Tour course of Aisho-cho, key transport hub from ancient times

Aisho-cho is blessed with pure water and abundant nature of the Suzuka mountain range. Various industries have developed throughout its history in this area. By joining this tour, you can experience various activities including visits to traditional industries and modern manufacturing plants.

1. **10:00 Kongouen (Hand-weaving village)**
   - You can experience indigo dyeing and weaving.
   - Museum of traditional woven fabrics (Ohmi hemp fabric, Hatashou fabrics, etc.)

   **ADDRESS** 514 Kanotono, Aisho-cho, Echigun, Shiga
   **TEL** 0749-37-4131

2. **13:00 UCC Shiga Plant**
   - Tour of coffee beverage production plant. You can enjoy tasting various coffee beverages.
   - Plant is packed with UCC technologies. UCC produced the world’s first canned coffee.

   **ADDRESS** 1343 Echigawa, Aisho-cho, Echigun, Shiga
   **TEL** 0120-811-288
   **WEB** [http://www.ucc.co.jp/factory/sgf/](http://www.ucc.co.jp/factory/sgf/)

3. **15:00 Fujiihonke (Sake brewery)**
   - You can feel the passion and hear the stories of sake making during the tour.
   - National tangible cultural heritage. One of the rare sake breweries fully made from Keyaki wood

   **ADDRESS** 793 Nagano, Aisho-cho, Echigun, Shiga
   **TEL** 0749-42-2080
   **WEB** [http://www.fujiihonke.jp/](http://www.fujiihonke.jp/)

Additional information:
- Nakasendo Echigawa-juku
  - Nakasendo is one of the major historical travel routes which were frequently used by travelers in the Edo period. The remaining buildings from the Edo period remind us of the time when the town flourished as a post town.

- Shirohei-Rouho (Japanese Confectionary shop)
  - Established in the 1860’s. You can also see wood frames used for pressing confectionaries.

- Kongourin-ji
  - One of three Kotou Sanzan temples. The main hall is designated as a national treasure. The temple is also famous for its beautiful autumn leaves.
  - [http://kongourinji.jp/](http://kongourinji.jp/)
Kokuyo Product Shiga
Familiar Kokuyo Campus notebooks. One of the largest notebook plants in Japan!
ADDRESS 312 Kamikano, Aisho-cho, Echigun, Shiga
TEL 0749-37-8017 (9:00-12:00 & 13:00-17:00)
WEB https://www.kokuyo-shiga.co.jp/

Museum of Bottled Japanese Thread Balls
It’s magical! Bottled Japanese thread balls?! This is the only place you can see these in Japan!
ADDRESS 1673 Ichi, Aisho-cho Echigun, Shiga
TEL 0749-42-4114
WEB http://www.town.aisho.shiga.jp/lib/info.html

Ohmi Hemp Fabric Traditional Industry Center
You can learn about the history of traditional Ohmi hemp fabrics. You can also experience weaving and do some shopping!
ADDRESS 13-7 Echigawa, Aisho-cho, Echigun, Shiga
TEL 0749-42-3246
WEB http://www.asamama.com/index.html

Overseas students experiences of the tour course!
1 Kongouen (Hand-weaving village)
◆ When we tried indigo dyeing of a handkerchief, we could understand Japanese very well as they spoke Japanese slowly with clear instructions.◆ It was a valuable experience as we could see those traditions and techniques passed down for generations right in front of us.◆ At the museum, we could see actual products from the old days and weaving machines and woven fabrics of each period.◆ I could enjoy the experience even more as I could compare the products with those in my own country.

2 UCC Shiga Plant
◆ We learned the history of UCC, and we were truly impressed with the company’s policies of growing all their plants from young trees and of using only the natural water from the Suzuka mountain range for their coffee production.◆ During the tour of the productions lines, we were thoroughly entertained with mini quiz games and tasting of various coffees.◆ In a Q&A session through a monitor with a person in charge of quality inspection, we could actually see how the inspection was conducted, and as a result, we gained more confidence in the products.

3 Fujihonke (Sake brewery)
◆ We could deepen our understanding of each sake production process through their clear and detailed explanations.◆ The sake brewery was designed by the previous sake master and built, without using any nails, using only Keyaki wood grown in Shiga prefecture. We were impressed by both their passion for sake making and the beauty of the building.◆ For sake, water is everything. The underflow water from the Suzuka mountain range used for sake production was also very tasty.

After the tour◆ We could get to know industries in Aisho-cho, which were initially developed by Ohmi merchants and have resulted in their present forms, and also the strong relationship between the industries and “water.”◆ Unlike ordinary sightseeing, we could truly feel and understand how wonderful those local histories and cultures are.