



A tranquil island where lush nature and living traditions blend seamlessly.

Awaji is said to be the first island created in Japan's myth of origin—"Kuniumi."

Now, from that very island, a new kind of journey begins.

**"Travel is not just about visiting places—
it's about co-creating stories that connect people and
places into the future."**

Authentic Japan

We design one-of-a-kind journeys rooted in human connection.

Every tour is tailored by navigators who deeply love their region.

More than just sightseeing, each experience becomes a meaningful encounter you'll carry with



A Tour to the Origin of Japan with Locals

Explore Japan's roots on Awaji Island, guided by the locals who know and love it best. This immersive tour, designed by Authentic Japan's navigators SHIGE and Emi, leads you beyond the guidebooks—into secret paths, ancient traditions, and heartfelt connections.

It feels like traveling with **"a friend who truly loves this island."**

Sample Itinerary

Iwagami Shrine

Visit the 58th stop on the Shikoku Pilgrimage. The attire of the priest reflects traditional Awaji textile patterns. A serene and spiritual site believed to be tied to the founding gods of Japan.

Lunch at Harenosara

Enjoy a seasonal, island-style French lunch with fresh local ingredients in a renovated traditional home.

Incense Making at Kunjudo

Craft your own incense using locally grown Awaji herbs. Connect with the island's rich fragrance tradition in a hands-on, family-friendly experience.

T-Shirt Making at ei-to

Create original T-shirts with local artists. Use stamps, paints, and your imagination to express yourself.

Retreat Experience in Tomari

Gaze out over the peaceful blue sea while enjoying a quiet moment of reflection. You can also enjoy a tea-time retreat with local island sweets.

Who is this for?

Travelers looking for a reset from their daily life

Those who value personal connection over sightseeing

Anyone curious about the roots of Japan

Seeking Partners

Travel agencies offering inbound experiences

Businesses promoting sustainable travel

Companies & regions interested in local food/culture-based tourism

Collaborators for future tours with Authentic Japan

1-day plan

¥71,300~

※Price for travel agents.
For B2B pricing, please contact us directly.

Tour Supervision: Christina Minami

"It's been nearly 10 years since I first stepped foot on Awaji Island. What drew me back again and again was not just the scenery, but the warmth of the people and a sense of connection I couldn't find elsewhere. Through this tour, I hope others can also feel their perspective slowly shift and open up."

Emi



Helps create "everyday" moments that touch the heart.

Family-friendly guide

Designing experiences for parents and children to enjoy together.

SHIGE



A partner coordinator who brings out the best of the island's people, stories, and energies.

Living the Local Life

Her designs empower the locals to shine through everyday encounters.

Our team members, navigators across Japan, and the local partners who support us are all connected through shared purpose and heartfelt bonds.

Brought together by go-en—the Japanese concept of meaningful connection—we are a growing circle resonating with aligned intentions.

We cherish each region, honor one another, and let our collective hopes ripple outward like waves.

With harmony—wa, the essence of the Japanese spirit—as our compass, we hope to become a bridge between Japan and the world.