



Tono

Uncover the spirit of Japan

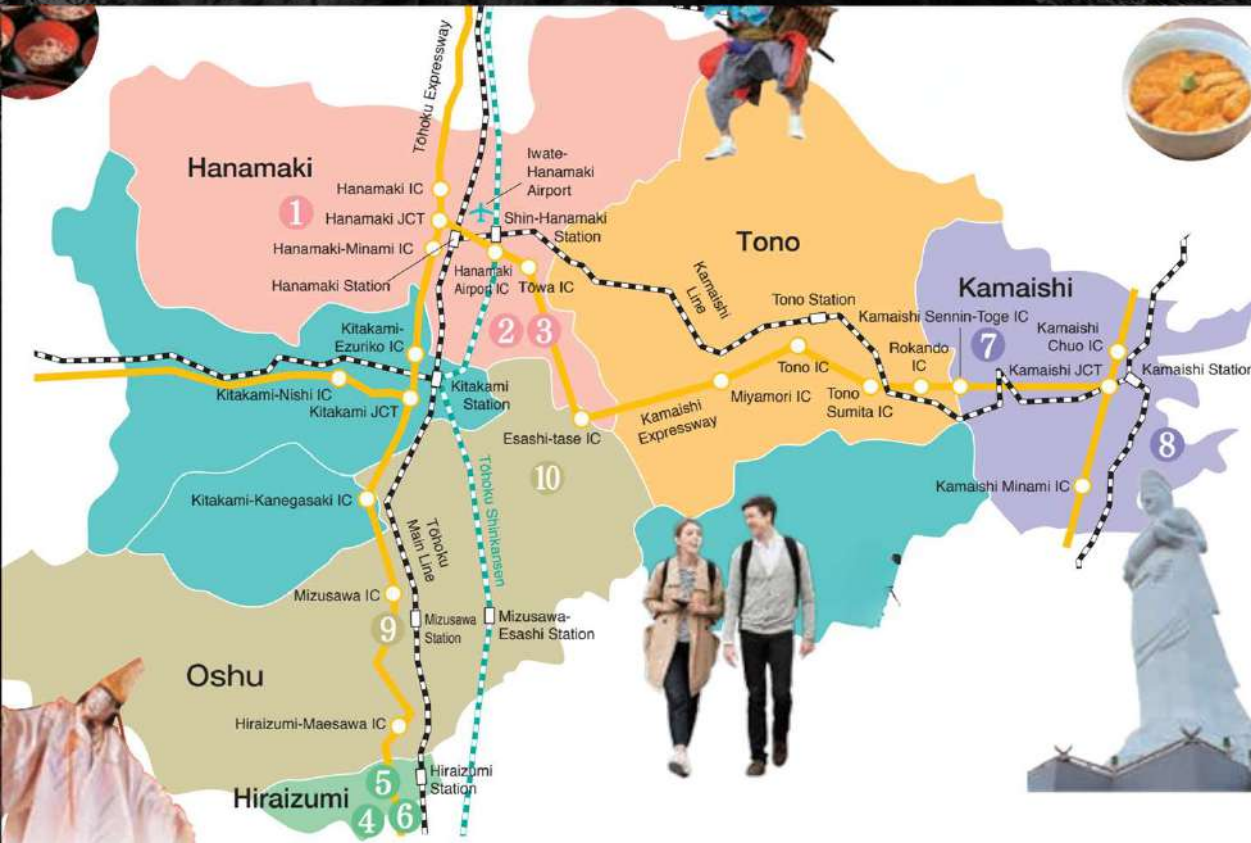


Tono - where folklore, tradition and nature weave a hidden tapestry

Tono is a flat, rural town nestled in the mountains of central Iwate Prefecture. The region's traditional farming communities have taken pride of their living folklore due to legends of spirits, animals, and mysterious beings. From ancient shrines to roadside stone monuments, every corner of the town contributes to a mysterious undercurrent that flows through the landscape.



The Legends of Tono is a famous collection of Japanese folktales compiled by folklorist Kunio Yanagita in 1910. Based on oral stories passed down in the Tono region, the book features mysterious encounters with spirits, supernatural creatures, and local beliefs rooted in rural life. It is considered a cornerstone of Japanese folklore studies and offers a rare glimpse into the worldview of Japan's traditional countryside.



Access

By train: Change off the Shinkansen line at Shin-Hanamaki, and take the JR Kamaishi line to Tono station.

By car: Take off Tohoku Expressway at Tono IC

From Morioka : 1hr 25min (by car)
From Hanamaki : 40min (by car)
From Kamaishi : 40min (by car)

Tono Furusato Village

is the largest open-air museum dedicated to Tono's folklore. It features five traditional *magariya* (L-shaped thatched-roof farmhouses) built between the 18th and 19th centuries. The village's seasonal scenery is brought to life by fields, rice paddies, waterwheels, and horses. Interactive experiences—like soba making, mochi pounding, or crafting straw horses—invite visitors to step into the world of traditional folk stories.

Doburoku × Dining × Local Performing Arts

Inside the *magariya* houses, visitors can enjoy local folk performances, traditional rural cuisine, and **doburoku**, an unfiltered sake said to be the origin of Japanese sake.



*About 2 hours. Available for small group.

Cycling Around Tono

With its gentle terrain, quiet roads, and unhurried countryside atmosphere, Tono is perfect for exploring by bicycle. Well-marked cycling routes connect major sights and are easy to enjoy at a relaxed pace within a single day. The eastern part of the valley is especially picturesque, offering a timeless landscape that feels untouched by modern life.

*Rental cycles are generally available from April to November at Tono's tourist office.



Wasabi Experience

Tono is one of the leading wasabi-producing regions in Tohoku. Its wasabi is nurtured by the abundant, pristine water that flows from the surrounding mountains. Visitors can take part in a hands-on experience by visiting local farms, harvesting fresh wasabi, and grating it to taste.

*Available from 2 people to small group throughout year.



Farmstay

Tono is a leader in green tourism in Japan, offering travelers a chance to connect with nature, culture, and local life. Farmstay accommodations allow guests to live alongside farming families, enjoy homemade meals with seasonal ingredients, and join in hands-on activities like planting and harvesting. It's an immersive experience that showcases the warmth of rural hospitality and the sustainable spirit of Tono's countryside.

More than ten farmstay inns in Tono offer not only a place to stay, but also a variety of small local experiences — from picking fresh blueberries and watching folk performance practices to exploring nearby cultural Tono heritage sites.

