

The main goal of this thesis is to analyse the role of *utamakura*, place names used as a poetic expression, in *Oku no hosomichi*, masterpiece of the haikai genre written by Matsuo Bashō. The first chapter provides a brief summary of the author's life and work, with a focus on his other travel diaries preceding the work in question. The second chapter deals with the journey that inspired this work and also with the differences between the journey as it happened in reality and as it was portrayed. It also looks into the definition of the term *utamakura* and into possible interpretations of *utamakura* as a literary space endowed with shared cultural memory. The last chapter consists of an analysis of the various forms, in which *utamakura* appear in the work itself, as well of the role they play as a poetic expression.