

To protect and preserve our world heritage and pass it on to future generations

In Shirakawa Village, not only Gassho Style houses, but also traditional life style and landscapes still exists from Edo era. We strive to inherit and convey these beautiful and precious assets to our next generation.

In order to minimize the risk of fire, we aim to prohibit, within the World Heritage site Shirakawa-go, the use of conventional cigarettes which use fire.

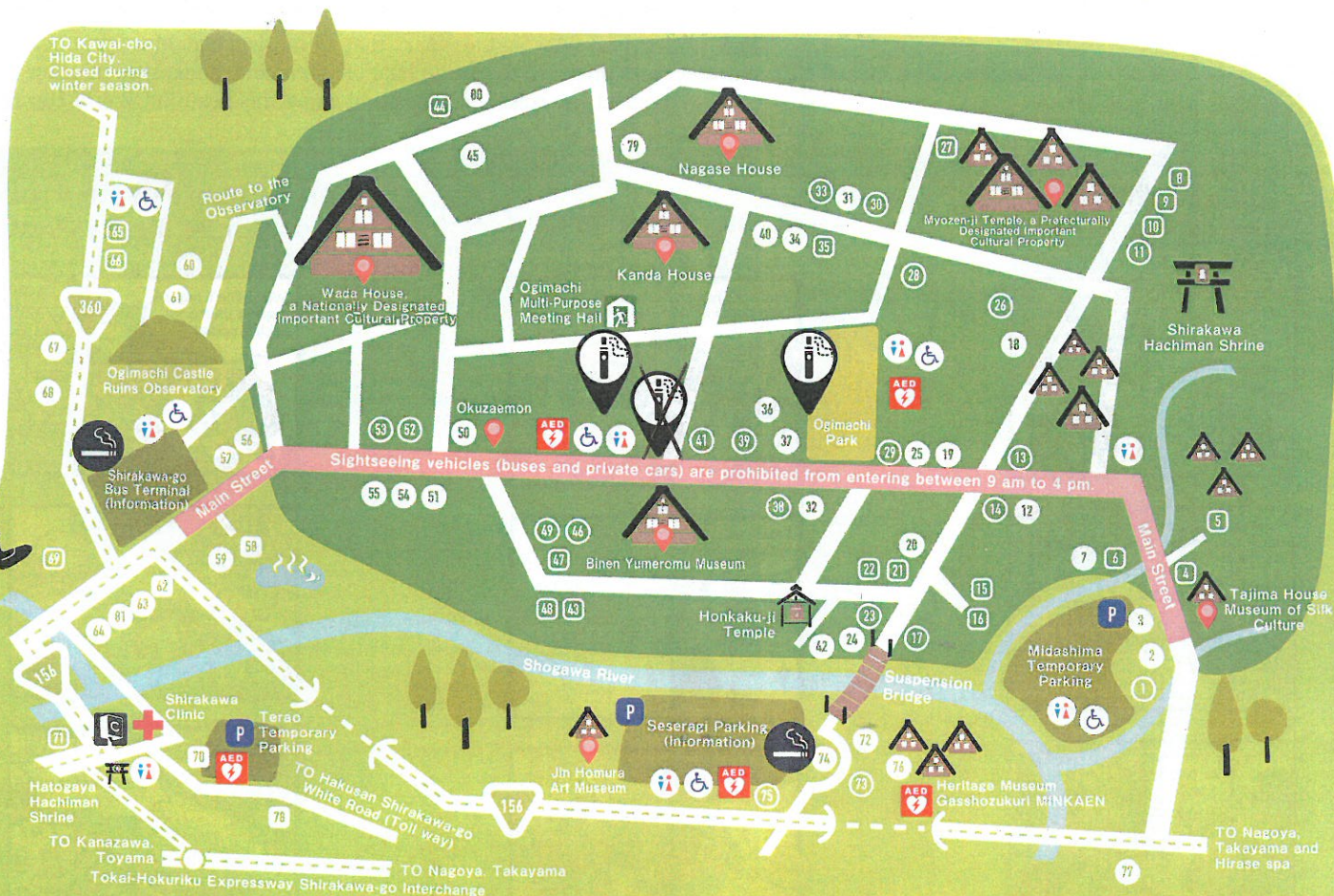
Only Heated Tobacco products are permitted to be used in designated areas.

Conventional cigarettes which use fire can only be used in smoking spaces at the Shirakawa-go bus terminal and Seseragi parking, which are located on the outskirts of the village.

Please respect these rules in order to protect our precious World Heritage.



Shirakawa-go, Gassho Style Houses World Heritage Site, Historic Village



Designated area for Heated Tobacco Only

Philip Morris Japan supports Shirakawa-go's initiative to becoming a smoke-free World Heritage site.

Legend

- Restrooms
- Accessible restrooms
- Parking lot
- Evacuation site
- Convenience store
- Designated smoking area for conventional cigarettes
- Clinic
- Admission fee required facilities
- AED

- Japanese Inns (Ryokan) / Hotels**
- 58 Shirakawa-go no Yu
 - 32 Shiroyamakan
 - 70 Sumireso
 - 76 TOYOTA Shirakawa-Go Eco-Institute

- Guest Houses**
- 4 Juemon
 - 5 Shimizu
 - 6 Nodaniya (snacks)
 - 8 Hisamatsu
 - 7 Furusato
 - 10 Kidoya
 - 15 Koemon
 - 18 Yoshiro
 - 21 Rihee
 - 22 Iccha
 - 27 Kanja
 - 35 Yamamoto-ya (meals)
 - 43 Magoemon
 - 44 Bunroku
 - 47 Gensaku
 - 48 Yokichi
 - 45 Wadaya
 - 64 Isaburo
 - 69 Ota-ya
 - 71 Shirakawa-go Terrace

- Restaurants and Cafés**
- 2 Chubee
 - 3 Kita-no-Sho (souvenirs)
 - 7 Hakuraku (souvenirs)
 - 12 Shingedo
 - 18 Kyoshu
 - 19 Karyudo
 - 20 Yui-no-Sato
 - 24 Konjaku
 - 25 Nobana
 - 31 Ippuku-China (snacks)
 - 32 Hidaji
 - 34 handmade soba noodles Nomura
 - 36 Shiraogi
 - 37 Isanami (snacks)
 - 40 Ochudo (snacks)
 - 42 Hanamizuki Shirakawa
 - 45 Tanaka-ya
 - 50 Zen
 - 51 Keyaki
 - 54 Yukinko
 - 55 Yoze
 - 56 Hakusuien
 - 57 Irori (souvenirs)
 - 59 Café Sato
 - 60 Restaurant Tensyukaku
 - 61 Dokkorasyo (snacks)
 - 63 Aral
 - 64 Café Chiharu
 - 67 Masuen Bunsuke
 - 68 Hiragi

- Souvenir Shops**
- 72 Gassho (souvenirs)
 - 74 Soba Wakimoto
 - 76 Soba Dojo
 - 77 Morizen
 - 79 Shiawase-ya Kichibee
 - 80 Rice dumplings Yutaka
 - 81 Coffee Hina

- Souvenir Shops**
- 1 Kikori
 - 11 Ippi (snacks)
 - 13 Ebisu-ya
 - 14 Silk Shop Kinu
 - 17 Oishinbo (snacks)
 - 23 Kataribe (snacks)
 - 24 Yamaai house
 - 28 Sanrakudou
 - 29 Okesa
 - 30 Gasshoan
 - 33 Zensuke (snacks)
 - 38 Syakunage
 - 39 Yamazato
 - 41 Sato-Folkcraft Shop
 - 46 Kondō Store (snacks)
 - 49 Kobikiya-Kakinokiten
 - 52 Memenko
 - 53 Kobikiya
 - 73 Kodaijin
 - 75 Fresh Vegetable House (snacks)