



# Tottori Tourism

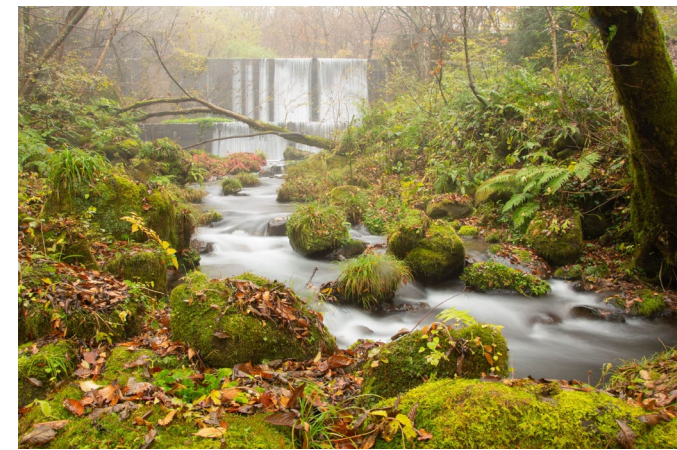






# Tottori's Story

## 大山の地蔵信仰



- At 1,729 meters tall, it is the highest peak in the Chugoku region.
- Due to its resemblance to Mount Fuji when viewed from the west, Mount Daisen is also known as the "Mt. Fuji of Hoki" 「伯耆富士」.
- Mount Daisen appears in "Izumo no Kuni Fudoki" 《出云国风土记》的国引神话, it is documented as Japan's oldest sacred mountain.
- Legend has it that the Bodhisattva Jizo (地藏菩萨) of Daisen Temple emerges from the mountain's summit pool to bestow blessings upon the water, revered as a deity capable of rescuing all beings from worldly suffering. People visit Mount Daisen to seek blessings and obtain the "Elixir of Life" (利生水: Bodhisattva's water) believed to grant longevity, praying for abundant harvests and prosperity.



# Founded 1300 years ago

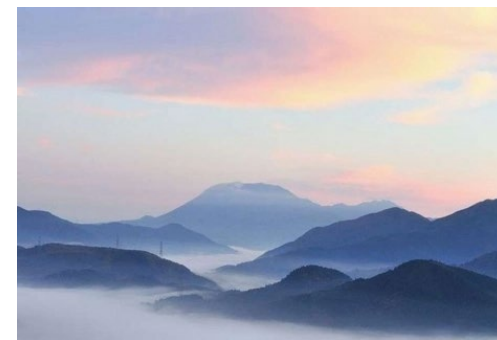
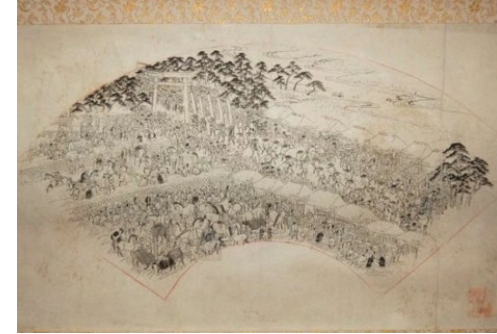


- Daisenji Temple was founded in the 7th century and was a major center of power and influence until the 14th century. During its prime, it had 100+ smaller associated temples in the Daisen area and was guarded by 3,000 armed priests. It was an important training center for monks.
- Mt. Daisen together with Mt. Fuji, Kumano, Yoshino, was an important training ground for followers of shugendo (修験道).



# “The only cattle and horse market in the country tied to religious beliefs.” 「牛馬信仰」

- Due to the belief that Jizou Bosatsu 牛馬市地蔵菩薩, the eminent monk from Daisen-ji Temple distributed amulets to pray for the safety of cattle. Additionally, he encouraged the pasturing of cattle and horses in the meadows spread across the mountainside. Since cattle and horses were indispensable for agriculture, the backbone of livelihoods, people brought them to Daisen-ji Temple, accompanying them with prayers for longevity by allowing them to drink the "beneficial water" and receiving amulets. Furthermore, these amulets were continuously affixed to the pillars of the cattle sheds, praying for their safety.
- During the Edo period (400 years ago), the "Daisen Ushimachi," 「大山牛馬市」 the only cattle and horse market in the country supported by faith and protected by Daisen Temple, flourished, evolving into Japan's largest market during the Meiji period.
- On the other hand, despite the encouragement by the Meiji government to increase beef production by crossbreeding with imported cattle, the quality of crossbred cattle was poorly received, leading to a rapid decrease in the number of cattle in the prefecture and placing financial strain on farmers. Concerned about this crisis, Tottori Prefecture took measures to revive superior Japanese cattle breeds. In 1920, they initiated a pioneering registration program, focusing on locally traded cattle from the cattle and horse market. Subsequently, although the "Daisen Ushimachi" closed its doors in the spring of 1937 due to factors such as the development of railways, the registration program continued to be extensively utilized for the improvement of Japanese beef cattle breeds. **It became the cornerstone for the birth of "Wagyu," a breed that is now garnering global attention.**





# “Daisen Faith” 「大山信仰」

- As part of the traditions rooted in the "Daisen Faith" 「大山信仰」, its association with water, there are ceremonies still practiced today, such as the "Mohitori" ritual 「もひとり神事」、and the "Hamangan-go" ritual 「はまなんご神事」, where water is drawn and purified from the ponds in the mountains, as well as rain-making prayers where sake is poured into the ponds and the water is brought back to be poured into rice fields for abundant harvests.
- it's believed that children are vulnerable at the ages of two and thirteen, so there are rituals such as the "Futatsu-ko-mairi" 「二つ児詣り」 where parents carry their two-year-old children to Daisen-ji Temple for their first visit, and the "Juusan-mairi" 「十三詣り」 where thirteen-year-olds visit for good health and safety, distributing Daisen souvenirs like candies to villagers upon their return. People from the San'in region also visit Daisen-ji Temple, especially those who have lost loved ones, to pray for the salvation of Jizou Bosatsu and perform memorial services at the Sai-no-Kawara riverbank. These customs are also derived from the "Daisen Faith."



*Thus, the "Daisen Faith" and "Cattle and Horse Faith," rooted in the belief seeking longevity through the blessings of water, together with the prosperity of the cattle and horse market, shaped a significant sphere of influence in western Japan. Like the subterranean waters nurtured by the benevolent rains of Mount Daisen, these beliefs have permeated through the fabric of people's lives over many years, quietly ingraining themselves into the culture. Especially for those living in the foothills, they continue to offer daily gratitude, saying "Thanks to Mount Daisen," while steadfastly gazing upon the mountain.*





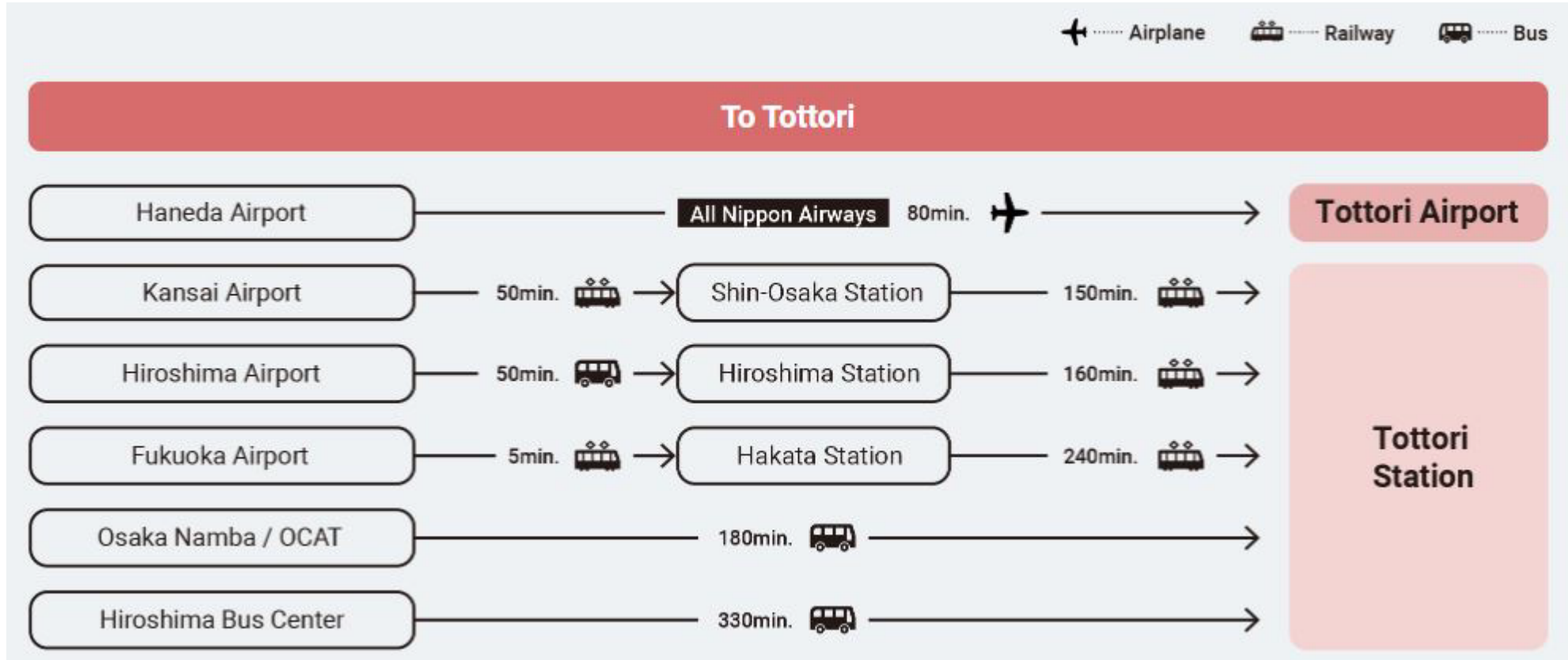
# Where is Tottori ?

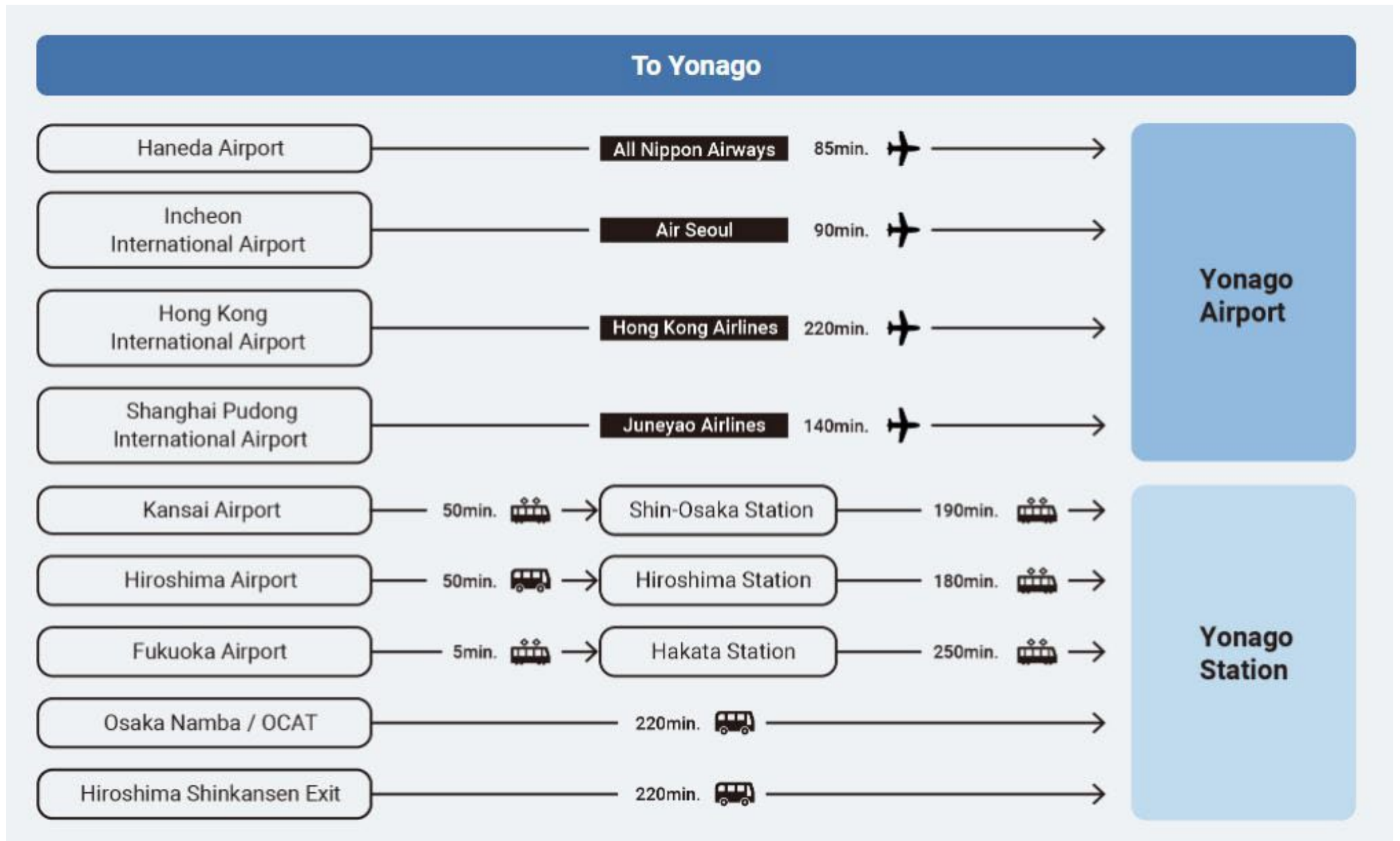


Tottori Prefectural Government Tourism and Exchange Bureau × M Bizplanner

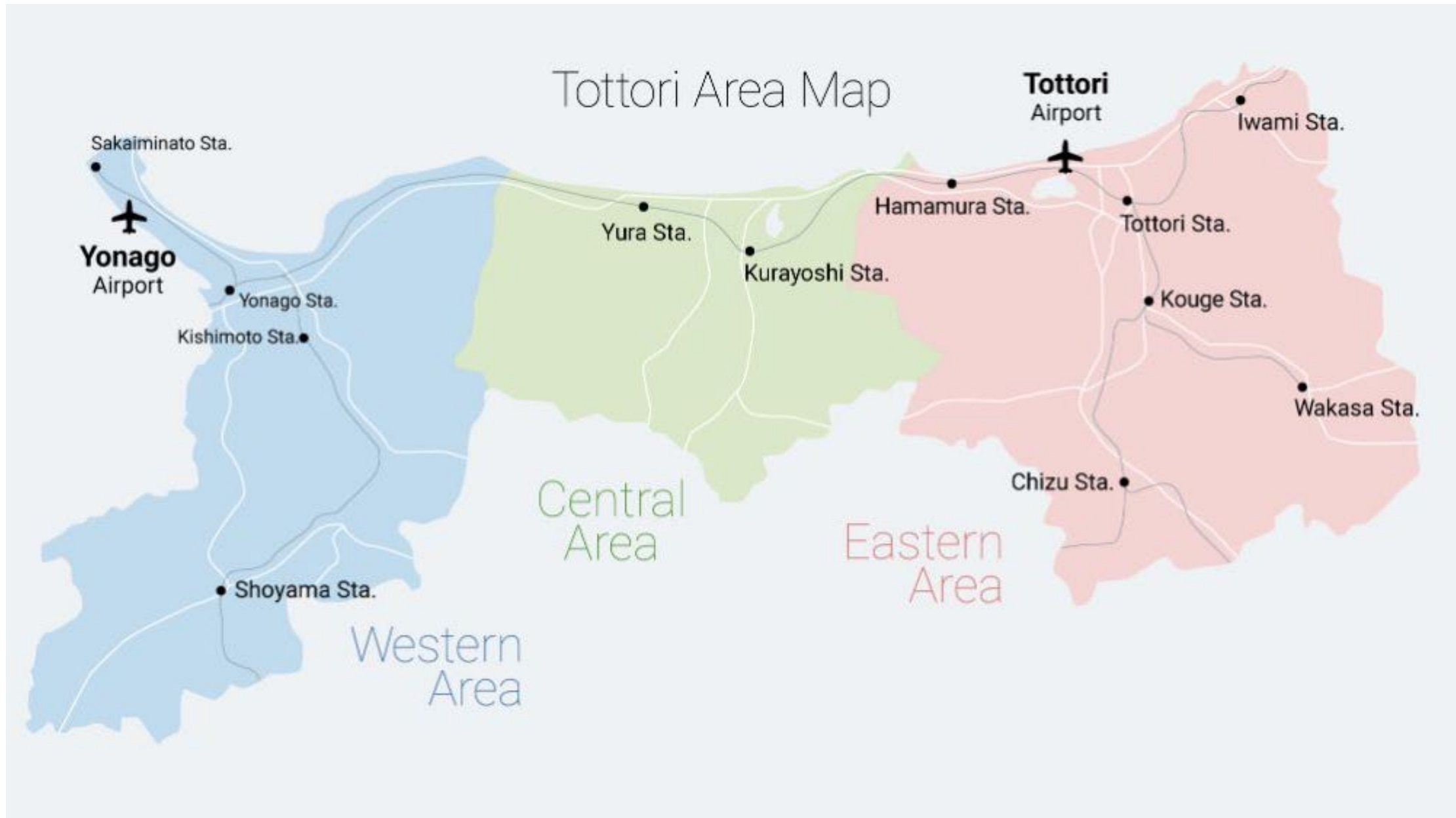
Related Link :

- <https://www.tottori-tour.jp/en/>
- <https://www.his-j.com/japan-tourist/tottori/en/>





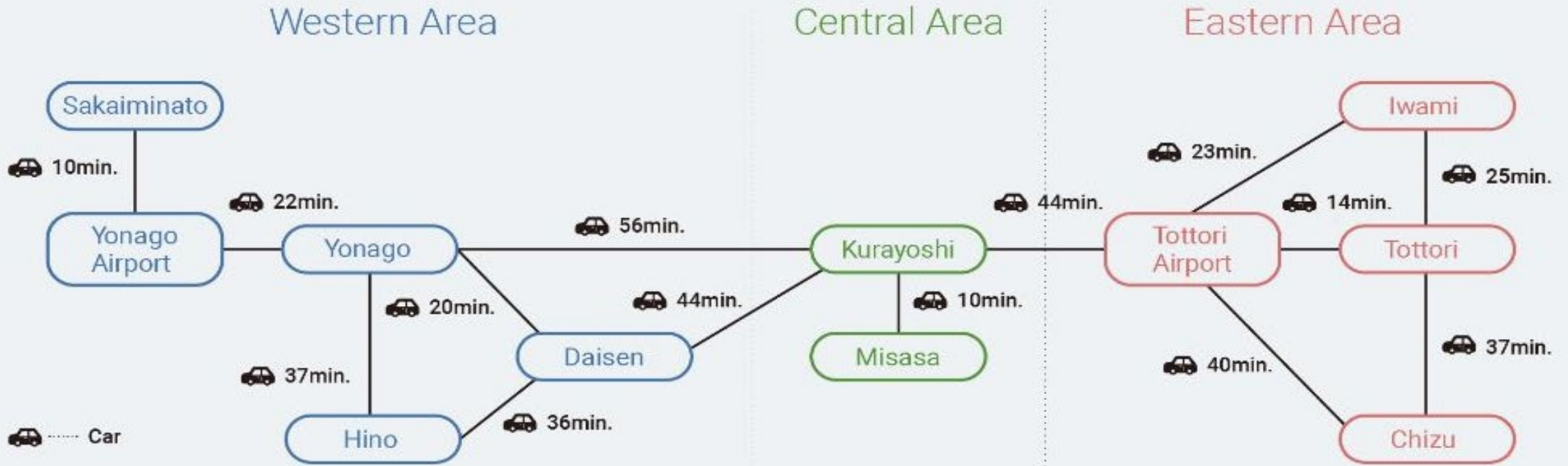






# From Yonago Airport – Tottori Airport 1hr 50min

## Estimated Travel Time Within Tottori







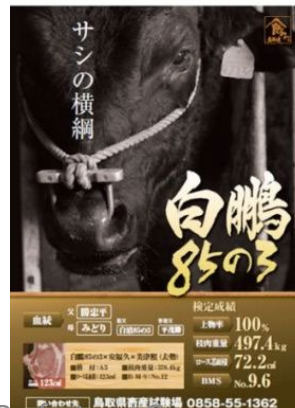
# How to enjoy Tottori is up to you～



- Look for something to eat?-> <https://toritabe.jp/>
- Intro about Tottori food -> <https://www.his-j.com/japan-tourist/tottori/en/gourmet/>

吃

365 days we have crabs, wagyu, different fruits and vegetables, fat and shinny rice, dairy products, Ruby chicken, ruby pork, sake, whiskey, wine and craft beer! **ALL LOCAL PRODUCED!**







# How to enjoy Tottori is up to you~

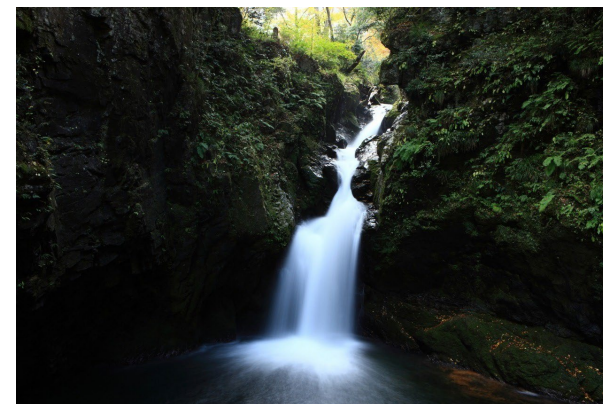
Tottori sake/ wine/ beer manufacturing plant/farm: <https://www.pref.tottori.lg.jp/178246.htm>

Gensui Sake factory visit : <https://www.gensui.jp/> (Try and buy)

# 飲む

1~18 -> Japanese Sake  
19~26 -> Wine & Whiskey  
27~31 -> Craft Beer

「とっとりMAP」 蔵元の見学の際は事前予約が必要です







# How to enjoy Tottori is up to you～

Sand Dune Activities : <https://www.sakyu-vc.com/jp/activity/>

**Have try snowboarding? How about sand boarding?**

**Everyone has something to do at Sand dune!**

遊ぶ







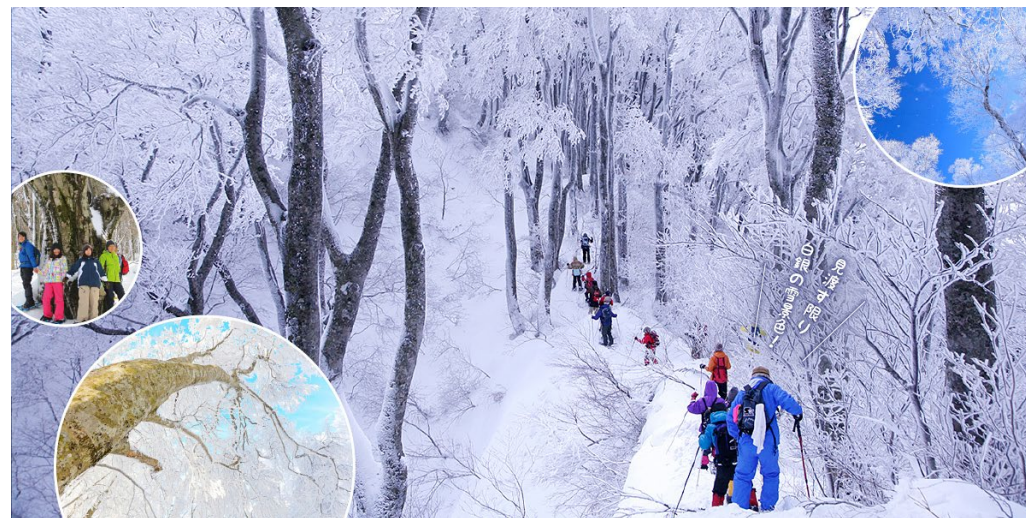
# How to enjoy Tottori is up to you～

# 遊ぶ

**Wanna see snow? ( End of Dec to End of March)**

**Can try morning or night walk at Mt. Daisen!**

Mt. Daisen Activities: <https://tourismdaisen.com/tour/>  
Chikuwa Making : <https://www.toufuchikuwa.com/lab/>  
Japanese Paper Making : <https://www.tbz.or.jp/aoya-washi/>  
Pear Picking : <https://www.sankouen.com/>  
Starwberry Picking : <https://ritorifarm.com/>







# How to enjoy Tottori is up to you~

Konan: <https://www.gamf.jp/2775.html>  
<https://tottori-nanisuru.com/conan>

# 楽しむ







# How to enjoy Tottori is up to you~

Mizuki Shigeru Road: <https://mizuki.sakaiminato.net/road/>

Mizuki Shigeru Road: <https://www.kankou-shimane.com/mag/1563.html>

Hakuto Shrine : <https://www.japan-experience.com/all-about-japan/tottori/temples-shrines/hakutojinja>

Kurayoshi's Shirakabe Stonehouses : [https://www.kurayoshi-kankou.jp/kurayoshi\\_area/shirakabedozogun/](https://www.kurayoshi-kankou.jp/kurayoshi_area/shirakabedozogun/)

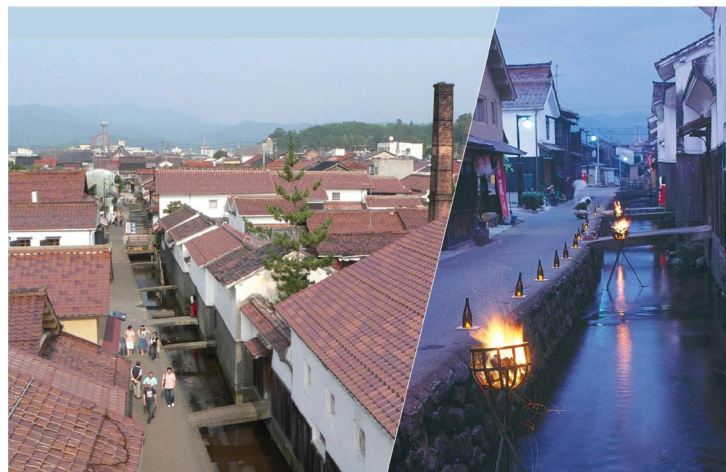
Home of Milk : <https://dainyu.or.jp/home-of-milk/>

Hanakairo Flower Park : <https://www.tottorihanakairou.or.jp/en/>

The Ishidani Residence : <https://www.ifs.or.jp/english/>

Mitaki-En : <https://ashidumitakien.jp/>

# 楽しむ







# How to enjoy Tottori is up to you~

Leave without Onsen ? !

No way~ we have natural onsen every part of Tottori,  
especially Misasa Onsen which has more than 100 years of history.

楽しむ







# How to enjoy Tottori is up to you~

Local produced shopping ! → <https://shokunomiyako.com/facility-guide>

Aeon Mall is Tax Free! -> <https://en.aeonmall.global/taxfree/>

**Do you still spend tourist price buying souvenirs  
for your friends and family?**

**No way~ Go to the local supermarket~**

# 買い物

