



# Ise-Shima National Park

# SHIMA

- Live With Nature -



## Ticket information

These discount tickets can only be purchased by "temporary visitors" entering Japan for sightseeing purposes.



### KINTETSU RAIL PASS

Pass-holders can travel freely on any Kintetsu Railway line for 5 days. You can get on and off as many times as you like. With this special pass, you can enjoy round trips of Ise-Shima!  
 Adult: 3,800 yen (age 12 and over)  
 Child: 1,900 yen (age 6 through 11)  
 \* Children under 6 do not need to pay for tickets.

### KINTETSU RAIL PASS wide

Upgraded KINTETSU RAIL PASS WIDE, you can enjoy unlimited rides on Kintetsu Railway lines in Kansai and Ise-Shima, including the Airport Access Ticket.  
 Adult: 5,860 yen  
 \* Children aged 6 and over pay regular adult price tickets.  
 \* Children under 6 do not need to pay for tickets.



Symbol for Shima City Sightseeing

The logo represents the gentle waves of Ago Bay and the slopes of Mt. Yokoyama, symbolizing the rich natural surroundings of Shima.

<http://www.kintetsu.co.jp/foreign/english/ticket/krp.html>

## Tourism Strategy Section, Department of Commerce and Tourism

3098-22, Ugata, Agocho, Shima,  
Mie Prefecture, Japan 517-0592  
TEL 0599-44-0005 FAX 0599-44-5261  
<http://www.city.shima.mie.jp/>

You can access sightseeing and traffic information on your Mobile/Smartphone via the codes on the right.



Kintetsu (Railway)



Mie Kotsu (Bus)



Shima City Tourist Association



Shima City

\* Some Mobile/Smartphones may not read the codes.

# An Ama diver

*Ama* are female free-divers who gather coastal seafood, following over 5,000 years of tradition. There are about 2,000 *ama* divers in all of Japan and about half of them live in Ise-Shima area.

The kanji letters for “*ama*” mean “sea woman”. They are famous for gathering abalone and turban shells. Being *ama* has long been good business for women.



An ama diving into the sea to gather seafood



Adurihama beach

## Welcome to Shima City!

The G7 Japan 2016  
Ise-Shima Summit  
26th - 27th May  
2016

### ~A city of tradition and unspoiled landscape~

Shima is a city based on the richness of the sea, with a long history of *ama*, fishing and pearls.

Ago Bay faces the great and bountiful Pacific Ocean, and is famous for developing the world's first cultured round pearls.

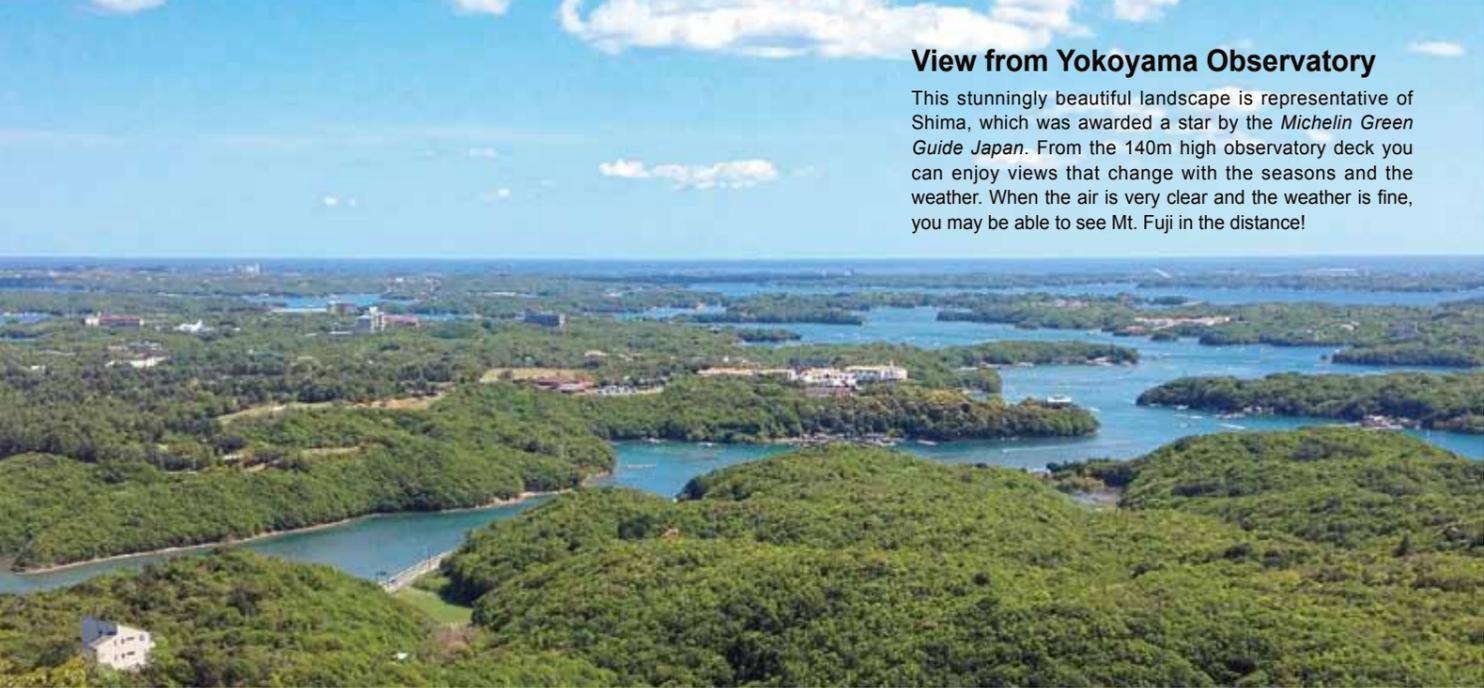
The surroundings of Shima, a complex and beautiful coastline formed by submerged river valleys with islands of various sizes, form part of the designated Ise-Shima National Park. Over 90% of the National Park consists of private land, which shows how people of Shima value and protect their natural environment.

Shima City is a place where people live together with nature.

Please visit Shima and feel the traditional spirit of Japan for yourself.



Net handling in Wagu Port



**View from Yokoyama Observatory**

This stunningly beautiful landscape is representative of Shima, which was awarded a star by the *Michelin Green Guide Japan*. From the 140m high observatory deck you can enjoy views that change with the seasons and the weather. When the air is very clear and the weather is fine, you may be able to see Mt. Fuji in the distance!

**Homeland of Cultured Pearls**

Needless to say, Ise-Shima's treasure is its pearls. Sometimes called a 'dewdrop of the moon' or 'tears of a mermaid', pearls are gems grown in the sea. Ago Bay is the birthplace of cultured pearls, where for more than 100 years people have researched culturing techniques. The methods used by innovators such as Kokichi Mikimoto, Tokichi Nishikawa and Tatsuhei Mise have been handed down and are still used today. If you come to Shima, we recommend learning about the history of pearls and how they are cultured, as well as admiring their beauty.



Pearls produced in Ago Bay

**Ise-Shima National Park**

Ise-Shima National Park has a land area of 55,544 ha and a sea area of 19,100 ha. Designated in 1946, the National Park spans over Shima City, Ise City, Toba City and Minamiise Town. It has the largest settled population of all national parks in Japan. It is characterized by a complex coastline and by a mild climate under the influence of Kuroshio (the Black Current) flowing in the south. You can enjoy a wide variety of activities that take advantage of Shima's natural setting. For example: marine activities such as waterball, sea kayaking, paddle boating and just playing on the beach; taking a historical walk or cycle in the city; observing wild birds or the starry sky; or going trekking. If you want experience the natural environment of Shima, please visit Shima Nature School and Yokoyama Visitor Center.



Aosa seaweed-culturing rafts



**Extracting Pearls Experience**

At this facility you can have your own experience selecting farmed Akoya pearl oysters and extracting their pearls. Pearls are varied in their colors, shapes and sizes, so of course each pearl is unique. You can also make your own accessory with the pearls you discover.



The experience of extracting pearls

**A memorial tower and a monument celebrating pearl pioneers**

At Maruyama Park in Kashikojima, a memorial tower for pearls and a 1957 monument celebrating the achievements of three great people stand side by side. The memorial tower is dedicated in prayer for the mother oysters of Akoya pearls that have been sacrificed for their precious gems; this represents a very Japanese cultural value. The monument celebrates those who have made great advances in the culturing of round pearls.



Monument to pearl oysters



Monument to the pearl-culturing pioneers

**Pearl Festival**

On the 22nd of October every year, a Pearl Festival is held in Kashikojima on Ago Bay, the birthplace of pearl culturing. People pray for the mother oysters that are sacrificed for their pearls, and for the prosperity of the pearl-culturing business. Begun in 1951, this festival has continued to the present day.

**Leading figures of pearl culturing**



**Kokichi Mikimoto**

Mikimoto was the first person to produce a cultured semi-spherical pearl. He was granted a patent for the "wrapping method" of culturing round pearls. He described them as, "pearls to adorn the neck of every woman in the world". Mikimoto was also known for the international promotion of cultured pearls.



**Tatsuhei Mise**

Mise was the first person granted the patent for creating round pearls, using a syringe for inserting a nucleus to be covered with pearl into the mantle cells of a host shell. Generally called the "inducing method," at that time it became a leading technique together with the "Nishikawa method."



**Tokichi Nishikawa**

Nishikawa was granted 4 patents for the formation of round pearls. His patents were called the "Nishikawa method" or "piece method," which are the basis for nucleus-insertion operations today.



Goza Shirahama Beach



Daiohsaki Lighthouse



Taking back the nets to be checked after fishing



Waterball



Surfing

# Ise Jingu and Shima

In the old days people would say, "I want to go on a pilgrimage to Ise once in my lifetime". Ise Jingu has long been worshipped by the people of Japan. As Shima City is close to Ise Jingu and has strong ties with it, many legends and traditions remain from the ancient times. One famous legend says that once upon a time Amaterasu, goddess of the sun enshrined in Ise-Jingu, hid herself amongst the rocks of Ama-no-Iwato and the world was covered with darkness. At this legendary place of Ama-no-Iwato, you can walk through the sacred forest to find clear water gushing out from the spring. The water flows to Kamiji Dam to be used in the daily life of Shima citizens. Izawa no miya is one of the auxiliary shrines of Ise Jingu. It is an eminent shrine and the only one located outside the old country of Ise. This shrine is popular with *ama*; the day when an *ama* leaves her fishing to visit the shrine is called "Gosai." Izawa no miya is the only auxiliary shrine with its own sacred rice field (Imperial rice field), and on the 24th of June every year, the Otaue Matsuri (rice-planting festival) is held at this peculiar shrine.



Ise Jingu



Sacred rice field



Izawa no miya



Ama-no-Iwato

# Miketsukuni

Since before the eighth century, a region that dedicated foods for Jingu and the Emperor was given the title of 'Miketsukuni'. The offering differed in each region, depending on the representative product of the area. These may be marine products, agricultural products such as grains.

The special product of Shima has always been our marine foods from the bountiful ocean. We still offer them with pride, so please don't forget to try them when you visit Shima City.



Ise lobster



Matoya oyster



Abalone



Turban shell

## Katsuobushi

*Katsuobushi* is dried, fermented, and smoked bonito. We have long dedicated *katsuobushi* to Ise Jingu as a food for the gods, and the Nakiri district of Shima City is particularly famous for bonito. *Katsuobushi* is used in *dashi* soup and cooking stock, which is fundamental to Japanese cuisine. *Katsuobushi* from Nakiri is called "*nakiribushi*," and is highly regarded across Japan. *Nakiribushi* represents the traditional concept that both gods and people eat together; so food should be dedicated to gods first and then people will have permission to eat it.



Explanation by a master



Katsuobushi

## Area Associated with *ama*

With its heritage of *ama* divers, Shima City has long had the status of Miketsukuni. Marine products gathered by *ama* from the bountiful sea are dedicated to Ise Jingu and Izawa no miya even today.



Dedication by Ama



## Talking with *ama*

When you visit a *satoumian* (an *ama* hut), the *ama* will serve you fresh marine products grilled over coals. Besides enjoying the delicious seafood, you can hear from the *ama* about diving and fishing, and their unique experiences as *ama*. This is a special experience only available in Ise-Shima.

In a *satoumian* (*ama* hut)