Colorful tourism resources and continually developing healthcare. Brought even closer together through medical tourism.

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Tourism + Medicine
The shape of the new travel

Tokushima Medical Tourism
Not only culture, but medical treatment is also the pride of Tokushima.

The fusion of the two is medical tourism.
The Results from Tokushima’s Diabetes Research

In Tokushima, the rate of death from Diabetes has continued to be the worst in the nation. A strategy to fight diabetes is becoming a pressing task in which the citizens of the prefecture have been implemented into the strategy. Especially, from 2009, with the support of the government (Mombukagakusho), Tokushima Health/ Medicine Cluster Project (it is a project that seeks the construction of the “International Level Diabetes Research Innovation Clinical Hub Project” in order to expand research innovations along with research that is aimed toward a victory against a local and global problem. This term will be referred to as the “cluster project”) was created. The project is a cooperative effort between Tokushima University and various industry, university, and government. A wide variety of research in respect to the prevention and overcoming of Diabetes is being developed with the continuous invention of new treatments for diabetes, food and medicine, and also the creation of supportive services that derive from the inventions.

In result of this project, in 2014 Tokushima was able to displace its ranking in the nation as the prefecture with the highest mortality rate from diabetes, and was also able to actualize medical tourism, and commercialization and commodification of the research results found by companies within the prefecture. Many results came about from this project. With this, we were able to see effects of the stabilization of the local economy. Furthermore, in 2014 we were able to continue to the cluster project with the implementation of the “Tokushima Health and Happiness Innovation Plan”. The initiatives and research that aim for the actualization of a healthy and long living society are still continuing today through the overcoming of diabetes, with the enhancement of competitiveness in the international regions to capture the powerful potential of people, things, and money.

Holding Asian Diabetes Forum

To overcome the “Asian diabetes” which is worried about the rapid increase mainly in Chinese, we invited diabetes researchers representing Japan and China to Tokushima University (a base for clinical research on diabetes in Asia). Held for the purpose of promoting collaboration of clinical and research among Japan and China.

Three Research Results in Regards to Diabetes

1. Research to prevent the progression of pathological conditions of diabetes

By developing epigenome analysis techniques, etc., to find damages of pancreatic beta-cells at early stages, we will realize early diagnosis of diabetes and quantification of a cellular damage after islet transplantation and promote technical development for pancreatic beta-cell treatment. In addition, by applying a “super-high sensitive autoantibody measurement method”, which is one of our former achievements, we will diagnose the functional deterioration of pancreatic beta-cells earlier and more precisely, which leads to more appropriate treatment for diabetes.

2. Research that plays a role in preventing Diabetes caused complications

We aim to contribute to the reduction of medical expenses as well as the promotion of worker’s health by creating epoch-making drugs to reduce endoplasmic reticulum stress, which causes diabetes and its complications. We aim to discover leading compounds to develop the first treatment drug of this kind in the world by applying a “drug discovery screening method, targeting endoplasmic reticulum stress”, which is part of our research and development results in the past.

3. Research to make the best combination for diabetes care

We will develop the effective diabetes care program and educational tools on new local healthcare cooperation models by utilizing information and communication technology (ICT), we will develop a diabetes regional health care partnership model, utilizing ICT, which is in a combination of further advanced health check-up and daily life guidance services, local health care networks utilizing ICT, meal menu and exercise therapy based on the concept of energy density, and disease control by patients themselves based on effective intervention instructions and a diabetes electric notebook.
The medical agency which offers the most advanced medical examination

Tokushima University Hospital

Have screening performed, using the most advanced equipment

Main examinations of medical check-up in AAMC

- Urinary examinations (glucose, protein, albumin, creatinine ratio)
- Blood examination
- Complete blood count (WBC, RBC, PLT etc.)
- Liver function test, Lipid profile, Kidney function,
- Glucose Metabolism (fasting plasma glucose, insulin, glycated hemoglobin, HbA1c, oral glucose load test)

Schedule in medical check-up

8:30  Participation, and Orientation

8:50  Measurement of waist circumference, Blood Pressure, Height, and Body Weight

9:00  Urinary examination

9:10  Abdominal CT, Chest X ray, EKG

9:50  ABI/PAD, echocardiogram

10:20  Blood sampling at fasting state:

10:35  75g oral glucose loading

11:05  Blood sampling 30min after glucose loading

11:45  Examination for sarcopenia

12:35  Blood sampling 120min after glucose loading

13:30  Lunch and nutrition guidance

We evaluate diabetic complications instead of 75g oral glucose load test in patients with diabetes.

Cancer examination

<table>
<thead>
<tr>
<th>検査項目</th>
<th>検査方法</th>
<th>検査目的</th>
</tr>
</thead>
<tbody>
<tr>
<td>FBC (hemoglobin A1c)</td>
<td>Blood test</td>
<td>You can see the average level of blood sugar in the past 3 months</td>
</tr>
<tr>
<td>PSA (prostate specific antigen test)</td>
<td>Blood test</td>
<td>To see if there is a possibility of prostate cancer (men only)</td>
</tr>
<tr>
<td>Photographing of fundus camera (without mydriatic)</td>
<td>Measured by blooming or on the eye</td>
<td>Same as above</td>
</tr>
<tr>
<td>Cataract test</td>
<td>Same as above</td>
<td></td>
</tr>
<tr>
<td>Silt lamp test</td>
<td>Same as above</td>
<td></td>
</tr>
<tr>
<td>Abdominal ultrasonography (bladder, liver, kidney, biliary, pancreas)</td>
<td>Ultrasound examination Check for tumor, polyp, stone, changes in organs and deposition of fat</td>
<td></td>
</tr>
<tr>
<td>Head MRI examination magnetic co-stimulation layer photography</td>
<td>It is possible to know the presence or absence of a cerebral aneurysm</td>
<td></td>
</tr>
</tbody>
</table>

Tokushima Naruto Prefecture hospital

Wide range of options, including cancer screening

In Tokushima Naruto Prefecture hospital, in addition to diabetes screening (examination of the state of the body and blood vessels and advice for prevention of diabetes), we have included a complete physical checkup (useful for early detection of major cancer and other diseases.) And various option examination (various optional precision examination is prepared to respond to various anxiety of health) can be carried out.

Cancer examination

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<td>Chest CT exam (lung cancer screening)</td>
<td>Computed tomography</td>
<td>You can know the detailed condition of the lung (cross section) and it helps early detection of diseases such as lung cancer and emphysema</td>
</tr>
<tr>
<td>Abdominal CT examination (visceral fat)</td>
<td>Computed tomography</td>
<td>Measurement of liver cancer / gall bladder cancer and measurement of visceral fat mass</td>
</tr>
<tr>
<td>Sputum examination (lung cancer screening)</td>
<td></td>
<td>Examine the presence or absence of cancer cells in sputum</td>
</tr>
<tr>
<td>HCV antibody</td>
<td>Blood test</td>
<td>Check for infection with hepatitis C virus</td>
</tr>
<tr>
<td>Abi (arteriosclerosis test)</td>
<td>Medical ultrasonic method in blood vessels</td>
<td>Arteriosclerosis is found early</td>
</tr>
<tr>
<td>H. pylori test blood test (H. pylori antibody)</td>
<td>Blood test</td>
<td>We will check for the presence of H. pylori infection</td>
</tr>
<tr>
<td>Portable sleep polygraph</td>
<td></td>
<td>We will find sleep apnea syndrome</td>
</tr>
<tr>
<td>Blood vessel endothelium function test</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PPD test</td>
<td>You can see the very early change in arteriosclerosis</td>
<td></td>
</tr>
</tbody>
</table>

Medical institutions that can be visited for medical examinations are updated as required. Please check the latest information via the QR code.
Tokushima's varied tourist attractions

Touch the culture, and enjoy Tokushima in depth.

Awa Ningyo Joruri (Tokushima-based Japanese puppet show)
A story rich in emotion. Designated as an important intangible cultural property
This traditional performing art has been passed down over the ages for about 400 years and is also designated as an important intangible cultural asset of Japan. In Tokushima city there is a special facility called “Awa Joruri Kaikan”, introducing the history of this traditional art. On the stage located in the facility, 11 groups take turns to perform the “Yasui Awa no Narumi” every day. The play performed by puppets, each puppet taking 3 people to operate, moves elegantly to the sound of the shamisen (three-stringed, Japanese musical instrument) and plays out a story rich with emotion, which will resonate against your heart across time.

Awa Odori
One cannot talk about Tokushima without knowing about this
It is one of Japan’s three major Bon Odori (Bon festival of the Dead & Odori dances), one of the traditional arts of Japan with a history of about 400 years. During the season, this dance is held at various parts of the prefecture, as well as at Kesen in Tokyo outside the season. Among them, Awa Odori of Tokushima City is considered the largest in the country in terms of the number of dancers and spectators. With the calls of “Yatossu, yatossu” (call to encourage dancers) and “Odoru shi miru ahou omogah shire edonara son” (The dancers are fools, the watchers are fools, both are fools alike so why not dance?), the spectacle of a large number of people dancing to the rhythm of the 2 beat overhauls every visitor who comes to see them every year. At “Awaodori Kaikan” in Tokushima City, lectures are held year round and can be enjoyed together with the museum.

Indigo dye
A color symbolizing Japan was birthed from this land
Tokushima’s indigo is known as “Japan blue”. It is widely viewed as the color that expresses Tokushika. For example, it is going to be used in the official emblem for the 2020 Tokyo Olympics. Tokushima is the birthplace of sukume-kazari, a dye used for indigo dyeing. Experiences in indigo are offered in various places around Tokushima. As a color with a significant historical stance, indigo is being used in a wide range of fields such as clothing, food, and housing.

Ninth Symphony
The location of the first performance of the Ninth Symphony in Asia
Japan took part in WWI. It attacked the German concession of Tsingtau and sent about 1,200 captured Germans to Bandi Prisoner of War Camp, located in Daza-cho, Naruto (then Bandi-cho, Itano District). On June 1st, 1918, prisoners of war performed Beethoven’s Ninth Symphony—the first performance of this work in Asia. In the background to this event were cross-border, warm-hearted exchanges between the prisoners of war and the local population; an embodiment of the love for humanity that is intrinsic to the Ninth Symphony.
The real pleasures of Tokushima to see, touch, and feel

Pilgrimage of 88 temples in the island of Shikoku

Make the rounds of temples associated with Kukai (Kobo Daishi)

About 1,200 years ago the 88 hallowed ground pilgrimage in Shikoku was opened by Kukai, Kobo Daishi (who received the esoteric Buddhism teaching position from Keika Ajit, founder of the Tang esoteric Buddhism). The journey visiting these magnificent temples, unique to the world, is what is called “The Pilgrimage”. The temples in order from No. 1 to No. 23 are located in Tokushima Prefecture and the temples located in the central and southern areas of the prefecture are integrated with the mountains and nature. It is attracting attention as one of the places to visit at least once.

When Daishi Kobo (Kukai) – who founded the 88 sacred places of Shikoku – was around the age of 15, he moved to Nara to study to become a bureaucrat. When he was 18, he met a Buddhist monk in training and was so impressed that he decided to become a Buddhist monk himself. After completing his training, he changed his name to Kukai and went to Tang (China) as a member of the Japanese envoy to Tang Dynasty China, where he mastered esoteric Buddhism. When he returned to Japan a few years later, he wrote numerous books and sought to promote Buddhism with a focus on esoteric Buddhism.

Japanese dance experience

Sumptuous traditional hospitality

Japanese dance is part of the country’s traditional culture. Japanese dance’s distinctively beautiful posture and carriage plays a very important role both physically and spiritually. By guided in Japanese dance tailored to the present day and age by an instructor with 20 years’ experience in Japanese dance, 13 of which were as a master instructor. Wearing a kimono, you can learn dancing to traditional music, including basic movements and the carriage required for graceful comportment. We encourage you to give Japanese dance a try, also from the point of view of health maintenance.

Experience Ikebana (Flowers Arrangement)

An art-form that uses calming fresh flowers

“Ikebana” is a Japanese traditional culture, combining a mixture of various materials and plants in to a different structure. Originally it was used to put as an offering in front of an altar. As it developed, many different styles were created. In this tour, under the guidance of a top level instructor of a flower arrangement style that emphasizes the moribana style, you will be able to try flower arrangement. Won’t you try to experience the excitement of flower arrangement along with the peace that it brings to one’s heart?

Experience Hands-on Indigo Dyeing

Feel the color that symbolizes Japan on your skin

Known as the origin on Awa Indigo, Tokushima is where indigo was cultivated, the fermented dye is created, and where it is prepared. Tokushima’s Awa Dye products are all dyed by hand from start to end. Where you can experience Awa Indigo Dying for yourself, ash lye, calcium hydroxide, and wheat bran are combined and fermented. Then, a dye is created with a traditional technique called the "kudari". Items dyed such as cloth, and wood material, receive a deep and crisp "Japan Blue" Color from the natural blend of dye.
Vast parks and science
Enjoy Tokushima with your kids!

Asutamu Land Tokushima

Exciting activities for children

A science museum and park built by Tokushima Prefecture that is designed to teach science to children. The park features a variety of experience-type activities such as a planetarium and drones, as well as large-scale athletics courses and a water slide.

Kawaguchi Dam
Natural Energy Museum

An amusement park where you can learn new things while also having fun

In addition to being able to experience digital art by TeamLab, you can also enjoy state-of-the-art technologies through activities such as conversing with communication robots and watching spectacular 4K videos. As you can "Look! Touch! Experience!" this is an amusement park that has truly been made for learning.

The beautiful sea, fertile mountains, lovely rivers
Enjoy a variety of sports and experiences

The Tokushima Marathon is a favorite among runners from all over the world! The beautiful waters in the south of the prefecture are much loved by young people as a mecca for surfing, and then there is Mt. Tsunug, which looks beautifully different in each of the seasons. Sports and leisure activities that make the most of magnificent natural settings, such as trekking and rafting along the Yoshino River, are big attractions in Tokushima.

Ingredients cultivated in Tokushima's vast farmland.
Experience health through food.

Indigo cuisine

The history of the indigo plant's popularity as a medicinal herb

As a common medicinal herb that has been popular for its edible leaves and flowers, the indigo plant has been used to maintain healthy eating habits with its food-poisoning preventing and detoxifying effects. It is known to contain polyphenols and antibacterial tryptanthrin, and even among polyphenols, it is rich in quercetin and kaempferol. It is said to contain 10 times as much of these substances as spinach, which is generally considered to contain very high amounts. The indigo plant has a wide variety of applications, such as adding it to Western food and confectionery products.

Vegetarian cuisine

Fresh vegetables grown on Tokushima soil.

As it is prepared mainly for monks who have devoted themselves to Buddhist training, these dishes use only vegetable-based ingredients without any meat or fish. The menu, which was designed to provide the minimum amount of nutrition required without needlessly wasting animal life, is perfect for those who come for medical tourism. Please enjoy these dishes made with fresh vegetables from Tokushima's fertile farmlands.

Photographed in cooperation with Honrakuji Temple
At the end of your trip, Tokushima souvenirs that can be recommended with confidence.

Otani ware
Pottery made around the town of Otsuka in the northern part of Tokushima Prefecture. The rough texture which comes from the high iron content and the metallic sheen is attractive, and comes in a wide variety of products, starting with folk craft goods.

Awa Wasanbon-to
Domestic sugar cane called “Chikusa” is used to manufacture sugar by hand, without using much machines. This type of sugar is mainly used as sugar for making Japanese confectionery.

Japanese umbrella
With a unique scent of the oil which is coated on the umbrella paper, giving it a unique atmosphere and characterized by the distinct sound of the raindrops that bounce against the umbrella. Even now, it is produced at Mima City, on the western part of the prefecture.

Awa sake
Sake brewing is alive and well in Tokushima, which hosts the island of Shikoku’s top event, the Shikoku Sake Festival. Tokushima-produced sake has a long history as a popular souvenir item. Brands include Awa Junrei, a sake that is produced completely locally, in terms of water, rice production, and brewing.

Indigo dyed products
While you can make original items at indigo dying facilities in Tokushima, for souvenirs we recommend buying the real thing, which will be a rich example of craftsmanship. Souvenir shops throughout the prefecture will carry a range of items—everything from clothing to daily life goods.

A Chinese inspection group have participated in the Tokushima Medical Tourism

A tour group from Shanghai and Beijing participated in a trial tour of “Tokushima Medical Tourism” centered on diabetes screening for 5 days from July 21 – 25, 2016. On the first day, a factory tour at “Otsuka Pharmaceutical Co., Ltd.”, a global medical company, was performed, and participants dined along. The tour also included opportunities to come in touch with culture such as sake brewery tour, indigo dyeing experience, Ikebana experience and such. They had themselves screened at the Tokushima University Hospital early on during the tour, and then made the rounds of sightseeing spots such as the well known spots such as Awaodori Kaikan, and Kazura Bridge, with all participants rating the tour “satisfied” and “very satisfied”. From November 30th to December 4th, 2016, inspection teams from Shanghai and other places visited Tokushima for a second trial tour, which focused on general medical examinations. With the addition of new attractions based on feedback from the first trial tour—including visiting Shikoku’s pilgrimage sites and ceramics production centers—the second tour was highly appraised.