

# TOURISM SCOPE

2016. Vol. **36**  
ISSN 1739-5089

The Official Magazine of the Tourism Promotion Organization for Asia Pacific Cities



Jeonju Hanok village, Jeonju city, Korea

# Contents

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## 02 City Inside

Embracing Prehistoric Artifacts  
Uiju



## 06 Special

Iksan, Jeonju, Gunsan  
Story of Three Cities



## 10 Focus On

Bucket List to do in Dalian



## 14 Concept Travel

6 Perfect Trekking Courses for Spring Time  
Spring Trekking in Asia

## 18 TPO People

Governor of Jeollabuk-do  
Song Ha-jin  
Repository of Korean Cultural Heritage,  
Jeollabuk-do

## 20 TPO News & Info

## 22 Zoom in Festival

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## Tourism Promotion Organization for Asia Pacific Cities

TPO is a network among cities in the Asia Pacific region and is an international tourism organization established for the development of the tourism industry. TPO exchanges tourism information among member cities to promote the tourism industry, and also carries out projects including tourism product development, joint marketing projects, and tourism industry education as well as human resources development. 77 city governments and 38 Industry members currently participate in as members of the TPO. Industry members consist of travel industry related to associations, research institutes, and destination marketing organizations(DMO). TPO strives for the development of sustainable tourism and city tourism within the Asia Pacific region.



Tourism Promotion Organization  
for Asia Pacific Cities

# Embracing Prehistoric Heritage **Ulju**

Ganjeolgot with the earliest sunrise in the Korean Peninsula, Bangudae Petroglyphs with hundreds of prehistoric carvings, Daebawi Rock Park with panoramic landscape of the east coast, and Nasa-ri Mural Village with colorful murals, they are preparing for the proud showcase of natural gift with coming of the spring.

Editor Mina Shim Photographer <AB-ROAD> Resource Room

## Travel Information of Ulju-gun(County)

<b>Location</b>	District in Southwest Region of Ulsan Metropolitan City, Republic of Korea
<b>Area</b>	745.91 km <sup>2</sup>
<b>Population</b>	208,299 (2013)
<b>Climate</b>	The area with mild temperature is surrounded by mountains, forming a blockage from cold winter winds from the Northwest. The annual average temperature is 15.2°C with 2.4°C during January and 26.8°C during July. Annual rainfall is 1250mm with heavy rain summer season.
<b>Summary</b>	Located at the end of Mt. Taebaek ranges, it adjoins the sea in the south east. With many prehistoric relics and artifacts, it is estimated that a settlement was already established in this area in the prehistoric ages. Many Comb-pattern Potteries have been found around Jungsan-ri of Nongso-Myeon. Ijeon-ri of Dudong-myeon, Dagye-ri of Onyang-eup, and Samgang-ri Onyang-myeon etc.





### A place to watch the earliest sunrise in the Korean Peninsula Ganjeolgot

One of the best places to watch sunrise in Korea along with Jeongdongjin and Homigot. Sunrise is 1 minute earlier than in Homigot and 5 minutes earlier than in Jeongdongjin, and therefore it is full of people for the New Year's Day festival. Sunrise that turns the horizon into red sea creates one magnificent landscape, and the mother and daughter statue by the coast and many fishermen sculptures turn into golden, shining in the morning sun. With the red rising sun, many people wish their hopes. A place where people run to, with their hearts full of wishful thinking, is the 'Hope Mailbox'. This massive mailbox of 7t in weight and 5m in height was created in 2006 in the same image as the old mailboxes from the 1970s. It is always surrounded by many people writing their wishes and messages to their beloved ones on a free postcard. Postcards are provided on the 1st floor of Café Bene building, and a real postman actually collects them once a day, every 1pm.

**Address** 39-2 Ganjeolgot, Seosaeng-myeon, Ulju-gun **Telephone** Ganjeolgot Lighthouse 052-239-6313 **Hours of Operation** Ganjeolgot Lighthouse April~September 09:00~18:00, October~March 09:00~17:00, Closed on Mondays



### Seashore Art Village Nasa-ri Mural Village

Nasa-ri is the starting point of Ganjeolgot Somang-gil Area #4. Up until early 2012, it was just a shabby little seashore village. Then in July 2012, 20 volunteers from Busan University's Art Circle and Goriwon staff members came together to start 'Nasa-ri Mural Village' project and completed many colorful murals in the next few months. Now it has become a worthy rival to Tongyeong's Dongpirang Mural village and Busan Mural Village, and has been settled as a popular tourist attraction. One should note that the mural and the Nasa-ri seashore road are part of the Somang-gil trekking route, and therefore many various murals can be seen along the trekking route.

**Address** Nasa-ri, Seosaeng-myeon, Ulju-gun

## Ganjeolgot Cape Coast Course

### Precious Onggi from Master Craftsman

#### Oegosan Onggi Village

The biggest traditional Onggi Village in South Korea. The village was created in 1957 as Mr. Ho Duk Man, a craftsman of Onggi from Yeongdeok, Gyeongbuk moved here. Back in the 1960s to the 1980s, it was bustling with over 400 craftsmen residents. Currently, 8 master craftsman of intangible cultural asset artisan of Ulsan Metropolitan City, including Master Craftsman Mr. Ho Jin Gyu, showcase their skills to the public. Throughout the village, traditional Onggis are produced and sold by Master Craftsmen. 1-Day Onggi Experience Tour can be scheduled as well.



**Address** 36 3-gil, Oegosan, Onyang-eup, Ulju-gun **Telephone** Academy Centre 052-237-7893, Ulsan Onggi Museum 052-237-7894 **Tour Price** 7000 Won



### Rocky Park with Sea Waves Daebawi Park

When you follow the seashore road from Ganjeolgot, you will soon find a field of pointy rocks. This place is the Daebawi Park. Make sure not to have it confused with 'Daewangam Park' that is located on Haeparang-gil. It is not as big as Daewangam Park, but it still has parking lots, stores, washrooms, and other necessary facilities. One can enjoy the panoramic view of the East Sea from Jinha Beach to Ganjeolgot by climbing up the cliff-like pointy rocks of Daebawi. Seen from the top, the waves crashing on a field of pointy rocks 10m below will make one dizzy for sure.

**Address** Daebawi Park, Jinha-ri, Seosaeng-myeon, Ulju-gun, Ulsan





**A Work of Art from Prehistoric Ages  
Bangudae Petroglyphs**

A series of Petroglyphs carved on the cliffs of Taehwangang River of Ulsan. As the #285 National Treasure, it is estimated to have been created in 7000~3500 B.C. The petroglyph has over 20 types of animals drawn on the wall of 8m width and 3m height. Turtles, fish, deer, boars, tigers, leopards, foxes, wolves, and others are seen. There are a total of 53 whale drawings, and drawings of North Atlantic Right Whale and Sperm Whale draw one's attention with the life-like details. Unfortunately, with Daegokchun flowing in front of the petroglyph, it is only viewable by a telescope from across. It is also a very special as it is only seen when the water level is low from November to May. Even if there are many petroglyphs in the world, such a detailed and distinct petroglyph is very rare. It is registered as a UNESCO World Heritage Site as the world's first whale hunting artifact and shows the unique marine culture of the North Pacific Ocean.

**Address** 285 Daeahn-gil, Bangudae, Eonyang-eup, Uiju-gun



**The Only Petroglyph  
Museum of Korea  
Ulsan Petroglyph Museum**

The Petroglyph Museum opened its doors in 2008. One can take a look at national and international Petroglyphs exhibited, natural environment of Ulsan during the prehistoric times, and exhibits portraying living conditions of that time. There is 'Sunsa Gate' by the entrance on which the images of petroglyphs are stacked one by one like a tower, which resembles an art work by nam June paik. The highlight of the museum is the real-life replica of Bangudae petroglyph and Chunjunli petroglyph. It has vividly captured an image of whale hunting. Since you cannot closely see the real Petroglyphs drawn on Daegokchun, it is wise to visit here first.

**Address** 254 Bangudaeahn-gil, Dudong-myeong, Uiju-gun **Telephone** 052-229-4797 **Hours of Operation** 09:00~18:00, Closed on Mondays **Admissions** Free **Website** www.bangudae.ulsan.go.kr



**Uiju History Exploration Course**



**Healing Time in Traditional Korean Hanok Bangudae Farmstay**

Jipcheonjeong, a 300 year old Korean traditional house, located by the roadside on the way to Bangudae. It is a pavilion of Choi's family built by Choi, Shin-Gi during the Joseon Dynasty in the 18th century. It has been best preserved among 15 remainings in Ulsan area. The house was used as a place where scholars gathered nationwide to write poems and have discussions until 1894 Reformation. Currently, Mr. Choi Won-Seok, a 14th generation from Choi's family operates Farmstay and keeps the old tradition alive. In the pavillion rebuild in 1933, visitors can drink tea in Hanbok, Korean traditional costume. They can also experience diverse prehistoric activities such as moving a dolmen using a lever, doing flint experience, making a stone axe and etc. It is selected as a Honok (Korean traditional house) Stay by Korea Tourism Organization and you can enjoy the staying in this Hanok in harmony with beautiful nature.

**Address** 285 Daeahn-gil, Bangudae, Eonyang-eup, Uiju-gun **Telephone** 052-263-6425 **Price** Tea **Ceremony**: Adults 10000 Won, Elementary Students 6000 Won, **Prehistoric House Experience**: Elementary Students 7000 Won, **Living Manners**: Adults 10000 Won, Elementary Students 6000 Won, **Hanbok Experience**: Adults 7000 Won, Elementary Students 6000 Won, **Natural Dye**: Elementary Students 6000 Won





**Magnificent View recognized by Seonbi Korean Traditional Scholars Seonbawi**

While walking along the Taehwagang River, when river width gets narrow and sharp cliff rocks show their presence, it means you have entered the Seonbawi(Standing Rock) Park. The tallest and the pointiest rock among the rock beds that have formed along the Taehwagang River is the Seonbawi Rock. Seonbawi Rock is one of the most popular tourist spots as it is known to have been visited by many classical scholars who fell in love with its landscape. Currently, the Seonbawi Rock area is being used as a park featuring camping, trekking, and other various activity spots for the Ulsan citizens. One can start the Ulsan City trekking beginning with Seonbawi Rock from which the landscape of high-rise apartments changes to a thick forest background.

**Address** Ibam-ri, Beomseo-eup, Ulju-gun, Ulsan, Korea



**Melt in Your Mouth Eonyang Bulgogi**

Bulgogi is a thinly sliced marinated beef. It is a regional food of Eonyang, which was known for producing excellent beef from its many slaughter houses and butcher shops. Although it looks very similar to grilled short rib patties, a single bite will fill one's mouth full of juicy beef. At 'Eonyang Jinmi Bulgogi', a famous 36 year old restaurant known for using Korean native cattle raised in clean environment, its marinade of garlic, soy sauce, sesame seed oil, and other ingredients will surely stimulate your tast buds. Grilled on gridiron over fire, its warmth will allow you to taste the last piece with pleasure. The combination of charcoal flavor with rich marinade will awaken your rough spring taste buds. Ample vegetable ssam is provided as well. Eating Bulgogi wrapped with Eonyang water celery and other seasonal greens will fill your mouth full of spring aromatics.



**Address** 33 Joongpyung-ro, Samnam-myeon, Ulju-gun, Ulsan, Korea **Telephone** 052-262-1375 **Price** Eonyang Bulgogi 17000 Won, Jinmi Bulgogi 22000 Won

**Ulju History Exploration Course**



**Daegokcheon Artifact Storehouse Daegok Museum**

The last checkpoint of Taehwagang River 100-ri road. It is located about 2km away from the Rock Art Museum. It is a museum to showcase over 13,000 artifacts excavated near the Daegok Dam site. Many earthenware and ironmongery from the Bronze Age to the Joseon Dynasty period are on display inside, and excavation proceeding on the Daejok Dam site is fully recreated and restored on the outside. Taehwagang River 100-ri road connects to the Baekunsan Mountain entrance, where Tapgol Spring is located. The remaining length of the course is about 18km. One can complete the course in about 5 hours.

**Address** 257 Hachunjun-ro, Dudong-myeon, Ulju-gun **Telephone** 052-229-6638 **Hours of Operation** 09:00~18:00 **Admissions** Free **Website** [www.dgmuseum.ulsan.go.kr](http://www.dgmuseum.ulsan.go.kr)



# Iksan, Jeonju, Gunsan Story of Three Cities

Jeollabuk-do's most prominent cities, Iksan, Jeonju, and Gunsan are located side by side. I took a slow walk along the traces of King Mu of Baekje at Baekje Historical Remains area of Iksan, and relished the arts while dressed in hanbok in Hanok filled streets of Jeonju. A walk among the historic buildings of Gunsan will allow you to travel back into the past of 100 years ago. Editor Mina Shim Photographer <AB-ROAD> Resource Room

## Travel Information of Jeollabuk-do

<b>Location</b>	Travel Information of Jeollabuk-do
<b>Area</b>	8,061.41 km <sup>2</sup>
<b>Population</b>	1,855,772 (2008)
<b>Climate</b>	A typical continental climate with high annual range, average temperature is 12~13°C. Climate difference between East and West is bigger than North and South. Summer is usually very hot with effects from the North Pacific air mass.
<b>Summary</b>	Due to the 1896 administrative district changes, Jeollabuk-do and Jeollanam-do were separated. Currently there are 6 cities, 8 counties, 14 towns, and 145 township with 1995 Donong Merge of Iksan-gun and Iri-city to Iksan city. Current provincial government building is located in Jeonju.



Following the  
Footstep of  
Baekje History

Iksan

In a UNESCO World Heritage Site of Baekje Historical Remains area, one can see the ancient East Asia civilization through the site of King Mu's royal palace, 'Iksan Wanggungni Historic Site', and Mireuksa Temple Site of Iksan.



### Site of Baekje Royal Palace Iksan Wanggungni Historic Site

A royal palace ground that was created when the capital was moved by the 30th king of Baekje, King Mu. The #408 historical site of Korea, Iksan Wanggungni Historic Site is 216,862m<sup>2</sup> large with over 11,000 artifacts excavated. The excavation process began in 1989 and the ground is estimated to have been built over 3 periods of time, the end of Baekje, beginning of unified Silla period, and the end of unified Silla period. The area was actually transformed into a temple during the early unified Silla period and therefore stone pagodas, Geumdangji, and Gangdangji have been found. Among them, the #239 national treasure, 'Iksan Wanggungni 5-Story pagoda' is a must see. Many artifacts such as Geumjegeumgang plate, Sari bottles, statue of the Buddha were found inside the pagoda, making it the #123 national treasure as well. If one wishes to see even more historical artifacts, head toward 'Iksan Wanggungni Artifacts Exhibition'.

Address 80-1 San, Wanggung-ri, Wanggung-myeon, Iksan-si, Jeonbuk Telephone +82-63-859-5778 Hours of Operation 09:00~18:00 Admission Free Website wg.iksan.go.kr



### The Biggest Buddhist Temple of East Asia Mireuksa Temple Site of Iksan

It is the #150 historical site located in the southern area of Mireuksa. Last year along with Wanggungni heritage site, it was designated as a UNESCO World Heritage Site. 'Mireuksa Stone Tower' is the most famous tourist attraction as it is known to be the oldest and biggest stone pagoda of South Korea. It is the #11 national treasure as well. During the time when wooden pagodas were the primary architectural style, King Mu built the stone pagoda, the first of its kind among the three nations. The biggest temple of Far East, Mireuksa Temple was built during that time. The excavation process has been underway since 1990s. 3 pagodas and 3 geumdang Buddhist temples were found in 1998. Current restoration project begun in 2013 is scheduled until 2017. The project is to erase the concrete patch damages done by Japanese people during the Japanese colonial era.

Address 32-2 Giyang-ri, Geumma-myeon, Iksan-si, Jeonbuk Telephone +82-63-290-6784 Hours of Operation 09:00~18:00, Closed on Mondays Admission Free



### The Resting Place of King Mu and Princess Seonhwa Iksan Twin Tombs

Tombs from Baekje period designated as the #87 historical site. Two tombs are located at a 200m distance in the pine forest. They have the distinct characteristic of a 7th century cave stone tomb and therefore are presumed to be the resting place of King Mu and his queen Princess Seonhwa. There is Mireuksa Temple nearby in the close proximity and King Mu was born in the nearby Maryongji, Iksan region. The tomb in the north is 'Daewang Myo', and the southern tomb is 'Sowang Myo'. During the excavation in 1917, traces of stone slabs and a stone room were found. Unfortunately, most of the jewels and gems were already stolen by grave robber.

Address 55 San, Seongwang-dong, Iksan-si, Jeonbuk Telephone +82-63-859-5778 Admission Free



### Essential Buddhist Art of Baekje Mireuksaji National Museum

Unfortunately, Mireuksaji stone pagoda is under restoration process and therefore only the pillars on the ground can be seen. The newly decorated bronze pagoda is still available for the public to see. You can also find over 19,000 artifacts in 'Mireuksaji National Museum'. Once you step inside, a 1/50 miniature model draws your attention. Unique feature of the museum is the placement of geumdang and pagodas in 3 different areas. One recommendation is to take a close look at 'The Buddhist Reliquary'. The golden 'Sarabongyounggi' has detailed description of the foundation background of Mireuksa Temple and years of stone pagoda construction. The elaborate style and uniqueness of the various artifacts showcase advanced metal handicraft skills of Baekje.

Address 362 Mireuksaji, Geumma-myeon, Iksan-si, Jeonbuk Telephone +82-63-2090-6799 Hours of Operation 09:00~18:00, Closed on Mondays Admission Free Website www.mireuksaji.org



Enjoy the refine tastes of classical scholar

# Jeonju

Residents of Jeonju have always been known as a passionate life-loving people. There are magnificent views to every direction and the region is rich with tasty food. Let's tour Jeonju as a real classical scholar would have done.



## A Perfect Place for Wearing Hanbok Jeonju Hanok Village

The first image that comes to your mind when you hear the word Jeonju is the Hanok Village. Recently a new scene has been on the rise. Tourists dressed in beautiful Hanbok have begun touring the Hanok Village. The history of Hanok Village goes back to the year 1910 during the Japanese Colonial era. The construction of Hanok in Gyodong area was a form of rebellion to the Japanese people amassing enormous wealth in Jungang-dong region, and this was the beginning of the Hanok Village. Once you slip on beautiful Hanbok, it feels like you have gone back in time, walking lightly with soft steps, talking in a gentle and soft way, and posture becomes modest as well. In order to fully experience the charm and attraction of Jeonju in Hanok Village, head to 'Gyunggijeon'. Stepping slowly into Hongsal door will make your heart restless at the thought of meeting King Yi Seong-gye. Meaning 'Building a palace in a joyous grounds' Gyunggijeon was built in 1410 at the 10th year of King Taejong. Often people dressed in Hanbok are gathering in this beautiful Gyunggijeon.

Gyunggijeon Address 102 Pungnam-dong 3-ga, Wansan-gu, Jeonju-si, Jeonbuk Telephone +82-63-287-1330 Hours of Operation 09:00~19:00  
Admission Adults 3000 Won, Teenagers 2000 Won, Children 1000 Won



## Culture of Drinking in Jeonju Makgeolli and Local Beer

The Oldest street among the 8 Jeonju Makgeolli streets is 'Samchundong Makgeolli Street'. In its 15th year of operation, 'Yongjinrip' is full of people even from its front doors. An order of one Makgeolli kettle will bring over 20 side dishes to your table. Steamed cockles, pyeonjuk, tofu kimchi, braised mackerel, grilled saury are just to name a few. Alcohol tastes even better with such a warm reception. Slightly drunken customers now head to Gamaekjip for their second stop. You can find many Gamaekjip in the publication and printing street in Gyeongwon-dong. Gamaek is a short name for 'Gagye Beer(beer at shops)' and drinkers will sit by themselves in front of local supermarket and drink the night away. Junil Supermarket is the perfect place to show up in relaxing training pants and flip-flops. Snacks are only dried Pollack and grilled dried squid. They are grilled over weak briquette fire and its flavor will just melt in your mouth.

Yongjinrip Address 14 Geomasan-ro, Wansan-gu, Jeonju-si, Jeonbuk Telephone +82-63-224-8164 Price 1 Kettle of Makgeolli 20,000 Won  
Junil Supermarket Address 16 Hyunmoo 2-gil, Wansan-gu, Wansan-gu, Jeonju-si, Jeonbuk Telephone +82-63-284-0793



## Time Travel Back to the Past Old Roads of Jeonju Buseong

Jeonjubu is the ancient name of Jeonju city. Take a stroll on old roads hidden inside the 4 gates of the ancient Jeonjubu castle. Inside the 4 gates were Jeollagamyongji (provincial government building), Jeonjubooyongji (city hall) and the exceedingly high-priced plot of land. The 'Ancient roads of Jeonjubu Castle' course runs across the north gate of Ogeori culture square and continues into

the Poonggaejigwan (guesthouse) and its needle work alleys. The needle work alleys are cramped for 2 adults, but used to be a bustling street of people heading towards the Namboo Market. Once you exit the small alleys, a scent of herbal medicine will welcome you. You are now at the Pharmacopoeia Road and China Road. Modern cultural site 'Chinese Fabric Store (#174 of Registered Cultural Properties) and 'Baktaok (#173 of Registered Cultural Properties) can be found here. If you walk toward the east gate from China Road, you will arrive at East Gate Art Street. 'Samyang Dabang' is a big attraction to see here. It is the oldest Dabang in South Korea, which opened in 1952. Samyang Dabang used to be the place that poets and artists used to recite poems and display arts.

Samyang Dabang (Jeonju Movie Prop Warehouse) Address 94 Dongmun-gil, Wansan-gu, Jeonju-si, Jeonbuk Telephone +82-63-231-2238 Hours of Operation 10:00~19:00, Closed on Mondays



Experience  
Modern  
History

# Gun san

Streets with many buildings of the early 20th century that still have painful history of the past. With Old Gunsan Customs in the center, seeing the modern buildings along the quayside brings back painful memories of the past.



## Architecture of Middle Age European Style Old Gunsan Customs

One of the top 3 buildings of classical Western style, along with Seoul Station and the Bank of Korea. Still standing tall, old Gunsan Customs was in operation until the 1990s. Currently, the new government office building has taken its purpose. Old Gunsan Customs was built by a German engineer and was constructed with red Belgium bricks and quality imported building materials. The strong granite foundation, fish scale-like bronze roof tiles, and pointy pylon has withstood the test of times. It was a customs office during the day and a banquet hall for the Japanese people at night.

**Address** 244-7 Haemang-ro, Gunsan-si, Jeonbuk **Telephone** +82-63-454-7870 **Hours of Operation** 09:00~18:00, Closed on Mondays



## A Close Look at Old Japanese House Japanese House in Sinheung-dong, Gunsan

A stereotypical Japanese house built by Japanese during the Japanese Colonial era. It was a notoriously luxurious house in the area as it had 5 main entrances to the premises. The round windows inside the house draw one's attention. It was modeled after a Chinese royal palace and was created by rolling grilled bamboo shoots into a circle. The altar was created with the greatest effort in the buildings. It was built with Chinese Cedar trees and other valuable material. Also the traditional Japanese style windows, to control the humidity, and small stairs, to prepare for earthquakes, have been restored to the full.

**Address** 17 Gooyoung 1-gil, Gunsan-si, Jeonbuk **Telephone** +82-63-442-5876 **Hours of Operation** Summer 10:00~18:00, Winter 10:00~17:00, Closed on Mondays



## Recreating the Atmosphere of Old Gunsan Gunsan Modern History Museum

A history museum was opened in 2011. It is a place to learn valuable historic facts before departing for the Modern History Street. 1st floor is Marine Industry History Exhibition and Children's Experience Room, 2nd floor is the Special Display Hall, and 3rd floor is the Modern Life Portrait which houses the life of Gunsan people who withstood the constant oppression from Japanese invaders and lived a fierce life of rebellion. It feels like you have gone back in time to Gunsan area of the 1930s. Gunsan Port, and shops, and old railroad stations can be seen. Museum has diverse experience programs and children can actively tour the museum without getting bored.

**Address** Haemang-ro, Gunsan-si, Jeonbuk **Telephone** +82-63-454-7870 **Hours of Operation** 09:00~18:00, Closed on Mondays **Admission** Adults 2000 Won, Teenagers 1000 Won, Children 500 Won



## The Only Japanese Temple in South Korea Dongguksa

Built in 1913 by Japanese monk Uchida under the name 'Geumgangsuna', Dongguksa was merged with 26th Korean Buddhist Jogye Order, Seonunsa Temple. Inside the temple, nationally recognized cultural asset, Daeungjeon Hall, living quarters of Yosachae, and Korean belfry can be found. With Japanese cedar trees, it was built in Japanese Edo architectural style. Different from colorfully decorated Korean temples, Daeungjeon hall is decorated in simple and restrained features. Under the gambrel roof, fish bells and dancheongs with white cherry blossom drawn can be found in numerous places. Behind the Daeungjeon, there is a Japanese bamboo forest, which shines with bright green colors all year long.

**Address** 16 Dongguksa-gil, Gunsan-si, Jeonbuk **Telephone** +82-63-462-5366



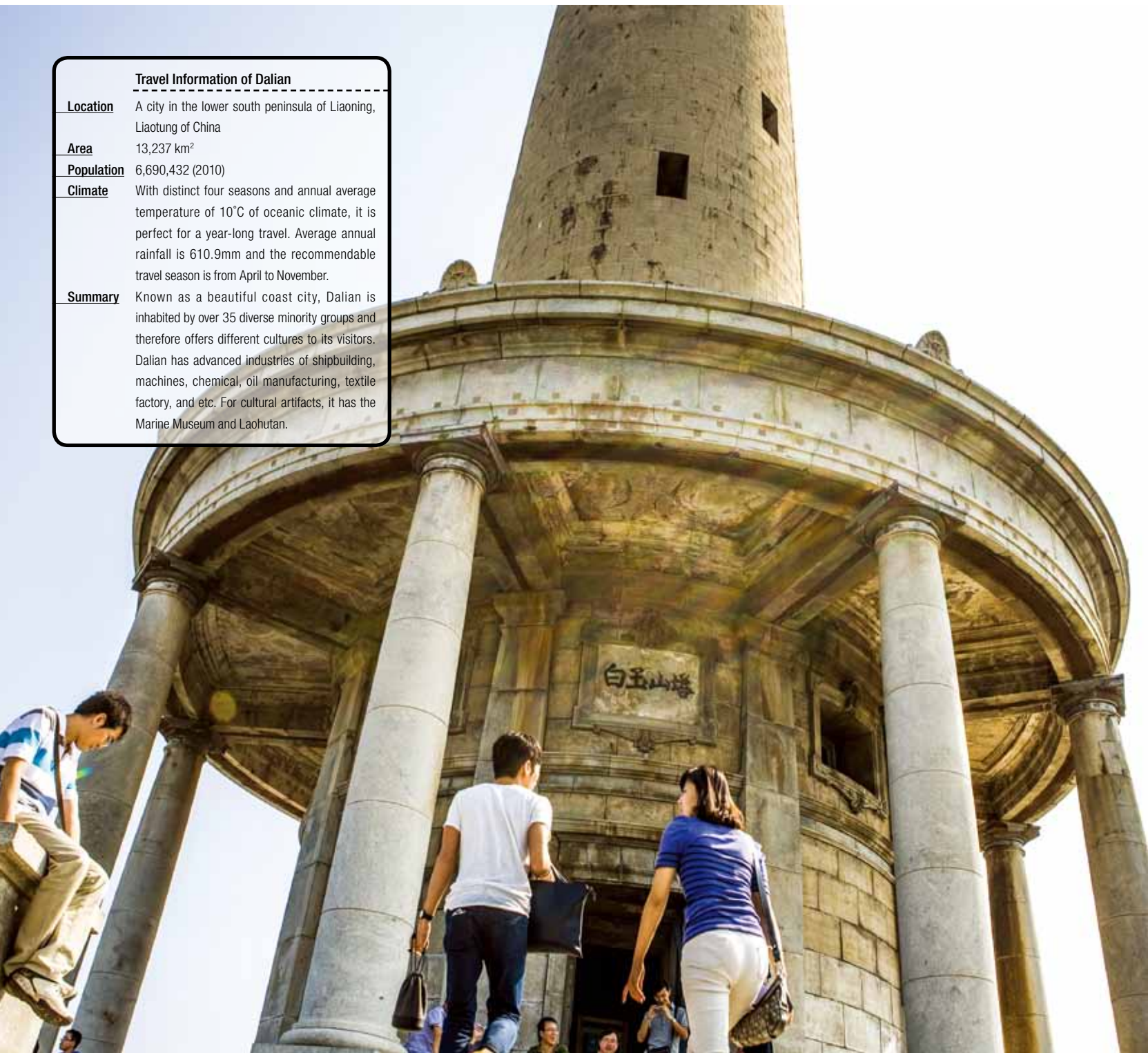
# 10 Bucket List to do in Dalian

In summer, the south beach of Dalian comes alive, and during spring and fall, southwest and southeast golf courses are very popular. To many domestic and international travelers, these two are the most popular tourist attractions. However, in addition to water activities and golf courses, there are many hidden and impressive tourist spots in Dalian. We selected 10 must-do activities of Dalian.

Editor Mina Shim Photographer <AB-ROAD> Resource Room

## Travel Information of Dalian

<b>Location</b>	A city in the lower south peninsula of Liaoning, Liaotung of China
<b>Area</b>	13,237 km <sup>2</sup>
<b>Population</b>	6,690,432 (2010)
<b>Climate</b>	With distinct four seasons and annual average temperature of 10°C of oceanic climate, it is perfect for a year-long travel. Average annual rainfall is 610.9mm and the recommendable travel season is from April to November.
<b>Summary</b>	Known as a beautiful coast city, Dalian is inhabited by over 35 diverse minority groups and therefore offers different cultures to its visitors. Dalian has advanced industries of shipbuilding, machines, chemical, oil manufacturing, textile factory, and etc. For cultural artifacts, it has the Marine Museum and Laohutan.





## 1 Enjoying the Traditional Beijing Opera of China

There are about 3 theatres that showcase Beijing Opera in Dalian. Among them, Hongji Grand Stage is hugely popular with its combination of cheap admissions and quality of opera. As a building built in 1908, it has seen many name changes and been used for different purposes. It is a 400 seat theatre that runs twice a day. When the opera is performed by Dalian Theatre Company, the admissions range from 15~100 Yuan, and 50~200 Yuan by China Nobel Theatre Company.

Address Dalian-Shi Zhongshan-Qu, Minsheng Street 59 Telephone +86-411-86328777 Website www.dljjdw.com



## 2 Observatory at Lushun Baiyu Tower

Baiyun Hills can be found when driving 20 minutes north from Lushun Bay. On top of this hill, you will find Lushun Baiyu Tower where you can enjoy a great view of Lushun Bay. Built during the Russo-Japanese Wartimes, it commemorates 20,000 deceased Japanese people. For that reason, the exterior design resembles a candle stick. However, some say the design resembles a bullet, therefore it was harshly scrutinized as it reminded them of Japanese imperialism. From the 67m high observatory, a beautiful view of Dalian and Lushun can be seen beneath your feet.

Address Dalian-Shi Lushun-Qu Baiyushan Street No. 1 Telephone +86-411-86621445



## 3 Shopping in Remin Road

Remin Road is the center of Dalian shopping with many luxurious hotels, including Furama, a 5-star hotel that was visited by North Korea's Kim Jong-il whenever he came to Dalian. In underground levels of Furama Hotel, there are Bali, Just Cavalli, Bang & Olufsen, and other brand name stores to be found. Also on the nearby Dalian Times Square, there are Dior, Celine, Prada, Tod's, Giorgio Armani, and many other luxury shops. There is even a luxury shopping mall across Furama Hotel. The Galleria Fashion Walk houses Cartier, Max Mara, and Emporio Armani.

Address Dalian-Shi Zhongshan-Qu Renmin Road Hours of Operation Dalian Times Square 10:00~21:00, Underground Levels of Furama Hotel 09:30~21:00, Galleria Fashion Walk 09:00~21:00

## 4 Experiencing Lushun Prison

As the last prison where Ahn Jung-geun was imprisoned, Lushun Prison is a very famous tourist spot for many Korean tourists. The prison is located about 1 hour drive from downtown Dalian. Built in 1902 by the Russians and was later used by Japanese soldiers, the building is divided into red and black colors and shows the change of ownership between Russia and Japan. Black sections were built by the Russian, and red sections were built by the Japanese after the Russo-Japan War. There are no special exhibits to tour but it has been kept in its original state.

Address Dalian-Shi Lushun-Qu Xiangyang Street No. 139 Hours of Operation 09:00~17:00



## 5 Enjoying Underwater Vacation in the downtown of the City

Sun Asia Ocean World is a marine theme park that opened in January 1994. The 118m<sup>2</sup> marine aquarium houses over 7000 marine species. One can meet monk seals, dolphins, seals, and other wonderful creatures. There is even a Viking ride, a Ferris wheel, Bumper Car, and other attractions to be enjoyed. One can peacefully take a walk by the ocean in front of the Sun Asia Ocean World.

**Address** Dalian-Shi Shahe-Qu Zhongshan Road No. 608-6-8 **Telephone** +86-411-4581113



## 6 Water Activities in Ocean Park

If Sun Asia Ocean World is a marine theme park in the middle of the city, Dalian Laohutan Ocean Park is a place where one can enjoy more diverse marine activities, such as sun bathing, boat riding, and others. Dalian grades its tourist attractions with numbers of A and Dalian Laohutan Ocean Park is the top AAAAA tourist spot. The park has a legend that a young man died after killing a tiger that attacked a mermaid. The area is divided into Pole Aquarium, a place where you can meet and greet Arctic animals, Coral Hall, where you can find diverse collections of corals, Bird-Singing Forest, a place where you can stroll amongst birds, as well as Bungee jumping stage and cable carts.

**Address** Dalian-Shi Zhongshan-Qu Mid Binhai Road No. 9 **Website** www.laohutan.com



## 7 Enjoying a Sip of Coffee in Dalian

Dalian's coffee scene is rather boring. There are only 3 Starbucks, so it is difficult to find a cafe for a cup of coffee. However, Café illy, in the middle of Remin Road, is a perfect place for a quick order of coffee. Located on the 2nd floor of The Galleria Fashion Walk, with its open floor structure, it offers a cozy atmosphere. Including espresso, the cafe has many coffee-based beverages and simple bakery items can be ordered as well. You can enjoy better quality of coffee.

**Address** Dalian-Shi Zhongshan-Qu Renmin Road The Galleria Fashion Walk 2F **Hours of Operation** 10:00-21:00

## 8 Finding Traces of Wartimes in Lushun Dongjiguan Hill

Lushun Dongjiguan Hill is a military fortress built by the Russians during the Russo-Japan war. Located about 20 minutes drive from Lushun downtown, there are over 30 air defense artilleries and a memorial tower. Back in 1904, over 300 Russian troops were told to have been stationed and participated in combats. To fight them, Japanese soldiers dug tunnels in the mountains. One can still find traces of brutal combats during that time, but if you arrive with no previous knowledge of the war, it can be a bit boring. However, taking a walk in a clean atmosphere is good to experience.

**Address** Dalian-Shi Lushun-Qu Qixin Street No.1 **Telephone** +86-411-86287271



## 9 Enjoying a Cold Beer

Dongping Street is full of open pubs selling Japanese and European beers. In a small plaza, Small Japanese Izakaya opens its doors after 6 PM. Among them, 'Chunma' is known for having delicious croquettes, sushi salad, and seasoned squids. They even have Asahi and other Japanese draft beers. While Many pubs and clubs of Dalian are very enormous and loud, pubs in Dongping Street offer subtle touch of silence and peaceful feeling.

Address Dalian-Shi Zhongshan-QuDongping Road



## 10 Sunbathing in a Massive Sand Beach

There are 4 major beaches in Dalian. Starting from east to west, there are Bangchuidao, Fujiazhuang, Jinshatan, and Xinghai Bay Bathing Place. With over 800m of sand beach, Xinghai Bay Bathing Place is crowded with visitors every summer. One can enjoy sunbathing and high quality facilities. Admissions are free.

Address Dalian-Shi Shahe-QuZhongshan Road



## 6 Must Eat Delicacies of Dalian

Cuisine of Dalian is simple yet rich. A sudden appearance of chicken feet will take you by surprise, but it is not so different from Korean cuisine.

### Youtiao 油条

Called 'Quozhi', it is enjoyed as breakfast by many laborers. It is a form of Churros, as it is deep fried flour dough. Dipping it in bean powder is recommended.



### Gandoufu 干豆腐



Stir-fried tofu dish. It is always included when you order 3-4 items at a Chinese restaurant. It looks rather simple with just some tofu and

vegetables stir-fried together, but it is rich in flavor.

### Furong xianshu tang 芙蓉鲜蔬汤

KFC in Dalian has a soup menu. A chicken broth based soup with diverse vegetables. It is recommended for quick breakfast and enjoying it with a hamburger is not so bad.



### Miantiao 面条



It is a cold noodle dish. Sliced cucumbers, sliced tomatoes, and boiled egg can be found in it. The sauce has a touch of spice to it.

### Tangcrou 糖醋肉

Chinese sweet and sour pork. Small cuts of pork is deep fried in batter. While the sweet part is a bit strong, sour flavour is minimal.



### Dunbimuyu 炖比目鱼



A halibut dish. As Dalian is a coast city, it has fresh seafood to be enjoyed. However, most of them are for exports and therefore the price is not so cheap. The

sauce is based in soy sauce and it is a bit fishy as Chinese people do not mind fishy taste in their cuisine.

6 Perfect Trekking Courses during Spring Season

# Spring Trekking in Asia

They say there are many roads in the world but each one is unique in its own ways. The attraction of trekking is found in meeting new people and experiencing new sights. When spring comes, stretch your shrunk body with cold and venture into a new journey of life.

Editor Hwye-seung Ahn Pictures <AB-ROAD> Archive, Department of China National Tourist Office





## Yakushima

Kagoshima, Japan

Yakushima Island is famous for being the setting of Miyazaki Hayao's <Princess Mononoke>. The ancient trees and greenish moss of the area will make its visitors feel like walking the ecosystem of ancient times. While it is not well known among international tourists despite its beautiful scenery, it is registered as a UNESCO World Natural Heritage Site and is loved by many Japanese tourists as one of the best natural trail courses of Japan. Yakushima trekking course can be divided into 2 routes. First is the trail across the Shiratani Unsuikyo forest toward the 7200 year old Japanese cedar tree 'Jomonsugi' from Miyanoura. The second trail is called Arakawa trail and it begins from Port Anbou and stretches across the 'Mononoke-hime no Mori' forest to 3000 year old ancient tree of Yayoi Sugi. Starting point for both trails are accessible from Kagoshima by a ferry, so one can easily begin a trekking course of their choice. The trail heading towards the Jomonsugi is the most popular choice, but it requires over 10 hours to complete. If that is too long for you, try trekking a shorter course that begins from Shiratani Unsuikyo.



## Baiyun Mountain

Guangzhou, China



Baiyun Mountain, located in the North Guangzhou, is famous for having magnificent appearance with white clouds hugging its high mountain terrains, thus is the most celebrated mountain of Guangdong province. Its trekking course is appreciated as the best by citizens of Guangzhou, for having beautiful landscape, gentle slopes, and easy access. Although the peak of mountain is 382m, the trekking area offers diverse experience as the area is divided into 7 tourist zones. Inside, the entrance is usually bustling with people. However, as most of them are looking to ride the cable car to the top, the trekking course will be empty and quiet. It will take about 2 hours to complete, but if you plan to visit a botanical garden, temples, and a rose garden, it will require about 3 hours. If the course to the top is not enough, you can try to trek to other Baiyun peaks and complete the full course. After trekking, another way to enjoy your experience at Baiyun Mountain is to ride bobsleigh rides, bungee jumping, and other attractions by the tourist zone.







## Mount Bromo

Surabaya, Indonesia

The volcanic Mount Bromo of Surabaya is 2300m above sea level. It is not the highest mountain in Indonesia, but draws the most visitors. One can experience unique atmosphere by walking the still hot magma trekking course. You can begin your Bromo trekking experience by staying at Cemoro Lawang, located near the end of the sand beach on the back of Mount Bromo, and riding bus or jeep. The sunrise tour begins early in the day, so prepare for the early hour cold by bringing extra piece of clothing. By walking across the sand beach, the land covered with black ashes will welcome you. The walk to the top will take about 10 minutes. White smoke and the smell of sulfuric acid will remind you the possibility of the active volcano erupting once again. Common tour of Mount Bromo will end by going back to Cemoro Lawang from the top, but if you want more adventure, try walking the trekking course around the volcano.



## Dakeng Scenic Area

Taichung, Chinese Taipei



Dakeng Scenic Area, located in Beitun, Taichung, proudly boasts of the most beautiful landscape among many green belt areas that surround Taichung city. Easily accessible by public transportation, 10 trekking courses provide excellent trekking experience from beginners to experts. The courses at Dakeng Scenic Area are numbered from 1 to 10. #1 to #4 are for experts and provides challenging courses of 1.5km that requires ropes to trek to the top. The #5 course is the connecting area for #1~#4, and with gradual slopes and an observatory, it is the most crowded course of them all. #6~#10 are flat grounds that connect to the #5 main course by going through an orchards, farms, and other areas. Surprisingly, throughout the trekking courses, many people pitch their camps and cook their foods as the Dakeng Scenic Area allows camping on its grounds.





## Haeparang Trail

Ulsan,  
Republic of Korea

A 770km trail connecting Busan and Goseong, Haeparang Trail, along the eastern coast of Korea, is the longest trekking course in Republic of Korea. The Ulsan trekking course, which starts from Jinha Beach, is famous as the most luxurious trekking course of them all. Every spring, many trekkers visit Haeparang Trail to enjoy fresh seasonal seafood and pink cherry blossoms. Everyone can enjoy trekking experience here as the overall length of the course is over 80km but it is divided into 5 short courses. Beginning from Jinha Beach, the first destination is Oegosan Onggi Village. Visitors can view the skills of 8 master craftsmen creating Onggi in traditional way and participate in making Onggi of their own. After 2 hour walk from Onggi Village, Dukha Station will appear and soon you will enter the Ulsan city area. The usual route leads towards Seonam Lake Park filled with cherry blossom the Bamboo farm of Taehwagang River, but if you wish to exit from the bustling city atmosphere, turn towards the Bangwojin Port. Haeparang Trail continues, past Bangwojin Port, to Jungja Port but as there is no significant sights to see, people usually finish their trekking course at Bangwojin Port.



## Penang National Park

Penang, Malaysia



Though Penang National Park, located in North Penang, is small in size, it offers the perfect trekking experience with combinations of dense green jungles, emerald colored sea, and wild animals to run into. There are 4 trails to explore and while the longest course is only 7km, the highest point is 1000m above sea level, thus making it very challenging for many. The shortest course of 1.2km stretches from the park entrance to 'Monkey Beach'. In addition, there is a lighthouse course and a trail to the pond in the west side. From dense jungles to open beach and steep hills, each course provides unique scenery and difficulty, so it is recommended to pick a course that fits your physical condition and your preference. Most travelers trek across from Monkey Beach to the lighthouse. If you want to see the best view, challenge yourself to a 7km course to the top.



# Repository of Korean Cultural Heritage, Jeollabuk-do

Song Ha-jin  
Governor of Jeollabuk-do



Jeollabuk-do is the place to learn and experience everything about Korean history and its ancient culture. With diverse tourism product developments and consistent business expansion, it is rising as a world renowned tourist attraction. Please listen to the attraction and the future plans of Jeollabuk-do by Governor Song Ha-Jin.

Editor Hwy-seung Ahn Pictures Jeollabuk-do

## Please briefly introduce Jeollabuk-do to our readers

Jeollabuk-do is a historical town of arts and culture and therefore has successfully preserved ancient traditions and cultural aspects. First of all, Jeonju Hanok Village is the most popular tourist site in Jeollabuk-do and many young people are wondering about dressed in hanbok. Also, Jeollabuk-do is a UNESCO World Heritage Site that has preserved Gochang Dolmen, Baekje Historical Ruins Region, pansori, kimchi, nongak, and other various cultural heritages. Muju Taekwondowon, the mecca for 80 million Taekwondo students, is located here and in 2017 World Taekwondo Championships will be held as well. Saemangeum is a 33.9km long reclamation project that was listed in the Guinness World Records for being the longest of its kind in the world, and thanks to its close proximity to China, economic cooperation complex will soon begin its construction. First and foremost, Jeollabuk-do is famous for having tasty regional cuisine. Most popular and representative cuisine of South Korea, such as bibimbap, Korean Table d'hote, Makgeolli, gochujang, can be easily found.

Jeollabuk-do is a historical town of arts and culture and therefore has successfully preserved ancient traditions and cultural aspects. First of all, Jeonju Hanok Village is the most popular tourist site in

## Please describe top tourist attractions of Jeollabuk-do and make a personal recommendation for our readers.

Jeollabuk-do is a region that has vividly captured Korea's traditional ways. Especially, Jeonju Hanok Village, a place where one can take pictures and enjoy traditional food in hanbok, is the top representative tourist attraction of Korea. Visited by many tourists annually, 'Jeonju Hanok Village' is one of the most mentioned answers if you ask young Korean people for a place they want to visit. Jeonju Hanok Village is not just a simple tourist site. It is the birth place of the 500 year history Joseon Dynasty. Inside the Gyeonggijeon Hall of Hanok Village, a portrait of King Lee Sung-gye is still preserved and history archive, which preserved national publications, is still in excellent condition. Walking through the nearby 800 Hanoks surrounding the Gyeonggijeon Hall will make one feel as if they are inside a movie set. Escape from your busy everyday life and recharge at Jeonju Hank Village.

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## What is this year's emphasis on tourism business by Jeollabuk-do? And any future business plans?

As a part of the 3 vital projects planned by the office, the basis for 'Total Tourism System Establishment' was launched in 2015. In 2016, as a part of the 10 emphasized projects by our office, 'Introduction of Travel Pass Line Establishment via Travel Free Pass' business plan will be commenced. Total Tourism System is a total system that aims to link traditional culture, agriculture, mountain and fishing villages, clean ecosystem resources, and complete human, physical, technological resources of various areas within Jeollabuk-do. Travel Pass Line Establishment is a part of the Total Tourism System that aims to combine transportation, accommodations, admissions, gift shops, and other travel services into a single membership by appointing Jeollabuk-do region as one whole tourist attraction. Ahead of city and district expansion in the second half of 2016, it is being implemented in Jeonju city and Wanju-gun for early stages. In order for a successful implementation in the second half of 2016, any problems or errors that may arise during the early test stages will be resolved in time. The final goal is to successfully launch Jeollabuk-do Travel Pass sales for the 14 cities and provinces by designing user oriented free passes, establishing various sale channels, promotional activities per target groups, and cooperation in town, city, and province levels.

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## What are some of your efforts to promote Jeollabuk-do on an international level?

Jeollabuk-do has created 'International Tourist Invitation Support Group', comprised of tourism related businesses of city and district scale, and has proceeded to engage in an active promotional marketing and product developments through joint-cooperation business plans. We are looking to invite tourist groups aimed at specialty themed tourist products on the main tourism resource of Jeollabuk-do, such as Hanok, Korean food, and Taekwondo. Finally, we have appointed internationally recognized celebrity as an honorary ambassador for Jeollabuk-do, and has continuously promoted Jeollabuk-do in the international scene.

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**How much of importance is tourism industry to Jeollabuk-do? And any promotion plans for further improvements?**

Jeollabuk-do is promoting tourism industry as one of the top 3 industries of importance for the province. The clean natural environment and beautiful cultural heritage is the perfect combination of resources for the tourism industry. In order to take advantage of such excellent conditions, Jeollabuk-do will invite domestic and international tourists through commencement of Jeollabuk-do Total Travel and offer once-in-a-lifetime experience through constant supervision and improvements of major tourist sites. We are trying our best for the visitors to personally feel ‘Korea within Korea, Vivid Jeollabuk-do Travel’.

**Please introduce any upcoming events and festivals of Jeollabuk-do.**

2017 World Taekwondo Championships will take place in Muju Taekwondowon from June 22nd to June 30th. Over 2000 athletes from 160 countries will gather where Taekwondo has originated and compete in good faith. Taekwondowon has accommodations for over 1400 people, a meeting hall with interpretation systems, large event halls, conference rooms and other adequate facilities. Events and facilities for the general public will be provided as well, such as a museum, experience center, and etc.

**Please describe the meaning, determination and organizational activity plans Jeollabuk-do has for TPO.**

Asian tourism industry is showing steady growth recently. Therefore, the importance of cooperate marketing among Asia-Pacific cities and tourism related businesses has never been more important. Additionally, different cities can gain valuable profits by becoming good business partners by cooperating their efforts. Jeollabuk-do hopes to become a valuable neighbor and a friend to other Asia-Pacific cities. TPO has always focused on promoting regional business cooperation. We will join that movement and seek not only regional developments but cooperation in city-wide scale with Jeonju-si, Gunsan-si, Iksan-si, and other member cities.

**As a member city of TPO, do you have any advice or suggestions for TPO and other members?**

Various experts on World Tourism Organization predict great growth in the Asia-Pacific regions. In other words, the center of world tourism industry will be Asia-Pacific regions. With each member being enrolled, TPO will grow strong and gain stability. The key word would be ‘cooperation’. Jeollabuk-do will become a valuable companion and cooperate in achieving same goals in the near future.



## Indonesia, Surabaya

### 2016 Surabaya-CLIP Successfully Held

Surabaya-CLIP 2016, the Student Travel Exchange Program (STEP) of the Tourism Promotion Organization for Asia Pacific Cities (TPO), took place in Surabaya, Indonesia for a 15-day period from January 17 to 31, 2016. Surabaya-CLIP 2016 was organized for foreigners wishing to travel in Surabaya, experience the local culture, and learn the Indonesian language. 25 people from 5 countries participated in the event. This event, held under the slogan, "Let's Dive into Indonesian Language and Culture Together," was comprised of diverse programs, allowing the participants to experience and understand Indonesian culture better, with the support of Surabaya City Government. There were language classes offered at Rumah Bahasa, a language education institution run by the municipal government, where the participants had a chance to learn the Indonesian language from the local instructors. There were also special classes that taught the history and traditional and modern cultures of Indonesia. Moreover, the participants took part in diverse hands-on experience programs involving making traditional dishes, accessories and crafts, and learning the traditional martial arts and dance. The program participants also had a chance to go sightseeing in the city, taking a look at the local tourist attractions including the historical sites. Following the tour, the participants were divided into 4 groups for the "Surabaya Through My Eyes" program, during which they created videos and presentation materials to demonstrate what they had learned and experienced in the city. As for the final examination administered after the completion of the language courses, Chae-yeon Kim from Ulsan College in Korea and Ahmad Sobri bin Baharani from Sentral College in Penang, Malaysia won top prizes, and were invited to participate in the next CLIP event free-of-charge. The CLIP event for this summer is set to be held in Tongyeong, Korea this coming August.



## China

### 2016 TPO Travel Trade-China

The TPO Travel Trade 2016 – CHINA took place from February 24 to 28, in connection with the Guangzhou International Travel Fair (GITF) 2016. TPO Secretariat and members cities, Busan, Tongyeong, Incheon and Haeundae-gu, jointly operated a PR booth for TPO, where they conducted a wide range of marketing activities to promote the tourism destinations of the participating cities and attract tourists from Guangdong in China.

On February 26, the participating members held "TPO Travel Trade 2016-China," a TPO member cities promotion event on the GITF promotion stage. About 20 outbound travel agencies and 4 media in Guangzhou were invited to the event, where the diverse tourism resources and products of the TPO member cities were presented.



## Korea

### 13.2 Million Total International Tourists Visited South Korea in 2015

Last year, the total number of international visitors to South Korea was counted as 13.24 million. This number has a very special significance as it demonstrates the victory on the MERS crisis of last June. In June 2015 to July 2015, due to the MERS crisis, the total number of visitors was cut in half, compared to the previous year's number. Thus, the continuous growth of South Korea tourism industry was no longer true and the negative impact had everyone on edge. However in October, for the first time since the MERS crisis, an increase of 5% and by December 3.65 million visitors were recorded, an increase of 3.8%. Specifically, from October to December, a total of 1.63 million Chinese tourists visited via cruise ship operations and FIT, displaying an increase of 13.2% and signaling an early recovery for the tourism industry. Despite a total decrease of 5.8% in overall international visitors, it is estimated that the recovery in October to December was primary due to the quick measures and constant efforts from the government to domestic travel companies. South Korean government, celebrating '2016 the year of South Korea Tourism', has issued plans to launch various events, tourism campaigns, and FIT expansions, specific for each countries, as a way of continuing the recovery process for South Korea's tourism industry.

## China

### Directions for Chinese Tourism Growth for 2016

In 2015, Chinese Tourism Bureau announced to accelerate the growth of travel agencies by unprecedented regulation measures. With the introduction of 'internet+' boom and economic investments from various places, China's tourism industry saw massive improvements. Chinese tourism industry received



enormous economic assistance from various places through mergers, acquisitions and strategic investments. The estimated investment scale is to be about 500 billion Yuan (unconfirmed), and of them, online travel industry for the third quarter recorded 45 billion Yuan for investments and financing purposes. This is an increase of 2.4 times from 2014. The main forces behind this rapid increase are Wanda, Tencent, Baidu, Hainan Airlines, CITIC, and other super companies. While Chinese economy has entered an extreme regulatory period, the outlook on tourism industry is estimated to maintain steady growth and therefore, for 2016, investments and take over will be increased, drawing further interest and attention to online travel companies, airlines, hotels, tourist attractions, and others. For 2015, international travel tourism profits reached 150 billion, establishing a huge market in international travels. While downward trend of global economy still looms, each country is deploying new visa policies to host Chinese tourists, and when Chinese Yuan is officially a member of SDR, international travel market will enter a golden age. Thanks to the new 'Second Child' policy, pregnancy and early-child items will be a market that receives the most attention for 2016 and therefore, tourism industry must pay attention to 'Family Travels'. With rapid growth of domestic leisure travel industry chains, family trips will further be subdivided, and with a creation of new business teams, 2016 will be the perfect opportunity for them. Recent trend of 'Sharing Economy' such as 'Tujia (Chinese version of Airbnb)' has recorded tremendous growth and experts foresee an explosion of potential for 2016. Non-standard accommodation facilities receive governmental support and companies such as Tujia is thought to penetrate into such an opening. Chinese tourism industry shows enormous potential and trends to follow for 2016. Major 3 airlines' airfare direct sales, private airport developments, online travel reservations, travel transportation services, luyou O2O, and others are all areas to take notice of.



## Japan

### Record-breaking 19.74 million foreign visitors to Japan in 2015

In 2015, Japan welcomed record-breaking 19,737,000 foreign visitors, which is a 47.1% increase from the previous year. This is the largest growth rate ever observed since the Japan National Tourism Organization began keeping records in 1964. It is also 6 million more than the 1,341,300 recorded in 2014, which was a record-setting figure at the time. Also, this is the first time that the number of people coming into Japan surpassed the number of people traveling out of Japan in 45 years. Major factors contributing to this phenomenon include the increased number of cruise ships and flights to Japan, reduced air fares resulting from the drop in global oil prices, and growing demand for traveling in Japan resulting from ongoing tourism promotions. Plus, the weak yen, eased visa requirements, and consumption tax exemptions for foreign tourists also drove the increase in foreign visitors. In terms of the nationalities of travelers, 19 countries out of the 20 major countries (excl. Russia) maintained the past record-breaking numbers of tourists to Japan. Of particular note, 4.99 million Chinese tourists, a 107.3% increase from last year, visited Japan. The number of American and European tourists surpassed one million each for the first time, while the total number of tourists from six Southeast Asian countries (Thailand, Singapore, Malaysia, Indonesia, the Philippines and Vietnam) exceeded 2 million.



## Indonesia

### Expansion of Visa-Free Policy for International Tourists by Indonesia

Indonesia has substantially increased the number of countries for which they waive tourist visas as a means to compete against its neighboring countries in attracting foreign visitors. This has resulted in a rapid increase in the number of foreign tourists visiting the country. According to the Immigration Office of Indonesia, around 5.1 million foreigners visited Indonesia last year, which is about a 4.8% increase compared to 4.85 million recorded in 2014. The decision to expand the scope of application of its visa-free policy was made in order to promote the tourism industry. It has added 30 more countries including South Korea, Japan and France to the original list of 15 countries eligible for visa-free tourism. Nationals from the countries in the visa-free list may enter Indonesia for tourism purposes and stay for a maximum of 30 days, without acquiring a visa in advance. Indonesia has set a goal to attract 12 million foreign tourists in 2016 and to increase this number to 20 million by 2019. For this purpose, they are planning to add 45 more countries to the visa-free eligibility list for a total of 90 eligible countries by the end of this year. According to the 2015-2019 National Mid-Term Development Plan (RPJMN), the Indonesian government plans to bring in about 20 million USD through tourism by 2019. It has also set forth a goal to employ 7 million people in the tourism industry and announced that about 3 million are already employed in the industry.



Kota Bharu, Malaysia | 2016 4. 7~ 4. 9

**The ASEAN Silat Festival**

Location Kota Bharu, Kelantan, Malaysia

The ASEAN Silat Festival will be held in Kota Bharu, Malaysia from 7th to 9th April. The festival, celebrating the traditional self-defense martial arts of Malaysia, will be taking place at the MPKB-BRI Hall. This event, which is expected to attract some 400 silat masters from all over the country and the world, will consist of various silat performances, exhibitions, self-defense seminars and martial arts demonstrations. The host organization is spurring efforts to encourage participation from the ASEAN countries.

Gyeongju-si, Republic of Korea | 2016. 4. 9

**25th Gyeongju Cherry Marathon Race**

Location Gyeongju-si Area

Hosted by Gyeongju-si, Korea Tourism Organization, Japanese Yomiuri Western Head Office, and supervised by Gyeongju Athletic Association, 25th Gyeongju Cherry Marathon will commence on April 9th, in front of Bodeok-dong Community Service Center. composed of full course, half course, 10km, and 5km races, it will be attended by approximately 12,000 runners and they will run on the beautiful cherry blossom streets of Gyeongju. People of all ages can enter and small prizes will be given to those who complete their runs.



Jakarta, Indonesia | 2016. 4

**Marine Tourism Ambassador**

Location Museum Bahari, Jakarta, Indonesia

Marine Tourism Ambassador has been held seven times annually, this event aims to nourish Indonesian young generation mind as an important part of a big maritime nation through informative-educative-and-re-creative knowledge, understanding, skills, and experience. As the organizer, Museum Bahari (Maritime Museum) hopes that Indonesia can exist as a good maritime country equal to other maritime countries around the world.



Kagoshima, Japan | 2016. 4. 1~4. 3

**Cherry Blossom Lantern Festival**

Location Goski Riverside Greenland

A big lantern festival that opens every spring at Goski Riverside of Kagoshima. One can admire and experience many beautiful lanterns made from various parts of Japan. During the festival season, there will be service and convenience facilities for the visitors. Free-sample stands, traditional plays, concerts, and variety of events are prepared for entertainment purposes. The brightly lit lanterns and strings of cherry blossom leaves flowing on the riverside is a phenomenal sight to see.

Dalian, China | 2016. 4. 25~4. 28

**2016 8th Dalian World Vaccine General Assembly**

Location Dalian International Conference Center

The 8th Dalian World Vaccine General Assembly (WCV) will take place in Dalian International Conference Center from April 25th to 28th. At this year's assembly, new technologies, trends, vaccine treatment procedures, manufacturing and producing, corporate cooperation as well as over 30 forums are showcased. The event will be held under the goal of sharing the newest data and information of Vaccine research field. The 7th international DNA Genome event will commence in accordance with the assembly, along with reports by Nobel Prize winners, international scholars, and entrepreneurs.



Ho Chi Minh City, Vietnam | 2016. 4. 18~4. 21

**Lifestyle Vietnam**

Location Tan Binh Exhibition & Convention Centre, Ho Chi Minh City, Vietnam

Lifestyle Vietnam is a 4 day event held from 18th April to 21st April 2016 at the Tan Binh Exhibition & Convention Centre in Ho Chi Minh City, Vietnam. This event showcases products like fair sourcing home decor, gift wares, housewares, toys, indoor and outdoor furniture, home textiles, personal accessories, footwear fashion and more. The Trade Show, Fair and Exhibition is estimated to be visited by close to 15,000 attendees.



Zhengzhou, China | 2016. 4. 9

**Sacrifice Offering Ceremony at the Yellow Emperor's Hometown**

Location Zhengzhou New Year's Festival of Zhengzhou

New Year's festival for Year of the Monkey will be held in Zhengzhou, Yellow Emperor's Hometown. This year's festival will be held under the theme of 'Same origin, ancestors, beginning and peace, harmony, family'. Various events such as Chinese International Trade Investment Consultation, Emperor Cultural International, Painting and Calligraphy exhibition, Chinese Short Film Contests are being scheduled 'Emperor Prayer Events' by foreign Chinese residents will take place as well.

Shaoguan, China | 2016 4. 30~5. 2

**Gwaneumsan Flower Viewing, Loquat Harvest Festival**

Location Gwaneumsan Mountain of Shaoguan

A festival that opens from end of April to early May. It is the season of Gwaneumsan Mountain to fully blossom, and creating a magnificent view of colorful cosmos filling the vast green field of Gwaneumsan Mountain. The festival itself will be celebrated all over Gwaneumsan Mountain region, variety of events and food are prepared for visitor's enjoyment. May is also the beginning month of Loquat harvest, a local specialty of Yeongnam area. How about attending the Yeongnam area and experiencing memorable moments with your family?



Kuala Lumpur, Malaysia | 2016. 5. 15~6. 15

**Colours of Malaysia**

Location Throughout the city of Kuala Lumpur, Malaysia

Known locally as 'Citrawarna', the Colours of Malaysia Festival is a lavish celebration of the country's diverse ethnic and cultural heritage with parades, dance, elaborate costumes, special festival food and music. Highlights of the evening are choreographed traditional performances that visualize the various tourism events and tourism products in Malaysia. Central themes during Colours of Malaysia are Nature, Homestay, Sports Tourism, Shopping, Contemporary Art Tourism, Heritage, Parks & Gardens and Food.

Shimonoseki, Japan | 2016 5. 2~5. 4

**Shimonoseki Straits Festival**

Location Shimonoseki Area

Shimonoseki Straits Festival is a massive event to commemorate the historical battle fought on the Kanmon Straits. Celebrating the last Emperor Antoku, who lost the Japanese civil war 800 years ago, there will be an ocean parade of 80 ships, warriors dressed in armor and helmets, and various events related to Shimonoseki city.



Daegu-si, Republic of Korea | 2016. 5. 4~5. 15

**Spring Event of Daegu City**

Location Gukchae Bosang-ro, Dongseong-ro, Yangnyeong-si Area

A spring time festival that opens from May 4th to May 15th at Gukchae Bosang-ro, Dongseong-ro, and Yangnyeong-si area.

This festival is part of the 'Colorful Daegu Festival', and run in accordance with Yangnyeong-si Oriental Medicine Festival, Donseong-ro Festival, Fashion Jewelry Week, and others. A parade of international scale, free oriental medicine consultations, busking tournaments, jewelry fashion shows and other diverse events are expected to bring big smiles to its visitors.



Ulsu-gun, Republic of Korea | 2016. 5. 5~5. 8

**2016 Ulsan Onggi Festival**

Location Oegosan Onggi Village, Ulsu-gun

A festival that is held on the biggest Onggi distribution center of South Korea. Appointed as the promising festival by Ministry of Culture, Sports, and Tourism, this year's 16th

festival will be held under the theme of 'Earth-Water-Fire-Wind'. Various experience events, performances, Madangguk, concerts, and various ceremonies will be held. This year especially, a special 'Onggi Nanjangchon' and 'Onggi Jangsoochon' will be introduced to the visitors, showcasing the excellence of Onggi. Additional events will include Onggi Star-light Concert and various night time programs.



Vladivostok, Russia | 2016. 5. 20~5. 22

**Pacific International Tourism Expo (PITE)**

Location Far Eastern Federal University Campus, Vladivostok, Russia

The exhibition is an outstanding event in the tourism sector, which brings

together industry professionals and people who love to travel and want to learn more about the cultures of other countries. There are business meetings, forums and conferences held as part of the exhibition. About 300 companies and organizations participate; from Vietnam, China, Korea, Malaysia, Thailand, Japan, Guam, Singapore, Austria and other countries. There are also cultural programs and contests for attendees.

Kaohsiung, China | 2016. 5. 22

**2016 Kaohsiung Symphony Orchestra Concert**

Location Jiduk Hall of Kaohsiung

A Kaohsiung Symphony Orchestra concert will be held on May 22nd at Jiduk Hall. With special guest Vadim Repin, the youngest winner of Queen Elizabeth Violin Concours, scheduled to perform, this year's concert is expected to showcase higher quality of music performance. Loved and praised by classical fans for his perfect performance and rich, unique musical tone, Vadim Repin was praised and celebrated by England newspapers for his unique talent. With this being the first ever concert by Vadim Repin and Kaohsiung Symphony Orchestra together, many expect a historical classical concert at this year's event.





Kota Bharu, Malaysia | 2016 5. 31-6. 4

**The Kelantan International Kite Festival**

Location Geting Beach, Tumpat town, Malaysia

If you visit Kota Bharu, Kelantan, Malaysia from May 31st to June 4th, catch the annual Kelantan International Kite Festival where you will see global participants pitting their skills against one another. Speaking of kites, Kelantan is known for its intricately designed 'Wau Bulan', which is one of the symbols of Malaysia. Adorned with painted motifs and crescent-shaped sails, these moon kites are traditionally made and flown by men.



Busan Metropolitan City, Republic of Korea | 2016. 6. 2-6. 12

**2016 Busan International Auto Show**

Location Busan Exhibition & Convention Center (Bexco)

Introduced in 2001 as an event to celebrate the opening of Bexco, Busan International Auto Show will be held under the slogan, 'Future Wave, Inspiring Technology'. Held bi-annually and visited by more than 110,000 visitors, Busan International Auto Show has become the top representative auto show of South Korea. At this year's event, KAMA, KAIDA,

KAICA, and other Korean representative of automobile industry will showcase their concepts and designs on futuristic green automobiles and concept cars.



Qingdao, China | 2016. 6. 10-6. 13

**Qingdao Tea Exhibition**

Location Qingdao International Exhibition Center

Qingdao is a representative city of Shandong peninsula as it is a city with one of the most economical growth in China. From Qingdao beer to numerous China's top companies based in Qingdao, it is also known as 'Capital of Chinese Brands' or 'City of International Beers'. Qingdao Tea Exhibition is a massive festival to showcase the international

image to the world. One can experience Chinese tea, tea cookies, and everything related to Chinese tea. It is a perfect place to learn more about traditional Chinese tea culture.

Zhangjiajie, China | 2016. 6. 9

**Zhangjiajie Dragon Boat Festival**

Location Rushu River, Zhangjiajie

Dragon boat festival was first held to celebrate the life of two poets from Rushu and Zhangjiajie. According to the legends, when Qu Yuan threw himself into the Myuk Ra River, thousands of people of Rushu rode their boats across the river. This sight looked like a boat race of thousands of boat and therefore, every May 5th, a boat race festival was held to commemorate Qu Yuan's life. While we may never know if the legend is actually true, the width and deep waters of Rushu river is a perfect environment for a dragon boat race. Zhangjiajie city becomes full of people during the festival and one will hear a thunderous roar of the crowd when the race starts.



Kitakyushu, Japan | 2016. 3. 19-6.5

**2016 Spring Flower Festival**

Location Green Park

A massive flower festival that opens at Green Park, Kitakyushu from March to June. 150,000 flowers of 16 different types, from viola, tulip, nemophila, snapdragon and etc, will turn the Green Park area into a sea of beautiful flowers. As an international festival, it is visited by tourists from Japan, South Korea, China, Taiwan, and other parts of the world. Festival offers more than just flowers as various events and performances by Green Park Mascot 'Guitar Cue Man', and flea market are prepared to be showcased this year.



Surabaya, Malaysia | 2016. 6. 22

**Food Truck Veganza**

Location Food Festival East Coast Center, Surabaya, Indonesia

This culinary event uses food truck as its main point, and it sure has its own uniqueness. Beside enjoying the food, we can see the trucks that already been modified into food stalls. The trucks used are varied, from old classics to modern ones.

# TPO Members

77 city members, 38 industry members

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Chengdu Urumqi  
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Gwangju  
Gyeongju  
Hadong-gun  
Iksan  
Incheon  
Jeonju  
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### CHINA

Guangzhou Garden Hotel  
Guangzhou Star Cruises Co., Ltd.  
GZL International Travel Service Ltd.  
Shandong Channel International Travel Service Co., Ltd.  
China Travel international (Xinjiang) Ltd.  
China Comfort Xi'an International Travel Service Co., Ltd.  
Dalian Gulian International Travel Service  
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### JAPAN

Kagoshima Convention & Visitors Bureau  
Fukuoka Convention & Visitors Bureau  
JTB Corp. Fukuoka Office

### KOREA

BEXCO  
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Arum Travel Service Co., Ltd.  
Cheongsong Travel Service Co., Ltd.  
Road ABC Media Co., Ltd.  
TourJapan Co., Ltd.  
Intravel Ltd.  
Haeundae Centum Hotel  
Daegu Tourism Association  
Lee Convention  
Busan Tourism High School  
The Korea Academic Society of Tourism and Leisure  
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Haiphong Vanhoa One Member Limited Corporation  
Haiphong Vocational College of Tourism

### KOREA

TourFun Co.,Ltd.

### INDIA

Abroaders Consultancy India Pvt. Ltd.



**Tourism Promotion Organization  
for Asia Pacific Cities**

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