

TOURISM (観 光)

With its abundant nature and traditional culture, Ishikawa Prefecture can boast many valuable tourism resources. In 2024, 18,862,000 tourists visited the prefecture.

The beautiful coastline of the Noto Peninsula displays a marked contrast between the rugged scenery along the outer coast and the tranquil waters of the inner coast. Wakura Onsen, a famous hot spring district overlooking Nanao Bay, annually sees 90,000 visitors who come to enjoy the local hospitality and food.

Kanazawa, the capital city of Ishikawa, has retained its old castle-town allure. In the center of the city is Kenrokuen Garden (one of Japan's three most beautiful gardens), Kanazawa Castle Park, and a district of old samurai houses. Here, visitors can also enjoy a variety of traditional crafts, such as Kaga Yuzen silk dyeing. The city is also the birthplace of many great modern authors such as Kyōka Izumi, Shūsei Tokuda, and Saisei Muro.

In Southern Kaga, at the center of Hakusan National Park, lies Mt. Hakusan, one of Japan's three holy mountains, which boasts a vast forest and high alpine vegetation. At the foot of the mountain are abundant hot springs and the Hakusan Shirakawago White Road, a winding mountain road which boasts magnificent views.

The four hot spring towns of Yamanaka Onsen, Yamashiro Onsen, Katayamazu Onsen, and Awazu Onsen make up the Kaga Hot Springs District, which, along with Wakura Onsen, is one of the most well-known hot springs districts in Japan. Famous for their comfortable accommodations and high-quality customer service, these hot springs attract 1,430,000 visitors every year. The hot springs district and the surrounding area form a major tourist destination, which also offers a number of other attractions, such as the Echizen Kaga Coast Quasi-National Park, Natadera Temple, golf courses, and a variety of traditional craft industries like Yamanaka Urushi Lacquer Ware and Kutani Porcelain.

本県には、豊かな自然や伝統文化など、魅力ある観光資源が数多くあり、2024年には1,886万2千人の観光客が訪れています。

能登半島は外浦の豪快な奇勝と内浦の波静かな入り江が対照的な海岸美を見せており、中能登には、七尾湾に臨む和倉温泉があり、年間9万人の温泉客が能登の人情と味を楽しんでいます。

県都金沢市は、城下町の面影を今に残し、市の中央には、日本三名園の一つ兼六園や金沢城、武家屋敷などがあり、加賀友禅等の伝統工芸もみることができます。また、金沢は泉鏡花、徳田秋声、室生犀星など優れた日本近代文学者を輩出しています。

南加賀地方には日本三名山の一つ白山を中心とした白山国立公園があり、広大な樹海と高山植物の群落を誇っています。山麓には、豊富な湯量の温泉や雄大な展望を楽しめる白山白川郷ホワイトロードがあります。

山中、山代、片山津、粟津からなる加賀温泉郷は和倉温泉とともに全国有数の温泉地として快適な宿泊施設とゆきとどいたサービスで、年間143万人の温泉客をもてなしています。温泉地の周辺には、越前加賀海岸国立公園、那谷寺、ゴルフ場等があり、九谷焼、山中漆器などの伝統産業と一体となった一大観光地を形成しています。



Chirihama Nagisa Driveway
(千里浜なぎさドライブウェイ)

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Kenrokuen Garden (兼六園)

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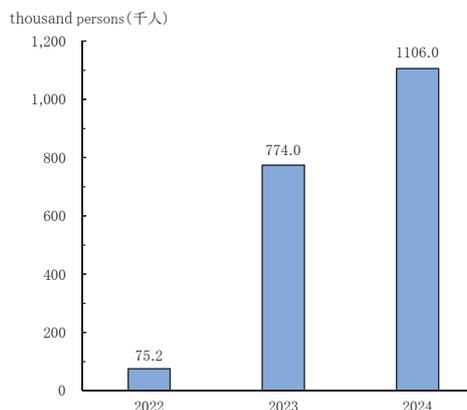
Kanazawa Castle (金沢城)

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Kakusenkei Gorge (鶴仙溪)

NUMBER OF FOREIGN GUEST (外国人宿泊者数)



Source : Tourism Strategy Division, Ishikawa Prefectural Government
資料 : 石川県観光戦略課