseeing spots

-  12 Mt. Uchikura Cave
-  13 The house Tajiri-go was born in
-  14 The terraced rice fields on Ueyama
-  15 The waterfall Yoshi-taki
-  16 Komyoji Temple

## The monument of Nui-go

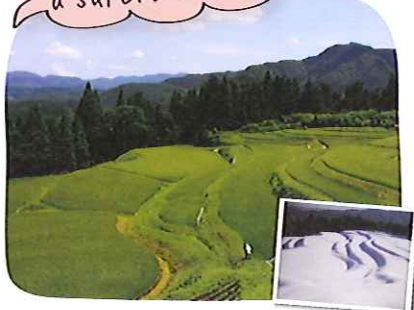


In 1953, the monument of the great cattle Nui-go, which was the important ancestor to form "Atsuta-zuru", was dedicated. The monument praised for a cattle is rare in Japan.

## Nakagami area

Saneyama  
Hirano  
Nukida  
Kayano

The spot with  
a superb view



## 14 The terraced rice fields on Ueyama

Ueyama terraced rice fields draw overlapping characteristic curves in the contour shape on the slope of hillside. Large arc views down into the valley is drawing the harmony with the mountains behind. It is beautiful and has been designated as one of the "100 Most Beautiful Terraced Rice Fields of Japan". Everyone must be fascinated with the superb view stretches between mountains and cannot help taking a picture. Yes, all we will be photographers once we see this beautiful scenery of Japan. The nature makes wonderful senary in each season through the year. A bundant water, many riverbed water and temprature differentials between day and night harvest good-taste rice there.

A hotel

## 8 Suminoya Guesthouse

At Suminoya, all the guests sit around a table and have a good time together. It is the first guesthouse in Ojiro. You can have a Lovely time at the Bar counter at night.



197 Ojroku Nukida, Kami-cho  
**TEL.080-6122-4014**



## 13 The house Tajiri-go was born in

In Matsuzo's house, many places are still the same as he used to be there, and you can imagine the scenes of those days easily.

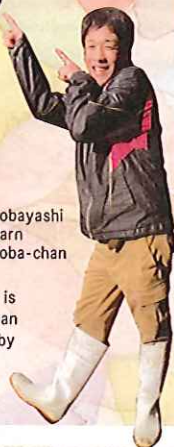


Tajima cattle  
are carefully  
raised



Kobayashi  
Barn  
Koba-chan

In the Nukida area, there is a "hut" where everyone can easily gather. Handmade by volunteers in the district! Full of love.







Camp site



There is also an entire cottage for rent. Have the best memories with a BBQ!

The spot with a superb view

### 3 Yositaki Camp Ground and Cottage Village

A campsite in the sky located at an altitude of 600 meters surrounded by 1,000-meter mountains. A sea of clouds that takes your breath away in the starry sky. It is a campsite where you can encounter a superb view in all seasons.



620 Ojiroku Nukida, Kami-cho  
TEL.070-3883-1129



### The sea of clouds cover Ojiro

The sea of clouds cover Ojiro is mysterious and beautiful. You can see it in about autumn at Yoshitaki Camp Ground area.



You can see waterfall from behind!

### 15 Yoshi-taki

When top stage and bottom stage are combined, it is 28 meters. There is Yoshitaki shrine in the cave behind the bottom of the waterfall. And from there, you can see waterfall. The waterfall is a natural monument designated by Hyogo.

On both side of Yoshi-taki there are two narrow waterfalls running down from the space of the fault of cliff, called "Gold Fall", and "Silver Fall". They look like as if gold and silver dust are glittering.

### 9 Kayano Hutte



Private accommodation and private sauna. A stylish guest house with a wood-burning stove. In the 140-year-old brewery, there is a warehouse sauna that heats with a wood-burning stove, and you can also enjoy a relaxing sauna.



455 Ojiroku Kayano, Kami-cho  
TEL.090-4256-4623

Let's climb the mountain.

### 12 Mt. Uchikura Cave



In Mt. Uchikura cave, Asakura Takakiyo was described by the Minamoto clan as a stiff-necked man, lived in hiding. A number of artifacts have also been excavated.

When the Heike clan was defeated by the Genji clan at the Battle of Ichinotani (1184), Asakura Takakiyo was chased away by the Genji clan for being a burden to the Heike clan and lived in hiding in this Uchikura cave. Eventually, he was forgiven by Yoritomo and ruled over the whole of Tajima, and the Echizen Asakura clan is descended from this family. The course is a 2-hour hike.

### 16 Gououzan Koyasan Komyoji Temple

This is the ancient buddhist temple of Mt. Koya Shingon. On the bell of Komyoji Temple, there is a Tajima cattle in relief. The light of the Buddha that illuminates the world can be seen in the temple, Ushinotama-yama. The radiance of the Buddha steers the world to the bright prospects is clear. Let's train diligently more and more at the Komyoji Temple of Mt. gouou.

400 Ojiroku Hirano, Kami-cho



The historical spot

### 7 The restaurant with attached Inn Fujino



A cooking inn limited to two groups per day. With mountains, rivers, and the ocean not far away, you can enjoy cooking with a variety of ingredients. You will feel a heartwarming hospitality (called "Omotenashi" in Japanese).

615-1 Ojiroku Hirano, Kami-cho  
TEL.0796-97-2522



A hotel

Let's enjoy Ojiro's delicious food!





## Restaurants

- 17 Hisago

## Accommodations

- 10 Oku-tajima-mikata Heights cottage village  
TEL.97-2693  
11 Amagasaki City Mikata Height Nature House "Tochinoki village"  
TEL.97-3600

## Campsite

- 4 Ojirojiro Campsite  
TEL.080-4022-4519

## Sightseeing spots

- 18 Sky bus stop  
19 Dainichido  
20 Sabou hattan waterfall  
21 Ojiro Shrine  
22 All Over Japan Rhododendron Park  
23 Niya Hattan waterfall  
24 Atsuta Community  
25 Ojiro Valley  
19 Higashigaki Dainichido

It is believed to be as the god of cattle. We pray the god for the safety of cattle, breeding, and of family.

## LOVE OJIMA

### Shonan area

Kajiya  
Sabou  
Higashigaki  
Akioka  
Niiya  
Atsuta

One of the good points of Ojima is the heartwarming kindness of the local people. Growing good vegetables is a reason for living.

One of the reasons why the local people live long is the high quality health-vegetables made in Ojima.

Ecchan, Micchan

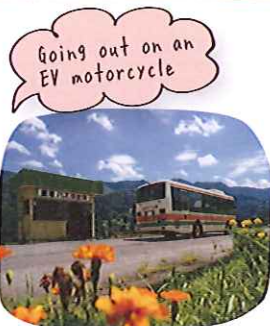


### 4 Ojirojiro Campsite

A campground is maintained and under development by a camping enthusiast. Experience something unique that you can only find here!



1219-1-1 Arayabetsu Miyadozaka, Ojima-ku, Kami-cho  
TEL: +81-80-4022-4519  
(closed during the winter season)

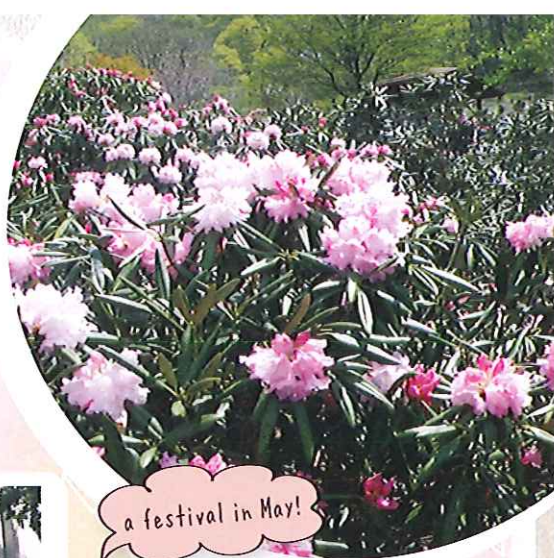


### 18 Sky Bus Stop

It is located in Higashigaki. This bus stop looks like floating in the air when it is surrounded by the sea of clouds from Sep. to Nov. It's a charming spot for pictures.



Let's try!



a festival in May!

## Amagasaki City Mikata Height Nature House Tochinoki Village

Throughout the year, you can enjoy various activities at facilities located approximately 730 meters above sea level. Especially in winter, you can enjoy activities such as cross-country skiing, snowshoe hiking, and experiencing a kamakura (a small hut made of snow).

One of the most attractive features is the breathtaking starry sky. You can also enjoy tree climbing and family-friendly shower climbing. Come and immerse yourself in the wonders of nature in Ojoi!

If you wish to join our tour, please make a reservation in advance. For more information, please don't hesitate to contact us. We offer numerous events and programs year-round.

We offer many events and programs for through a year.



## Oku-tajima-mikata Heights cottage village

6 Northern European style cottage, each of them has a loft room, and is for 5 people. Have a good time seeing the starry sky.

Ojoiro Niiya, Kami-cho  
TEL.0796-97-3600

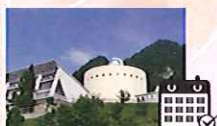
Closed in winter, from December to early April.

## 22 Rhododendron Park

We have a festival in May! The best time to see flowers is from late April to late May when approximately 7,000 Rhododendrons from all over Japan bloom, providing you with wonderful opportunities to admire these beautiful flowers.

## 23 Niiya Hattan Falls

The explosive water falling from a height of about 32 meters is majestic. You can enjoy autumn leaves in Autumn and icefall in winter.



1432-35 Ojoiro Niiya, Kami-cho  
TEL.0796-97-3600

★You need to make a reservation in advance.

Spiritual Place



## 21 Ojoi shrine

This is a shrine dedicated to the god called "Amaterasu-omikami". It is said that the Holy Spirit dwells in the old twin stems "Tomyosugi" there. The pond there is called "Amagoi no ike" (pray for rain) and is also known as a habitat of the forest green tree frog. The festival of the shrine is held on May 3 every year. Variety of events are held and the shrine is full of worshippers on that day.



## 24 Atsuta Community

Atsuta is a birthplace of the ancient Tajima cattle "Atsuta-tsuru". No one lives there now. It is the most back and deserted village but it is mysterious and loved by many people. The old school are still standing and you may feel the old days there.



★You need to make a reservation in advance.



## 17 Hisago



It's a great Japanese-style bar where you can enjoy Japanese sake and eat sushi at a very reasonable price. We also recommend trying Tajima beef sushi, which uses rice from Akioka, a local city in Hyogo Prefecture.

Food spot



Let's eat delicious Ojoi food!!

1345 Ojoiro Akioka, Kami-cho

TEL.0796-97-2249

open/ 17:00 ~ 23:00 Irregularly closed





Eat Ojiro's rice  
made with love!



Slow food grown  
in Ojiro's pure water and fresh air.

## Ojiro, Rice farming region



Ojiro Rice is  
very delicious!

▲Mr. Kobayashi is a member of "oretachi no buyuden"  
(the story of the brave guys)

▲Mr. Fujii and his 7 school friends renovated  
"Souzu-karaisu"



### "oretachi no buyuden" (The story of the brave guys)"

"oretachi no buyuden" is their rice's name.

Nukita



There are terraced paddy fields, which are considered one of the "best terraced paddy fields in Japan" in Uhe mountain in the area of Nukita, where "tajiri-go" (the prestigious cattle in ojiro) was raised. In spring of 2012, it was found that the old people in charge of cultivation in the terraced paddy fields quit their job because of their age. So 13 young people were worried about losing this beautiful scenery of the terraced paddy fields started to cultivate the fields despite struggling due to their lack of experience. They got together to cultivate the fields after their work and call the rice they made "Oretachi no buyuden". They also donated the rice to the public elementary schools for school lunch. Next year, we will be growing the rice in cooperation with the workcamp, high school students in Ojiro, and other volunteers. The rice made in such a wonderful environment was so good and the story of how the rice was made thanks to the painstaking efforts of the young people were well known that the rice kept its good reputation as time went on.



### Souzu-karaisu Ojiro rice

Hirano



The "Souzu-karaisu" (water mortar), which uses hydraulic power to polish and mill rice with a mortar, was used in the mountainous areas of Ojiro until around 1955 as a tool that could polish rice over time even with little water. In 2013, 7 school friends, including Mr. Fujii of Hirano, restored the "Souzu-karaisu" by hand, hoping to pass on the tools and lifestyles of the past to future generations. Using valley water from the mountains, the rice is milled slowly and carefully using a pestle over a period of about 5 days. The rice grown in Ojiro, which is grown in beautiful mountain waters, is grown in its natural state using traditional methods, and is characterized by its gloss and chewy texture. It is popular because it retains the natural sweetness of rice.



## International workcamp

We have been accepting students in this "international workcamp" since 1 year after Ojiro was selected as one of the "most beautiful villages in Japan". We have participants from various countries every year, and we aim to create a town where more young people can visit the depopulated village and experience the local life. Activities last about 2 weeks and include interacting with the local elderly people, helping with rice harvesting in terraced rice fields, and creating signboards to promote Ojiro as a tourist destination. The participants got a first-hand experience of what it's like to live in Ojiro, an area filled with nature and beautiful sceneries. They were moved by the warm connections with the local people, and discussed advice for welcoming foreign tourists to Ojiro. This has been a big win for both parties.





## Ojiro Gourmet



### TAJIMA Beef

TAJIMA cattle, the origin of popular Japanese beef such as Kobe Beef, Sanda Beef, and Awaji Beef, comes from Ojiro Ojiro. The cattle, "Tajiri-go", was originated from the family line of TAJIMA, which is called "Atuta-zuru", and has been protected without crossbreeding with other types of cattles. 99% of the cow from Kuroge beef is descendant of Tajiri-go, according to the Japanese Black domestic breed of Wagyu cattle by Wagyu Registry Association. Tajima beef has a good quality, which is why Matuzaka beef and Oumi beef are made based on the breeding of Tajima beef. Here is the home of Tajima beef. Enjoy the taste at the cuisine hotels and restaurants in Ojiro.

Enjoy the amazing flavours here! /  
Lodges and restaurants in Ojiro

### Soft-shelled turtles

"We need something as specialties!" About 40 years ago. Eight people started cultivations of soft-shelled turtles with the desire to revitalize the town, Ojiro. Now, more and more tourists are coming repeatedly to Ojiro because the taste of turtles is amazingly good, which has made Ojiro famous for Soft-shelled turtles. Some people say, and other people say, "The chewy turtles with fatty texture hit the spot!", "The taste is addictive!". The soft-shelled turtles are grown in a rich natural environment using hot spring water at an appropriate temperature and each restaurant takes the time and effort to prepare them deliciously.

Enjoy taste here! / MIKAZUKI, OHNARU-SANSO),  
NAKASAYA-RYOKAN, FUJINO, MIKATA pales

### Sturgeon

In fact, Ojiro is home to the only sturgeon farm in Hyogo Prefecture. Although its name comes from its resemblance to a shark, it is a freshwater fish.

Sturgeon is highly nutritious and has a pufferfish-like texture when eaten raw. The caviar, which comes from the sturgeon, tastes fresh and rich. It takes three years to get edible sturgeons and eight years to be able to harvest caviar. We highly recommend you to try this luxurious gem grown with love and passion!

Enjoy taste here! / OHNARU-SANSO

## Ojiro Gourmet

◀His soft-shelled turtle farm is near the place where the hot spring water gushes out.

Tokio Masuda, who is one of the members who initiated the turtle farm of turtles, has put his heart and soul into breeding turtles and sturgeons. Today, he is engaged in the work alone. He says "It's impossible to breed them without love". It's because he's had a lot of troubles with the tough work. Especially, the delicate sturgeons can die quickly if mixed with turbid water such as rainwater. So he is especially careful about water quality management. Turtles and sturgeons from Ojiro are grown with a lot of love. You can enjoy them not only in Ojiro but also all over Japan.



▲Kami Town Ojiro Inland Water Association: Chairman Masuda ▲Sturgeon farming facility



# Young leaders love Ojiro!

The future of Ojiro starts with love.



## Rural life Ojiro Channel Rural YouTuber

A rural YouTuber shows the world the charm of Ojiro, Kami-cho, Hyogo Prefecture, a super-rural area with no convenience stores, only one traffic light, and 50 people in their 20s.

Seven local people are childhood sweethearts and work actively. After graduating from high school, 5 out of them went to the city. When he was a student, he missed Ojiro and started to search for "Ojiro" on YouTube, but only to find the cameras showing the road conditions of Ojiro, which made him miss Ojiro more. Some went back to Ojiro after graduation and three got married in 2018. "Ojiro Channel" started after the creation of videos for entertainment.

We advertise Ojiro through some activities such as camping, skiing and playing in the river which are popular for students. Adults working hard and playing hard are the inspirations of children. I hope the channel will be one of the reasons why I should go back to Ojiro after graduation. YouTube from this QR code!



## I fell in love with Ojiro and moved here! Migration Experience Tour - Mr. Makoto Kuwabara and Mr. Akane Tajiri

"Immigration experience tour made us fall in love with Ojiro and immigrated here"

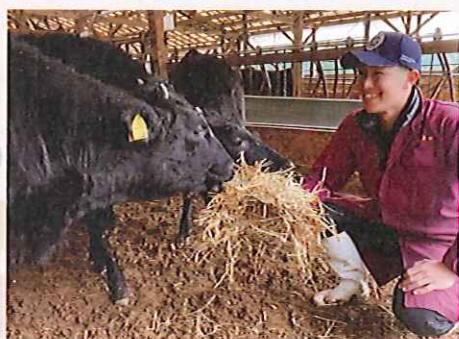
Two people fell in love with Ojiro, which they visited when they were students, and immigrated here. Mr. Tajiri opens a guest house, and Mr. Kuwabara works as a migration coordinator. The two people temporarily hold a "1 night and 2 days migration experience tour".

The plan includes drinking coffee with the spring water of Yoshitaki, shopping at local supermarkets, going on a night safari tour, going on a hunting trip, having a picnic at the campsite, and anything else you want to do in Ojiro. It is a tour that allows you to enjoy such a daily life when you don't have enough time. Let's talk about work and family after migration. We hope that Ojiro becomes your second home. For more information, check this QR code!



## Raising Tajima beef in Ojiro

Mizuma Livestock and  
Mr. Tatsuya Mizuma



Mr. Mizuma, who loved cows since he was a child and often visited the nearby cowshed, accepted the training of being a cowherd for five years at the Ueda Livestock barn in Nukida, Ojiro-ku, and started dreaming of building his own cowshed. I can make it come true in the spring of 2023. "The work of cowherds was hard. They get up early and patrol cowsheds at night. Furthermore, cows can't communicate with each other, so it is difficult to notice the daily changes in the cows and it takes a long time to raise them. Tajima cows are cute, and I always feel happy and touched about the birth of new lives when their mothers take risks giving birth to babies. I feel proud of this job because it allows me to work with Tajima beef around the world. I broke the limitation. I want to try something different without making any decisions and make some contributions to society to show my gratitude for the support from society." The local residents are cheering for the new challenge of this 23-year-old handsome young cow farmer who loves cows!

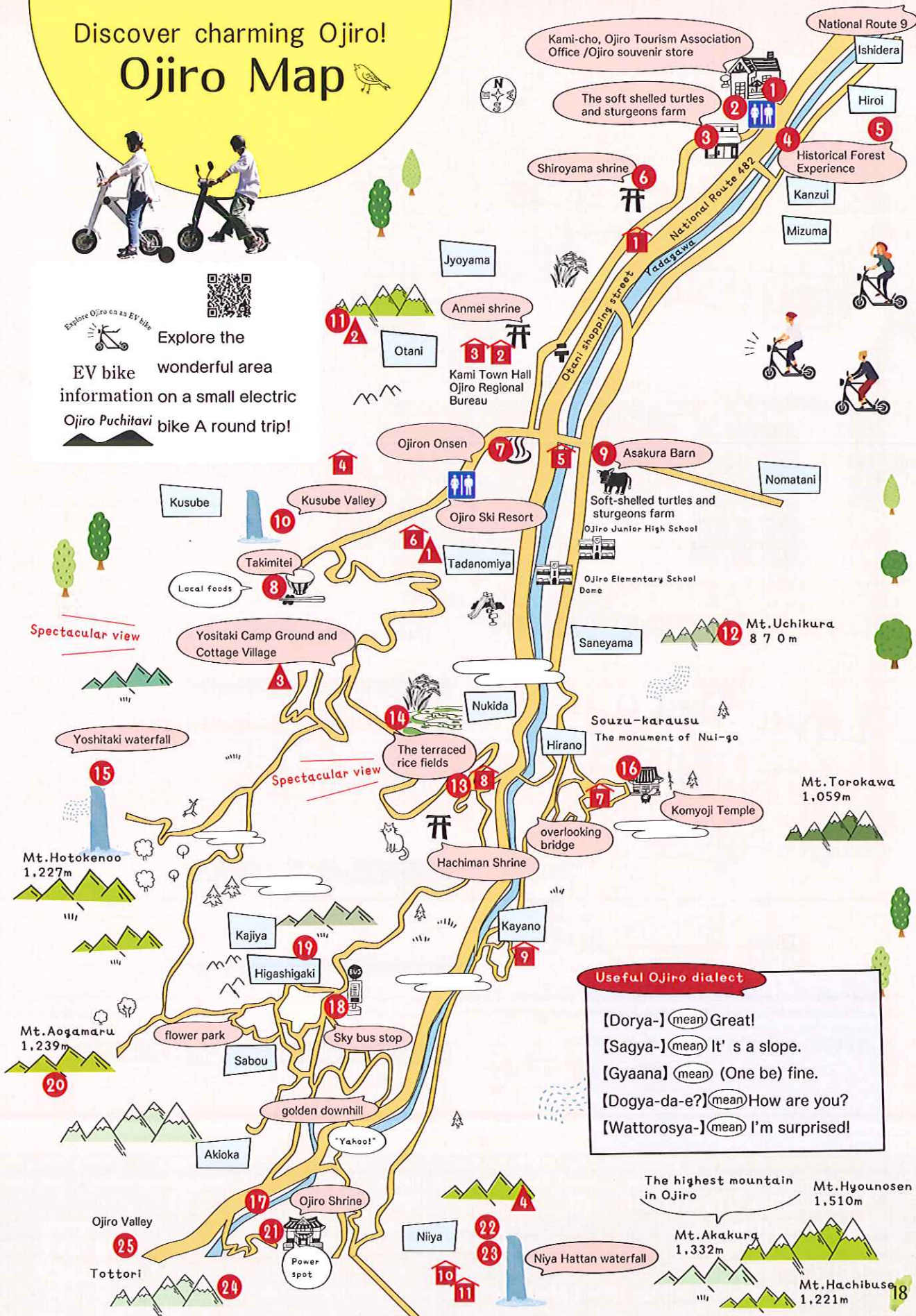


Discover charming Ojio!

# Ojio Map



Explore the  
EV bike wonderful area  
information on a small electric  
Ojio Puchitavi bike A round trip!



## Useful Ojio dialect

[Dorya-] (mean) Great!  
[Sagya-] (mean) It's a slope.  
[Gyaana] (mean) (One be) fine.  
[Dogya-da-e?] (mean) How are you?  
[Wattorosya-] (mean) I'm surprised!



LOVE OJIRO



Heart  
warming place,  
we love Ojiro.

## Love Ojiro

Ojiro is full of charms,  
so you must fall in love.



### Access by car

#### From Kyoto/Osaka/Kobe: about 2 and quarter hours

- Enter: MAIZURU-WAKASA EXPRESSWAY "Kasuga interchange"
- Leave: KITAKINKI-TOYOOKA EXPRESSWAY "Yoka-Hyounosen interchange"
- After: About 45 min. drive to the direction of Tottori. Turn left at signal "OJIRO-GUCHI"
- Enter: CHUGOKU EXPRESSWAY "Hukusaki interchange" Pass: BANTAN highway
- Leave: KITAKINKI-TOYOOKA EXPRESSWAY "Yoka-Hyounosen interchange"
- After: About 45 min. drive on R9 to the direction of Tottori. Turn left at signal "OJIRO-GUCHI"

### Access by Plane

Nearest International airport is Kansai International Airport (KIX).  
It is located in the Osaka prefecture.  
From Osaka station to Muraoka bus stop by Highway bus (Zentan bus).

### Access by Highway bus

Here is the website of the bus to go to "Osaka → Muraoka bus stop".  
It is better to book it before getting on the bus.



### Access by train

Get on: JR/ Kyoto sta. (SAN' IN-line) Get off: Yoka sta.  
Get on: ZENTAN-BUS/ one of the No.15 bus, go to Akioka Get off: the last stop; Akioka  
(\*Bus takes 1 hour to Akioka)

**Kami-cho, Ojiro Tourism  
Association.**

〒667-1511 739-10 Jiroku kanzui, Kami-cho, Mikata-gun, Hyogo  
**+81-796-97-2250** Fax.0796-97-2307  
<https://www.kami-tourism.com/>



This booklet has been translated into English with the cooperation of Nara University of Education. thank you.