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TOURISM SCOPE



# SCOPE

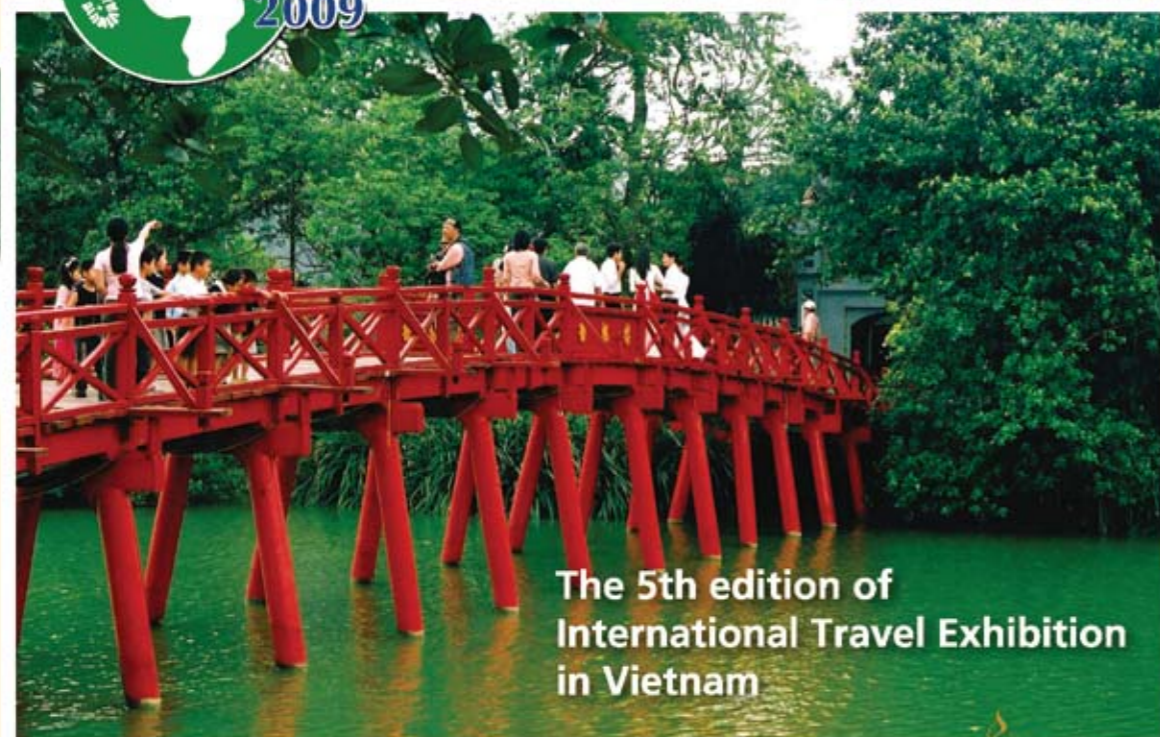
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2009 Volume 14



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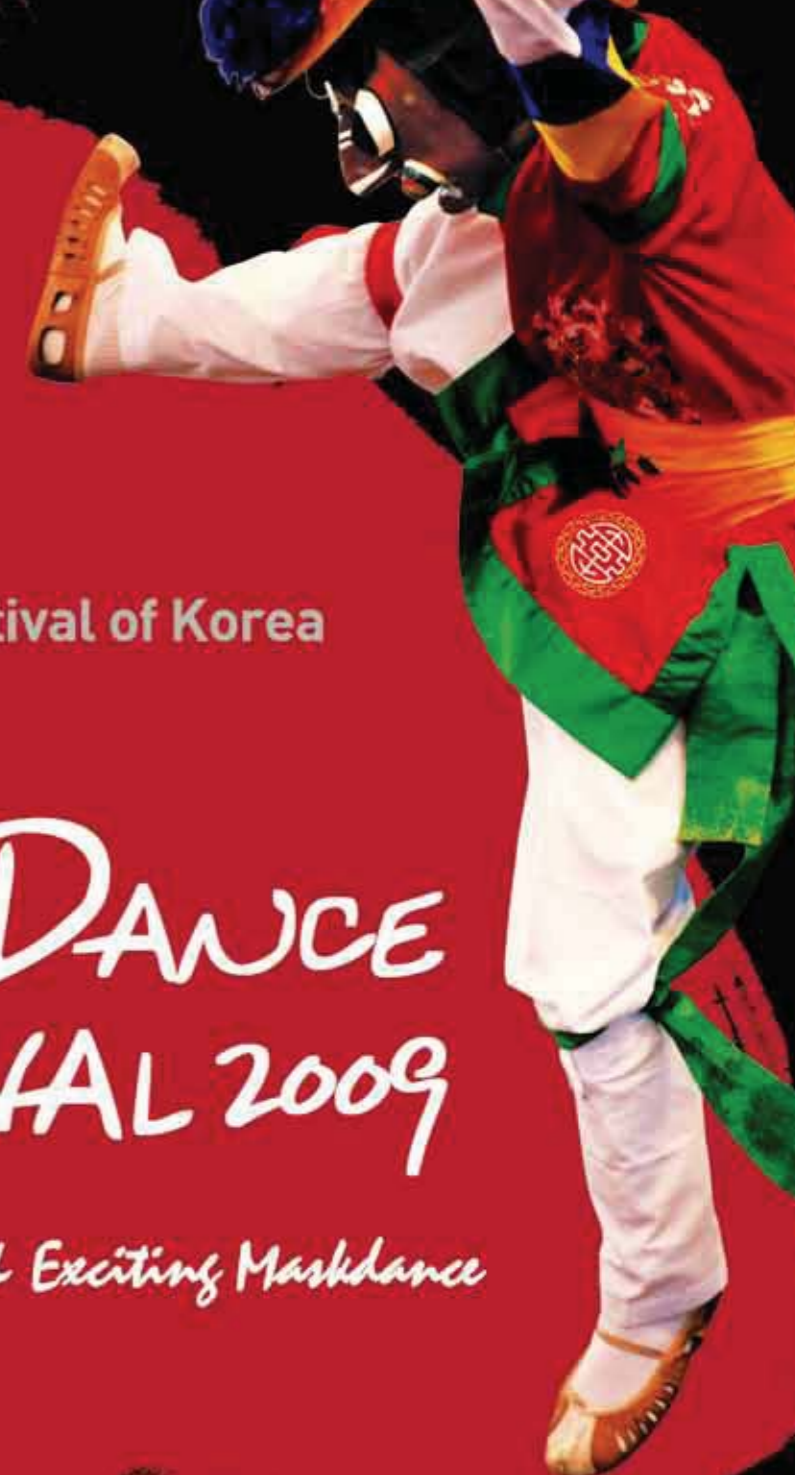
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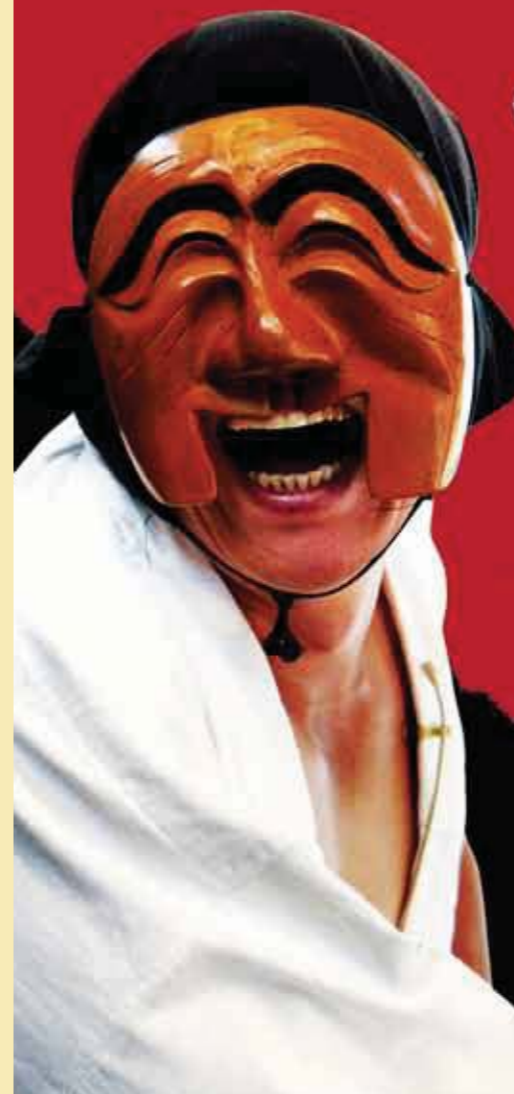
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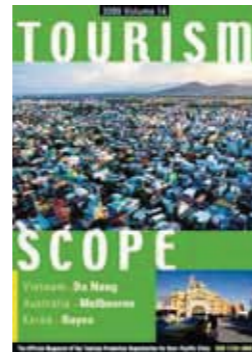
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# TOURISM SCOPE

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Tourism Promotion Organization  
for Asia Pacific Cities



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*The Power of Inter-City Network*

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**Date**

27-30 September, 2009

**Place**

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**Participants**

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## Mountain, Sea and the City

# Kagoshima, Japan

Kagoshima city, the administrative, economic, and cultural center of Kagoshima Prefecture, is a castle town dating back to the 14th century. Lying on the southern tip of Kyushu, the southernmost of Japan's four main islands, Kagoshima City is within 1,000km of Tokyo, Shanghai and Seoul, 3 of the most important cities of East Asia. Visit Kagoshima and you will be able to find the charm of nature and heritage of Kagoshima and around the city.

**Must See Festivals**

Ohara Festival, where participants dance through the main street, is the largest autumn festival in South Kyushu. About 20,000 people from approximately 260 dance associations participate from home and abroad. Kagoshima also hosts the Kyushu's biggest fireworks display, the Kagoshima Kinko Bay Summer Night Fireworks Festival, one of the most popular events of the summer. The Hinoshima Festival, featuring Hinoshima daiko(traditional drum) performance, is held in Sakurajima island in July.

**To Shop and Dine Tenmonkan**

Get off at the Tenmonkan-Dori Station and you will find yourself at the central area of Kagoshima. The former site of the astronomical observatory Meijikan(Alias Tenmonkan) is now the largest shopping

district in South Kyushu with among gourmet spots. 'Tourism and Local Product Information Stations' and duty free shops can be found near the station.

**Where to visit Mt. Sakurajima**

Mt. Sakurajima, the source of Kagoshima's many hot springs, is an active volcano which really allows you to feel the energy of the earth. It is instantly recognizable around Japan as the symbol of Kagoshima with its constantly changing piece of scenery. The Sakurajima Visitor Center includes a museum that provides you with a detailed history of the eruptions at Sakurajima Island, and the relationship between the volcano and the local people. The Sakurajima Ferry plying between the island and the city's ferry terminal travels for about 15 minutes and the fare is 150 yen for adults. Tour buses and 'rent-a-cycle' service are available at the island.

**Focus Kagoshima City Tram**

Kagoshima City is actively working to play its part in the global environmental movement. To tackle the city's heat island effect by increased greening of the city, the city's tram tracks have been planted with grass, and rooftop gardens are being encouraged in order to reduce temperatures in the city during summer which makes a more pleasant urban environment. A single ride on the tram costs 160 Yen(children 80 Yen).

**>> Access by Train**

With a bullet train line-Kyushu Shinkansen Tsubame-opened in 2004, the trip to Fukuoka takes only 2 hours and 10 minutes by train. In 2011, the Kagoshima will be fully connected to the national bullet train network, bringing travel time to Fukuoka down to 1 hour and 20 minutes. It will also be possible to reach the Osaka-Kyoto area in about 4 hours, all in the luxury comfort of the bullet train.

**\*\* Kyushu Rail Pass**

This pass enables passengers to freely board the Kyushu Shinkansen's Tsubame and the Sonic, a limited express. Ticket holders also can use any Kyushu Railway Co. trains as often as they like while the pass is valid. 3-day pass for all Kyushu area costs 13,000 Yen(5-day pass : 16,000 Yen).



## Healthy and Happy Life

# Daegu Medical Tourism

Daegu, the 3rd largest city in the Republic of Korea where tradition and modernity coexist in harmony, has determined to nurture and develop medical tourism under the slogan of 'MEDI-CITY, DAEGU.' As the nation is facing a rapid aging society, the world becomes globalized, it is no wonder that medical tourism would evolve into high value-added industry. This is why we need to closely watch Daegu which proudly offers high-quality medical services.



Located in the middle of the nation, Daegu is 4 hours and 30 minutes away from the Incheon International Airport and 1 hour and 10 minutes away from Gimhae International Airport. As the national hub of textile and fashion industry, Mecca of Buddhism and Confucianism and center of Yeongnam area, Daegu is proud of its valuable cultural heritage that shows its high elegance and refined cultural tastes such as the Donghwasa(temple) in Mt. Palgongsan, Dalseong Park(the oldest extant earthen fortress in Korea, built in 261), Seomun Market, the largest Korean traditional market in Daegu and one of the top three markets during the Joseon period and Dongseong-ro(the most romantic street in Daegu).

**Low-price Medical Cost and Kind Medical Staff**

The Natural Hair Transplant Medical Center of the Kyungpook National University Hospital led by Professor Kim Jeong-cheol has already been praised by the Middle East, Japan, South America and Southern European countries. Approximately, 5,000 people including government officials(ex: 15 incumbent members of national assembly) have already gotten the medical treatment so far(patients should wait for nearly one year to get hair transplants). Furthermore, excellent oriental medicine infrastructure and low-price(about 20-30%) medical examination and beauty care services(whitening, skin care and plastic surgery) have been advantageous for the city to start the medical tourism industry. In terms of operation and medication examination expenses, Korea is just one ninth of the U.S., one fourth of Japan and a half of Singapore. Since 2007, the Daegu medical tourism has provided high-quality medical services equivalent to advanced countries in seven sectors; medical examination, hair examination, dental



service, plastic surgery, skin care, obstetrics and gynecology service and oriental medical service.

A total of 80 medical tourism coordinators(as of the 1st half of 2009) have been posted in the workplace and provided one-stop services as well as patient-doctor communication services. The medical institutions for a Daegu Medical Tour would gradually increase to 4 general hospitals, 8 dental clinics, 6 skin clinics, 10 plastic surgery clinics, 8 herbal clinics and 2 obstetrics and gynecology clinics.

**Total Healthcare Tour**

Four travel agencies(EXCO Tour(daegu.excotour.com), Travel Sketch(www.toursk.com), 1000eyetour(www.1000eyetour.com) and Yetour network(82-53-427-0815)) offer medical tour packages(3 to 7 day tour).

The tour packages include a tour of nearby tourist attractions, recreation and cultural experiences as well as medical services such as general medical examination and healing of diseases. In particular, Yangnyeongsi(Herb Medicine) Market where streets are packed with nearly 350 small shops selling medical herbs has been very popular among foreign tourists because they can get oriental medical treatment such as cautery or acupuncture at low prices. Furthermore, the Donghwasa Temple Stay at Mt. Palgongsan, Spa Valley, Hahoe Village, Yeosu Odongdo(Island), EXPO 2012 Yeosu Korea, Gyeongju and Jeju-do will make your trip more memorable and exciting.

Meanwhile, the municipal government announced that it earned KRW 5 billion by attracting 31,202 patients and 1,303 inland foreign medical tourists and created more than KRW 20 billion in terms of the effect on indirect production inducement by attracting international events and improving urban brand values in 2008. Based on this success, the city plan to establish a private sector-led medical tourism system(ex: Organization of Private Medical Tourism Council, etc.) and to attract 50,000 insured foreign patients and 3,000 inland foreign medical tourists in 2009. For more information about the Daegu Medical Tour, visit the Daegu Metropolitan City Medical Tourism Information System website(www.meditour.go.kr).

# The key for the local development depends on the tourism infrastructure



Nowadays, it is difficult to attract tourists by brilliant heritages from the ancestors alone. Every country in the world is attempting to build a variety of tourism infrastructure as well as to develop the exotic tourist spots in order to secure the competitiveness in the tourism industry.

In accordance with the travel and tourism competitiveness index announced by the WEF(World Economic Forum), most countries in the Asia Pacific region are positioned very low among 124 countries in the world. The travel and tourism competitiveness index was the results of a comprehensive evaluation on the laws, infrastructure, policies,



securities, hygiene, price competitiveness and natural resources related to the travel and tourism in each country. The index is worth to review because travel and tourism are recognized as the sustainable industry to the extent that there are no limit in the development of travel and tourism in the entire world at the present. The countries ranked top 10 in the evaluation by WEF are advanced countries in travel and tourism including Switzerland, Austria and Germany. The futurologist, John Naisbitt suggested Korea to pay more attention to travel and tourism as the driving force of the next generation.

Namhae in Korea is recently named as the city progressively endeavoring to develop the tourism infrastructure. Namhae has been leading the activities to attract the investment by establishing the Tourism Investment Center supporting the efforts to attract the domestic and foreign investment to secure the tourism competitiveness, as the local authority.

Furthermore, Namhae tried to build up the new tourism infrastructure for the tourists requiring more things to see and enjoy. In particular, what catches the eyes is the formation of the "German Village." Unlike a small conventional village along the sea, Namhae is formed of exotic German houses and other living facilities on a wide area in Mulgeon-Ri, Samdong-Myeon, Namhae-Gun. It was the ground for living of Koreans returning home who made substantial contributions to the economic development and modernization of Korea in the 60s, as working in Germany. Surprisingly, the village became the distinguished tourism infrastructure.

Through the development of a unique tourist site linking the exotic culture of German and Korean traditional culture and art village, a great number of foreign tourists is visiting the village. At present, 29

buildings were constructed and the Koreans from Germany have been living there. Homestay service is provided for the tourists. The German Village in Namhae is emerged as the new tourist spot in the treasure island of Namhae along with the 2005 World Cup in Germany as well as the multi coastal road, the most beautiful course in the south sea of Korea. The local authority enabled to attract more tourists by forming the nature learning places including a relaxation forest and butterfly eco-park right next to the German Village.

For Japan, Huis Ten Bosch in Nagasaki is always mentioned in almost every tour guide books as the representative tourist spot in Japan.

Huis Ten Bosch recreated a Dutch village including a Dutch buildings, windmills, shopping centers, museum, theaters and resort hotels. It was opened in 1992 and covers an area of 152 hectares. In particular, the conspicuous facilities are the Palace Huis Ten Bosch recreating the residence of royal family of the Netherlands and Dom Toren imitating the cathedral tower in the Netherlands. The farm house making cheese in Archmal, Netherlands, is recreated next to the Moren Museum. The Dutchmen demonstrate how to make cheese and attract people to purchase cheese after demonstration. Curious tourists talk with the Dutchmen and are indulged into the exotic culture. The development of such tourist spot makes a substantial contribution on improving the tourism revenues.

China Town is not a special place for Chinese residents in foreign countries but it became a tourist spot as well as living space where you can look into the unique interesting daily life of those who live in that place as well as enjoy various tastes. The Greece Town in Melbourne, Australia is attracting tourists who search for new things. In New York, USA, Norita, the Italian town, is popular as a unique tourist spot.

Manila in the Philippines preserved and developed the Intramuros, the Spanish fortress conquering the Philippines in the past, villages and churches without change. The place is drawing a number of tourists as a representative tourist spot. Intramuros including the robust San Tiago fortress and Saint Augustine Church designated as the World Culture Heritage by UNESCO is one of the representative tourist spots in Manila.

And Malaysia is trying to be the best English Education City in Asia nowadays. The reasons why people in Asia rush into the English village in Malaysia are because of having the advantages of studying English more cheaper and easier than in Europe or the USA. Simpler process



to enter into the country than Europe or the USA is also a big merit. Moreover, English is common in most areas in Malaysia and you can learn Chinese too. Hygiene and security are also reliable because of the well-developed tourism infrastructure. Thus, the parents feel good and easier when they send their children to Malaysia to study English.

Cities and local authorities recognized that the key for the local development was the development of tourism infrastructure. Asia Pacific Region has abundant tourism demands, but the development is not completed. In accordance with WTO, the global tourism market share of Asia Pacific Region will be increased from 13.9% in 2000 to 19.4% in 2010 and 25.4% in 2020.

It takes about 6 to 7 years to develop the new tourist spot. In particular, hotels or resorts require 30 months in average, much shorter than the development period for IT(34 months), automobiles(33 months) and new medicines(168 months). The advisor Bak Namsun in the Korea Center Investment Attraction Committee said, "Tourism industry is rapidly emerged as one of three World industries with IT industry and environment industry. With a rapid growth far exceeding the overall industry growth rate every year, the foreign-exchange earning rate of the tourism industry reaches 88%, the highest point in all industries. Employment is also twice as high as an average employment rate of other industries. Thus, we have to strategically concentrate on the tourism industry."



# Guowen Yin

Director General of Yantai Tourism Administration



**What is the biggest attraction of Yantai as a tourist destination?**

Penglai Pavilion, famous for the legend of Eight Immortals Crossing the Sea and the marvelous spectacle of mirage. Changdao Island, one of the most enchanting sea islands in China and reputed as the Fairy Mountain on the

Sea. Yantai Hill, a showcase of the 100-year history of China's trading culture with foreign businesses in modern times. Mou's Manor, the largest landlord manor in north China, highlighting the essence of the folk architecture arts in the north and the development process of farming culture. Nanshan Scenic Area, featuring ancient Chinese culture and reflecting the life of the contemporary farmers of China and Changyu Museum, a place where you can experience its wine culture.

**From the viewpoint of a Yantai citizen, what do you think is the greatest charm of traveling Yantai City?**

The unique charm of Yantai tourism is embodied in ancient myths and legends, rich tourism attractions, booming social economy as well as a peaceful and happy civic life enjoyed by local residents. In my opinion, the charm of Yantai tourism is like a glass of mellow wine, which is worth to be appreciated with all your heart.

**What are your most favorite tourist spots personally in Yantai City?**

If the choice must be made, the answer is the Binhai Road, which stretches through the Yantai city proper and links over 10 scenic spots into a beautiful "necklace" with extensive, charming scenes cropping up constantly along the road. Every time I stroll about or drive along the road, I am invariably enchanted by the scenery: Clusters of buildings in good order and unique style just off the shore, tourists are having a good time, and white sails dotting the sea, to name just a few. Like a romantic rhythm, the Binhai Road perfectly interprets the boundless blue passion!

**Do you have any recommended route in Yantai City?**



**The Beach Holiday Tour** Yantai is endowed with rich resources of a beach and islands, thanks to its 909km coastline, which accounts 1/3 of the whole in Shandong Province.

**Wine Chateau Tour** As the birthplace of China's wine industry, Yantai is the only International Vine & Wine City in Asia and is dubbed as the world's seventh largest vine coast.

**Golf Tour** It is one of the cities that has the most golf holes in China, Yantai boasts 13 golf courses in different styles with 351 holes in total.

**Tour of Gold** Yantai is a famous town of gold. Its gold reserves rank first place nation wide.

**What is the new tourism development plan or process for your city? Does it include tourism related projects cooperated with other cities in China or Asia Pacific Region?**

Yantai has set up some development plans, which include the General Development Plan of the Yantai Tourism Industry, the Tenth Five-year Plan of the Yantai Tourism Industry, and Strategic Guidelines on Regional Tourism Economic Development of Yantai. We have targeted domestic cities and related cities in the Asia Pacific Region as the major source of tourist flow, and carried out relevant plans and promotions, in which we have specified our major markets, emerging markets, potential markets, and marketing mechanism.

**Let us know if you have any suggestions or a project in your mind for tourism promotion in Asia Pacific Cities.**

First, TPO should define development strategies for its member cities according to the trend of global tourism industry, and expand tourist flow and TPO's international influence. Second, TPO should enhance information exchange and cooperation among TPO's member cities, issuing regular reports on the on-going tourism development in these cities for inter-city participation and cooperation on the basis of such existing channels as networks, publications, and membership card etc. Third, the tourism industry should be given full play as the main channel in promoting inter-city communication and cooperation to boost closer cooperation in all sectors, thus making TPO more efficient in coordinating resource distribution and cooperation.

**How can you describe Yantai in a sentence?**

Charming Yantai. The City of Wines, a Wonderland of Mountains and the Sea.

# Jib-Jung Kim

Director of Tourism Promotion Division, Gwangju City



**At first, could you tell us about Gwangju City? What kind of efforts are made to make it an international city?**

Gwangju is the hub city in the southwest region of Korea, with distinguished culture and arts and excellent food. Gwangju is also the city of democracy, humanity and peace, being the cradle of democratization of Korea. The city is

recently focusing on the high-technology industries including photonics and digital home appliance for the development of the region, and making every effort to be the global leader in the future. Gwangju was chosen to host the Summer Universiad in 2015 by the executive council of FISU(International University Sports Federation) in Brussels, Belgium on May 23, 2009. The Summer Universiad 2015 is the international sports event with about 130,000 college students from around 170 countries participating. A number of college students and tourists all over the world will visit Gwangju.

**Gwangju is famous for its culture and art. What do you think made its reputation?**

We can simply understand Gwangju is as a city of culture and arts through a number of artists including the Gaga literature(narrative poem) developed around Mt. Mudeung, Uijae Heo Baekryeon, the master of Korean paintings, Oh Jiho, the master of Western paintings, the national singer Im Bangul of Pansori and Bak Yongcheol, the lyric poet. Their traces of life and works symbolize Gwangju, the City of Arts. Gwangju has been hosting the Gwangju Biennale, the global art festival, based on such an artistic environment. Gwangju has been hosting the Gwangju Kimchi Culture Festival to widely acknowledge the taste of Gwangju.

**Could you recommend tourist spots in Gwangju to the visitors?**

There is the Gwangju National Museum and the Gwangju Folk Museum with the local historic and cultural relics. Chungjang-ro street, the fashion street, leads the trend under the historic Mt. Mudeung. Mt. Mudeung has the Jusang Jeoldae(pillar shaped points), and the natural monument in Gosan, which exists only in Gwangju in Korea. A number of relics is located on the hillsides of Mt. Mudeung, including the traditional architecture of the Joseon dynasty. Sosaewon, the representative natural garden of Joseon dynasty is also a place I would like to recommend.

A variety of projects has been implemented to make Gwangju the hub city of asian culture. Please tell us about the cases.

The Asian Culture Hub Formation Project is a long-term national project to be pursued until 2023 with an investment of 5 trillion and 200 billion Won. The Asia Culture Hall of Korea will be constructed on the floorage of 178,199m<sup>2</sup>. It will be the space for exchanging cultures among Asian countries. Through the project, Gwangju will promote 7 cultural segments focusing on development 5 cultural contents of music, craft & design, game, high-tech multimedia and educational entertainment.



**Do you have a plan of developing potential tourism attractions?**

Gwangju has been developing and recovering the areas around Mt. Eodeung, damaged while being used as the Gunpo shooting range for a long time, in eco-friendly ways and is developing the Mt. Eodeung Tourist Complex to be the world-class cultural tourist complex, along with the effort to secure the cultural tourism infrastructure through the Asian Culture Hub Formation Project.

The Light and Art Theme Park will be completed by 2015 at the Mt. Eodeung Tourist Complex, covering the area of 2,732,775m<sup>2</sup> with a Light and Art Hall, an observatory, a tower, hotels and condominiums. A golf course with 27 holes and sports center are planned to be developed. The complex will be the eco-friendly place with parks and open spaces harmonizing with the natural environment.

**How could you introduce Gwangju to the tourists?**

Gwangju, the city that represents the culture, art, elegance and taste of Korea, has been hosting the Gwangju Kimchi Culture Festival every



year and the Gwangju Biennale and Design Biennale every second year to further develop the cultural tradition. The World Photonics EXPO 2009 and Light Festival will be held this year, the World Environment EXPO in 2011 and World Craft EXPO in 2013. We hope you taste the Gwangju Kimchi and Korean table d'hote, which are drawing substantial attention in the world as the representative of Korean cuisine. In the hometown of these dishes, Gwangju, where culture & art and food are well developed and large-scale global events are held.

# 08 Aug



Qingdao, China



Kyoto, Japan



Manila, Philippines



Melbourne, Australia



Chuncheon, Korea



Jeju, Korea

## Qingdao, China

**Aug. 15 to 30**

**Qingdao International Beer Festival**  
Venue: Qingdao city centre

This annual event is a big festive affair where you can sample hundreds of different brands of beer from all over the world. It has been held every year since 1991, and aims to promote friendship and encourage economic and cultural exchanges between the people of Qingdao and visitors from all over China, Asia and further afield. There are also parades, drinking contests, shows and if you're lucky - drunken karaoke. The festival usually begins on the 2nd weekend of August every year.

## Busan, Korea

**Aug. 1 to 9**

**Busan Sea Festival**

Venue: Haeundae Beach and five other beaches in Busan

Since the 1st Busan Sea Festival in 1996, the Busan Sea Festival opens on August 1 every year at various beaches in Busan including the Haeundae Beach and Gwangalli Beach. The festival consisting of a various of programs and high-quality cultural performances provides the romance and pleasure of a resort city, to the residents as well as tourists.

## Kyoto, Japan

**Aug. 16**

**Daimonji Bonfire**

Venue: Hills around Kyoto

The Daimonji Gozan Okuribi(Daimonji Bonfire) is an event held on the evening of August 16th, when gigantic Chinese characters and other motifs are depicted by fires lit to illuminate the surroundings for patrolling on the slopes of the mountains surrounding the Kyoto Basin. It is famous for evoking the image of a Kyoto summer. Although there are several interpretations as to the origins of this event, it is generally regarded as a fire set alight at the gate for seeing off the souls of ancestors after commemorating the welcoming of their souls. It has been believed since olden times that if you drink sake or water with the burning Daimonji characters reflected in your cup this very night, you will be protected from illness.

## Manila, Philippines

**Aug. 28 to 29**

**Manila International Story Telling Festival**

Venue: Friday Aug 28 in MAKATI at AIM-Acceed SGV Hall, Saturday Aug 29 in ALABANG at De La Salle Zobel - Debbie Decena Auditorium  
Legends and myths of pirates and princesses, tales and chronicles of fairies and fantasy will come alive in Manila during this festival of adventure and excitement comprising two full days of storytelling performances and workshops. Be spellbound by mythical tales, and learn about empowerment through storytelling with the arrival of a star-studded cast of international storytellers in Manila's inaugural International Storytelling Festival 2009.

## Melbourne, Australia

**Aug. 22 to 30**

**Melbourne Writers Festival**  
Venue: Federation Square

Melbourne Writers Festival brings together 250 writers from overseas, nationally and locally, for a ten day feast of ideas, debate, readings, discussions and interviews. In it's 24th year, the festival presents 250 unique sessions at venues in Fed Square and nearby venues, and provides an opportunity to relax and mingle with writers and other audience members at the Atrium, the festival hub.

## Chuncheon, Korea

**Aug. 12 to 16**

**Chuncheon Puppet Festival**

Venue: Chuncheon Puppet Theatre

The festival began as a cultural festival to help children nurture their sense of cultural sensitivity, to introduce adults back into the world of childhood and to offer the opportunity for the entire family to enjoy cultural performances. The Chuncheon Puppet Festival is the largest of its kind in Korea and has allowed Chuncheon to emerge as one of the centers in puppet theatre. National and foreign professional troupes and amateur troupes participate as well.

## Jeju, Korea

**Aug. 20 to 20**

**The International Wind Instrument Festival**

Venue: Top dong beach hall, Literary Hall, Hanla Art Hall

The festival includes magnificent musical performances held at different places. Some of the most popular places famous for these shows are the Top Dong Hall, the Beach event hall, and the Literary Hall. It witnesses a variety of musical programs. It becomes the ground for the get together of national and international musical personalities. During this festival there are performances by renowned international bands. In the Jeju International Wind Instrument Festival one can experience the tour performance and the wind instrument classes. Today it became one of the major Jeju summer festivals.

## Suzhou, China

**Aug. 8 to 16**

**Sport Festival**

The first 'Sport Festival' is going to be held on August 8 to 16 on Suzhou, the city renowned for its beautiful stone bridges, pagodas, and meticulously designed gardens which have contributed to its status as a great tourist attraction. The theme of this year's festival is 'fitness day of the nation' and it is also a celebration of Beijing Olympics 1 year anniversary. During the festival, Suzhou will hold all kinds of sports games like basketball, football, badminton and table tennis, which is one of the most favorite sports in China. All the citizens and foreigners can participate in the games for free of charge.

## Guangzhou, China

**Aug. 15(Lunar month)**

**Mid-Autumn Festival**

The Mid-Autumn Festival falls on the 15th day of the eighth lunar month, around the time of the autumn equinox(usually September 22). On the night of this particular day, the moon is at its fullest and brightest and the people who are far away from their homes miss their family and yearn for a family reunion. Thus, the Mid-Autumn Festival is also known as 'The Festival of Reunion'. In ancient times, people would set up tables outside and put moon cakes, guavas, dates and other fruits on the table to pay tribute to the moon. After that, the entire family would sit around the table for dinner while gazing at the moon. Today, the ritual of paying tribute to the moon has been replaced by a wide variety of interesting recreational activities.

## Melbourne, Australia

**Sep. 23 to Oct. 12**

**Melbourne Fringe Festival**

The Melbourne Fringe Festival is the largest annual celebration of independent arts in Australia and covers a range of forms including performance, comedy, music, cabaret, visual arts, movements, dance, spoken word, circus as well as a series of special events. Throughout the festival, visitors can take their pick from a whole raft of different events which take place in numerous venues around the city during its 19-day run. Founded in 1982, the fringe festival is indicative of a strong independent arts tradition that flourishes in the city and continues to grow in size and stature each year.

## Fukuoka, Japan

**Sep. 18 to 27**

**Fukuoka International Film Festival**

Fukuoka began putting on "Asian Month" in 1990, as a means to deepen the circle of exchanges developed through the "Asian-Pacific Exposition" held in 1989 to commemorate its centennial. Every September, "Asian Month" holds over 50 events that relate to the culture, learning and arts of Asia. Inaugurated in 1991, the "Focus on Asia-Fukuoka International Film Festival" is one of the major events of "Asian Month". In the course of exhibiting its films, the Festival also invites film directors, actors and actresses as guests to promote exchanges through discussions and symposiums.

## Bangkok, Thailand

**Sep. to Oct.**

**International Festival of Dance and Music**

Venue: Thailand Cultural Center  
Designed to position Bangkok as a cultural centre for world-class performing arts in Asia, the capital will be hosting the International Festival of Dance and Music for the ninth consecutive time this September. Each year, the star-studded festival presents an impressive programme of world-class dance and musical performances bringing together the finest international artists and dancers from countries around the world like Italy, Spain, the

Netherlands, Russia, and France, as well as celebrated Thai artists and performers, many of whom have gained international fame.

## Melaka, Malaysia

**Sep. 8 to 13**

**Melaka Songket & Batik Festival**

Venue: Hang Tuah Mall/MITC

Be enthralled by a grand display of 'Batik' and 'Songket', two of the country's most popular fabrics. Songket-weaving from other countries will also be featured. Highlights include 'Batik' and 'Songket' fashion shows by famous local and foreign designers as well as other activities and performances.

## Andong, Korea

**Sep. 25 to Oct. 4**

**Andong Mask Dance Festival**

Andong Mask Dance Festival was first held in Andong in 1997. Through trial and error, the festival has now emerged as one of the most memorable, fascinating one in Korea. The festival every year invites performers from several other nations, and these performances supplement the shows put on by Korean mask dancers. There were also demonstrations of Korean traditional arts and crafts with the demonstrators spinning, doing calligraphy and embroidery. In addition to the events at the Festival Grounds(a short walk from the Andong Bus Terminal and train station) are periodic events in the Andong city itself and at the Hwawoe village, the traditional village and home of one of the most famous mask dances in Korea.

## Jeonju, Korea

**Sep. 23 to 27**

**Jeonju Sori Festival**

Sori means "sound of voice and music" in Korean, and this festival in Jeonju presents traditional music genres from around the world. Not lacking ambition, the organisers aim to "break down language and cultural barriers and harmonise East and West". Different halls, cultural centres and outdoor venues across the city host performances from a huge variety of artists. Choose between jazz orchestras, solo singers, opera, folk music, percussion ensembles and much more - no musical avenue is left unexplored.

## Ho Chi Minh, Vietnam

**Sep. 24 to 27**

**Nghinh Ong Festival**

Venue: Can Thanh Commune, Can Gio District  
Considered as the "New Year Celebration for Fishermen", the festival of Nghinh Ong, or Welcoming the Lord Whale, is the most distinctively and uniquely festive occasion for fishermen to pay their tribute to the Lord Whale and to pray for good weather for favorable and lucky seafaring. There is a sea parade with thousands of colorful fishing boats. Traditional games popular in coastal localities such as tug of war, walking on stilts, and alongside sea sports also take place during the occasion.

# Sep 09



Guangzhou, China



Melbourne, Australia



Fukuoka, Japan



Melaka, Malaysia



Jeonju, Korea



Ho Chi Minh, Vietnam

# 10 Oct



Kota Kinabalu, Malaysia



Jeju, Korea



Yokohama, Japan



Nagasaki, Japan



Iksan, Korea



Ho Chi Minh, Vietnam

## Kota Kinabalu, Malaysia

### Oct. 24 to 25 23rd Mt. Kinabalu International Climbathon

Venue: Kinabalu Park  
Billed as the 'world's toughest mountain race', the annual Climbathon is not for the faint-hearted as competitors race their way to the summit of Mount Kinabalu, the highest peak in South East Asia. Kinabalu towers 4,095m(13,500ft) into the sky and usually takes about two days to ascend; Climbathon competitors aim to cover the 21km (13 miles) course under three hours. The Climbathon is the deciding race to determine the ultimate Champion of the 7-series Federation for the Sport at Altitude's(FSA) Skyrunning World Championship.

## Busan, Korea

### Oct. 8 to 16 Pusan International Film Festival

Pusan International Film Festival(PIFF), held annually in Busan(also Pusan), South Korea, is one of the most significant film festivals in Asia. The first festival, held from September 13 to September 21, 1996, was also the first international film festival in Korea. The focus of the PIFF is introducing new films and first-time directors, especially those from Asian countries. Another notable feature is the appeal of the festival to young people, through its efforts to develop and promote young talents.

## Jeju, Korea

### Oct. 10 to 11 Jeju Eulalia Festival

Venue: Around Saebyeot Oreum, Jeju City  
The silver wave along the street passing through a part of Mt. Halla and the coastal road of Jeju sings together with the fresh wind when autumn is fully ripened. It is because of the Eulalia blooming in a colony along the roads, wide fields and oreums on the mid-mountain areas. Eulalia is a perennial plant in the family of grasses called also "Miscanthus Sinesis Andersson". It was used as straw thatching the roof instead of rice straws. At present, Eulalia is used to feed cows and horses. It symbolizes the reserved strength of strong Jeju people due to the persistent vitality against the rainstorm and cold frost on the barren land. When the sun sets in Jeju, the beautiful scenery reaches the peak and delivers the full sentiment of the autumn. The Eulalia Festival is opened every October presenting folk performances, food markets and celebration performance of famous entertainers.

## Yokohama, Japan

### Oct.31 to Nov. 29 The International Festival for Arts and Media Yokohama 2009

Venue: Shinko Pier Exhibition Hall, BankART Studio NYK etc.  
International Festival For Arts and Media Yokohama 2009, a pioneer project of "Creative City Yokohama", could not be categorized as either an ordinary film festivals or a contemporary art exhibition. Along with the judges who are leading figures of diverse domains, this festival's CREAM competition program aims to propose a brand new visual expression and experience. the

CREAM competition craves a new visual expression, or work that crosses the borderlines between different genres of art such as contemporary art, film, performing art, music, etc. and therefore, inspires and influences the future generations.

## Nagasaki, Japan

### Oct. 7 to 9 Nagasaki Kunchi

Venue: Suwa Shrine  
The annual Kunchi Festival is one of Japan's biggest festivals of the year. It is an incredibly colourful and flamboyant festival that dates back to 1634. It is thought that it was originally held as an alternative to the Christian festivals that were common to this area during this period. Today, the festival is an incredible spectacle with hundreds of participants on the streets around the shrine where they perform traditional dances, ceremonies and drumming performances. This is a colourful event that always attracts thousands of tourists.

## Iksan, Korea

### Oct. 29 to Nov. 1 Seodong Festivals

Venue: Ilwon, Iksan(Central Sports Park, Mireuksaji, Somri Culture and Art Center, etc.)  
A festival recreating the love story between Seodong and Sunhwa that crossed borders of Shilla and Baekje 1300 years ago. The sister city, Gyeongju, picks Sunhwa and Seodong in Iksan to recreate the history of Seodong becoming the king of Baekje. The Seodong Festival, based on the town's own history, is gradually becoming a tradition of Iksan.

## Ulsan, Korea

### Oct. 9 to Nov. 8 Onggi EXPO, Ulsan Korea 2009

Venue: Ulsan Grand Park(main venue), Mt. Oego Onggi Village(second venue)  
Onggi, which is generally called "pot", shows the most Korean beauty and practicality in our daily life. The jar is standing well arranged on the sunny side of backyard in thatch-roofed houses or tile-roofed houses representing mother's love, hometown and Korean sentiment. The secret of ripening Kimchi and Doenjang, which no one can imitate draws worldwide attention as the synonym for slow food for thousands of years.

## Ho Chi Minh, Vietnam

### Oct. 6 to 10 Oktoberfest Beer Festival

Venue: Windsor Plaza hotel  
Oktoberfest Vietnam is a favorite German festival. 2009 marks the fifth year that Oktoberfest will be at the Windsor Plaza Hotel and this year, it will be bigger and better than ever, with games, authentic German music and of course imported draught beer. Guests eat and drink as much as they can, dance to traditional Oktoberfest songs, and compete in German games. During the five-day celebration, chefs at the hotel will create thousands of sausages, cook tons of pork knuckles, and make hundreds of kilos of sauerkraut and boiled potatoes for the party people.

## Jeju, Korea

### Nov. 9 to 11 Moseulpo Yellowtail Festival

Venue: Gueok Village of Seogwipo  
The Moseulpo Yellowtail Festival is a cultural festival that promotes the spiritual culture of Moseulpo, the southern most tip of Jeju Island, and encourages participatory democracy in the village. While most regional festivals lack distinguishing characters and have similar programs, the Moseulpo Yellowtail Festival is kept unique and creative. Very close to the nature and it tries to contribute to the local economy as the leading "festival of Korea". This festival allows the participants to share various natural resources, experience the true taste of the land and sea, pray for peace in the Korean Peninsula, and contribute to building a sound culture in Jeju Island. This festival is dedicated to bring everyone together beyond cultural and religion to share everything and make this world more beautiful.

## Osaka, Japan

### Nov. 3 to 29 Osaka European Film Festival

The Osaka European Film Festival is the platform for film lovers to experience rare films. It is the window to wide world of cinema of different countries to get a glimpse of their social, political and economic background. Not merely providing entertainment, those films are great eye openers. The society in a microcosm being represented before us in an intelligent manner is open to healthy criticism thus enabling us to differentiate between good films and bad films.

## Melbourne, Australia

### Nov. 15 Polish Festival

Venue: Federation Square  
Stop counting calories and indulge in the exquisite flavours at the Polish Festival. Stalls at this year's festival will feature delicacies such as pierogi which many translate as filled dumplings or ravioli but neither term really does the pierogi justice - you just have to try it. Or try some bigos, Poland's true national dish. The festival will leave you feeling as if you have just spent the afternoon in a square in Old Warsaw or Krakow.

## Kyoto, Japan

### Nov. 15 Shichi-go-san

Venue: nearby shrines  
Shichi-Go-San is a festival for girls who are three and seven years of age and boys who are three and five years old. Shichi-Go-San means Seven, Five, Three. Odd numbers are considered lucky numbers in Japan. On November 15th or the closest weekend, children dress in their finest clothes and go to a shrine to ensure a future free of sickness and misfortune. The children are given chitose-ame in a long white paper bag covered with symbols of luck and longevity such as the pine, bamboo, plum, crane, and tortoise. Chitose-ame is a long thin candy colored red and white, meaning thousand-year candy signifying many years of life.

## Changwon, Korea

### Nov. Birdwatching Festival

Venue: Junam Wetlands  
Changwon has many parks and gardens throughout the city which give it a different feel from other big cities. The Junam Reservoir is an important bird migration site and the largest in Korea. During the peak winter season, an average of 30 to 40,000 birds a day can be seen there. No wonder it is famous for its annual birdwatching festival.

## Vladivostok, Russia

### Nov. International Jazz Festival

Various performers from Russia and the other countries will deliver their performances at the upcoming International Jazz Festival scheduled in November. Since 2004, when the International Jazz Festival premiered in Vladivostok, it featured noted musicians and performers such as three-time Grammy award winning American trumpeter Randy Brecker, the Neighborliness Jazz Quartet from the USA, Japan's Mitsuaki Kishi Trio, Russia's Igor Butman Quartet, Sergei Manukyan's Trio, and a prominent Russian trumpet player Alexander Fisher. The glory of the festival will go on this Year.

## Hadong, Korea

### Nov. 1 to 31 Agyang Daebong Persimmon Festival

Venue: Pyeongsang-ri Park, Seomjin River  
The king of flower fruit is the persimmon and the king of persimmons is Daebong. The Daebong persimmon of Hadong Agyanggol is a traditional fruit famous of being presented to the king a long time ago and is also a product produced in the fertile land with clean water, clear air, and the vitality of Mt. Jiri, the spiritual mountain of the nation. It is more beautiful in color and shape, has better taste and scent than the Daebong from other areas. In this November, try to enjoy the best quality persimmons at the Agyang Daebong Persimmon Festival.

## Gyeongju, Korea

### Oct. 9 to Oct. 11 Silla Culture Festival

Venue: Around Gyeongju downtown  
The Silla Culture Festival was planned to inherit the true spirit of ancients by remembering a thousand-year culture of Silla and to use the unique artistic wisdom and spirit of the Koreans as the foundation to create the culture in a new age. It is the largest culture festival in Gyeongju with the longest history. This history experience festival is the good opportunity to feel the thousand-year history and culture of Silla through the inheritance of brilliant culture of Silla and unity of citizens. A variety of folk and culture events is held including a folk band performance, a fancy dress parade, various kinds of folk games, national classical music concert, the Wonhyo art festival, Silla art competition, composition contest and an archery tournament.

# Nov 11



Jeju, Korea



Osaka, Japan



Melbourne, Australia



Kyoto, Japan



Changwon, Korea

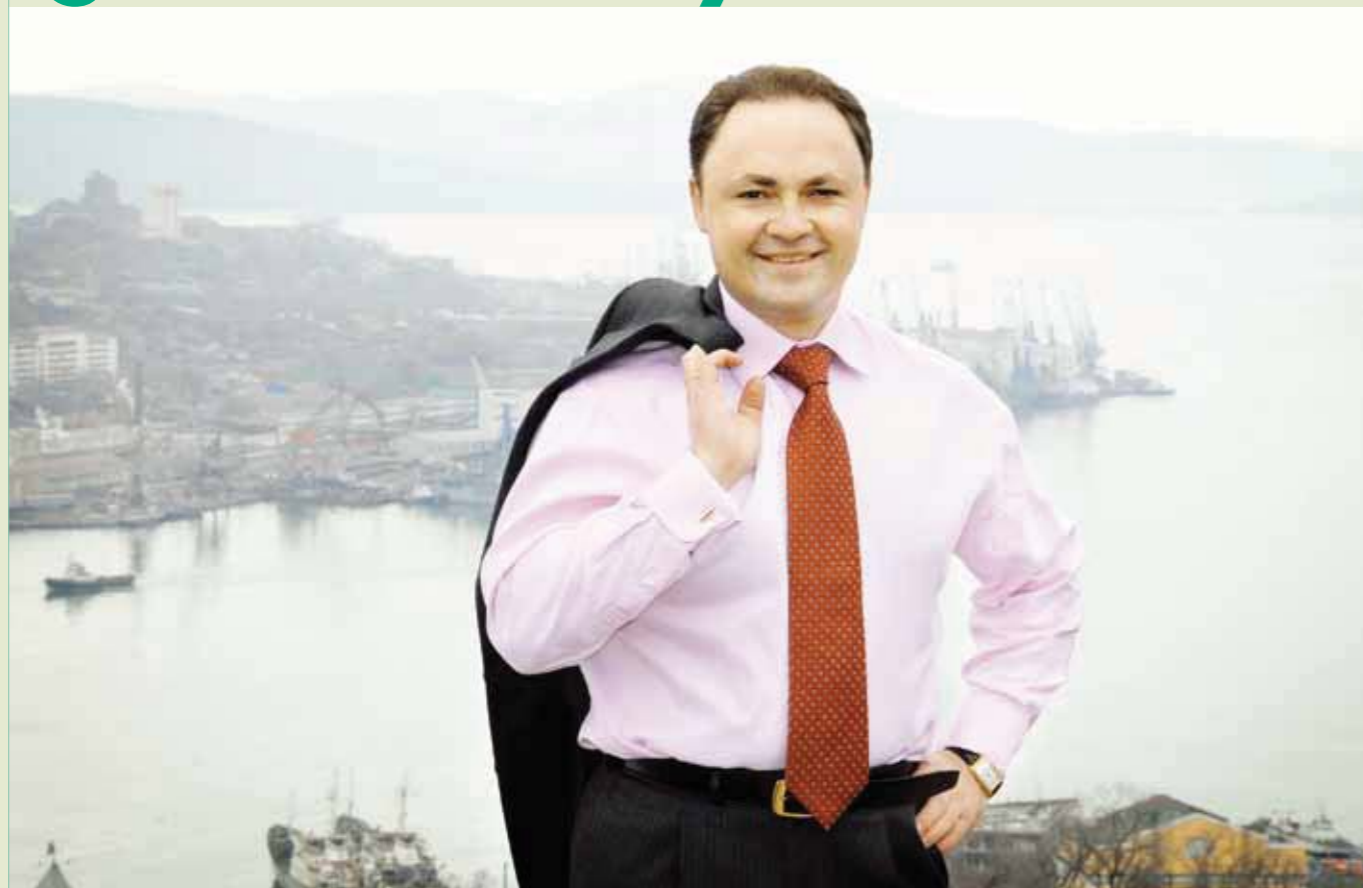


Gyeongju, Korea



## Mayor of Vladivostok

# Igor Pushkaryov



From the favorable geographic location to a variety of historical and cultural sites, wonderful nature, excellent recreational opportunities and exciting cultural traditions, the city possesses great tourism potential. Mayor of Vladivostok City, the only one TPO member city in Russia, speaks today and tomorrow of tourism of the area.



**Could you tell us the biggest attractive aspect of Vladivostok as a tourist destination?**

Vladivostok is considered a true 'window of Asia to Europe and Europe to Asia', located at the place where two continents meet. From the very beginning, the city developed as a dynamic international trade and communication centre. Representatives of different nationalities - Russians, Ukrainians,

Tatars, Koreans, Japanese, Chinese, German, French, and Australians - lived here years ago and are still living now. In the central part of the city the buildings reflecting the architectural styles of the 19th century pertaining to different countries are still preserved.

The climate is mild and marine and taiga reserves with unique nature, flora and fauna are located within a close distance from the city as well as mineral springs used by the local resorts and sanatoriums. These places are attractive for the people wishing to enjoy a calming escape from the noise of the urban life.

**From the viewpoint of a Vladivostok citizen, what are the tourists spots in Vladivostok that you would like to recommend to our readers?**

Presently the objects under construction for 2012 APEC Summit are main tourism attraction



in Vladivostok. All foreign delegations usually wish to go to Russiky Island to examine the site. Other Vladivostok's major tourism attractions are railway station of the 19th century where the world's longest Trans Siberian railway starts, Vladivostok's fortress, Submarine C-56 that actually fought during World War 2nd, Triumphal Arch, Vladivostok's Automotoantiquity museum, Cable railway (funicular), Primorsky Regional Arseniev Museum and Picture galleries where one can see and purchase art pieces of Russian artists.

**Was there a significant change in the culture and tourism industry of Vladivostok over the past 10 years?**

Since 1930s Vladivostok had a status of a military port and was closed for foreigners to visit it. Only 17 years ago Vladivostok regained the status of an open city and began to gradually revive its cultural and tourism traditions. For several years in a row Vladivostok participates in the international "Museum Night" project. Biennale of visual arts also enjoys wide popularity. And in September 2009 for the seventh time Vladivostok will host the annual international movie festival 'Pacific Meridian'.

**What is the total number of the international visitor arrivals in Vladivostok in 2008? How many residents of Vladivostok travelled overseas in 2008?**

In 2008 Vladivostok was visited by 28,000 foreign tourists. It is not much yet, but we can see potential. Vladivostok is more often visited by the citizens from neighboring Asia Pacific countries but in recent years we can observe greater interest displayed toward our city on the part of Europe, namely France, Germany,

Switzerland and Great Britain. The statistics show that in 2008 Vladivostok's citizens made 800,000 tours abroad, mainly to China. Considering the fact that the current city population numbers 605,000, we can say that tourism is very popular among our citizens.

**What are the tourism development plans that your city is working on or will be enacting in the future?**

Acute hotel shortage and the lack of adequate transportation routes running to the city's places of interest remain one of Vladivostok's primary challenges. We consider this challenge our primary target, especially on the eve of 2012 APEC Summit. By 2012 the scope of Vladivostok's tourism services is to be enlarged and about 10 top-rate hotels are to be constructed. To fulfill this task within a very short period of time we will have to increase the awareness of the Asian Pacific counties on Vladivostok. Together with other TPO city members we will be able to start new

cruise and air routes, to hold exciting cultural and sports events as well as mutually beneficial educational and tourism exchanges.

**We understand that many international events, including the TPO Forum 2010, will be held in your city. Can you share with us your view on the vision of Vladivostok City?**

Vladivostok will obtain support from the federal government including substantial financial aid for Vladivostok's unique projects - hosting 2012 APEC Summit and developing Vladivostok as a center for economic cooperation in the Asian Pacific Region - that are to alter the looks of the city upon their completion. The development of the tourism sphere takes an important place in this process, chosen as a priority industry due to the fact that the region possesses great tourism potential. We will do our best for the successful development of the tourism industry in Vladivostok.



# Melbourne Inside Out

Have you been to Sydney, but not to Melbourne? If you want to taste genuine Australian art and culture, you must come by the latter one. Both Sydney and Melbourne are port cities, but Melbourne offers a great cafe culture, young and lively art, relaxed and a little bit more laidback lifestyle and romantic atmosphere while Sydney is packed with commercial buildings and skyscrapers. In Melbourne, relax at the outdoor cafes where people laugh over a cup of coffee or chocolate, feel the bright and splendid sunshine in a park, explore the fascinating graffiti alleys, and walk on the refreshing riverside promenade and beautiful streets where the past and present coexist in perfect harmony.



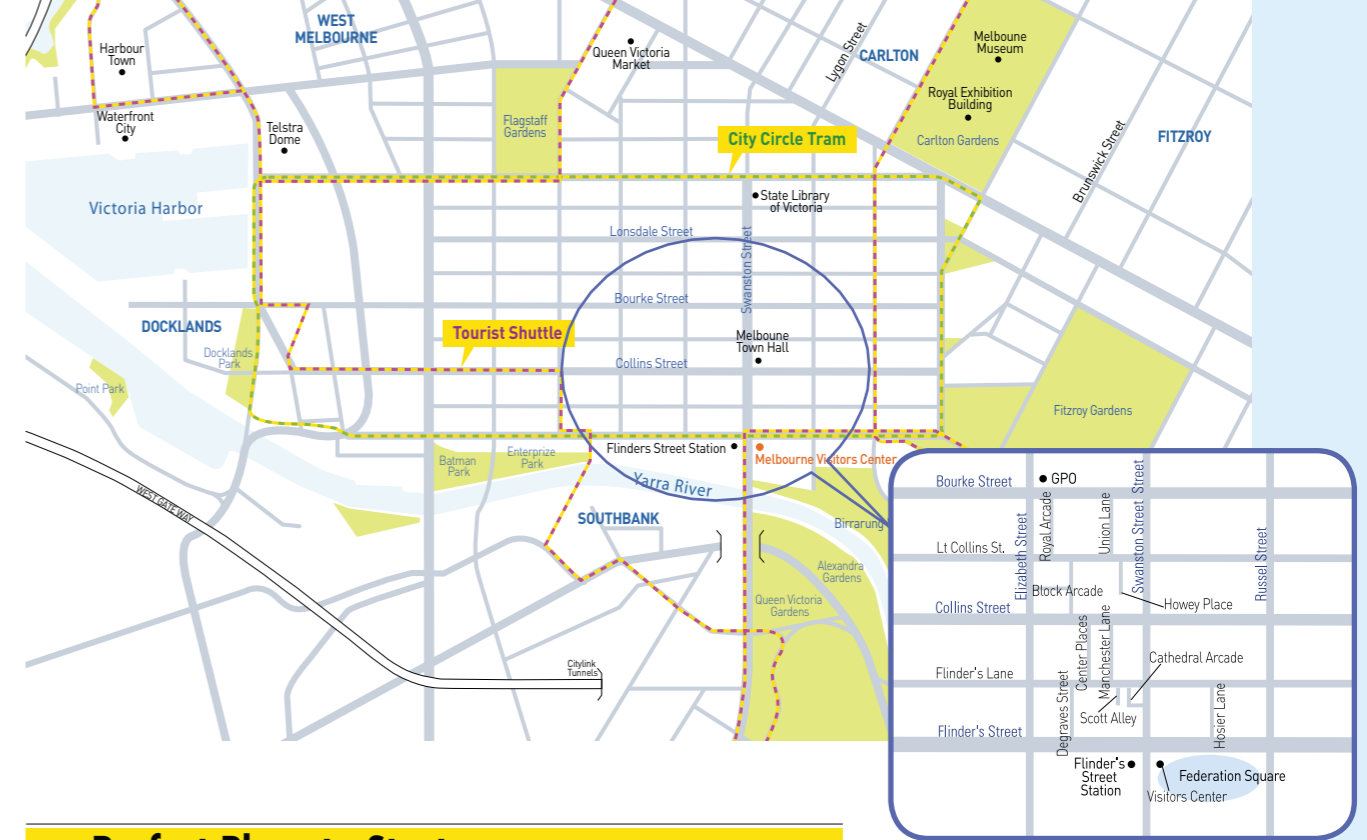
# The Laneways

Melbourne is a city where unique houses and conventional markets from the Golden Rush era still remains.

European-style buildings-Gothic, Romanesque, Baroque, Art Nouveau, and Victorian-and modern architecture stand side-by-side, and there are charming and attractive narrow streets where you can find what you did not expect.

In order to truly understand this city, you need to walk.

Walk like a Melburnian through the lanes and alleys, popular spots, streets and arcades!



## >> Perfect Place to Start

### Flinders Street Station

The intersection between the Flinders Street and the Swanston Street would be a good choice to start your travel. It is where the refined and elegant Flinders Street Station, the symbol of Melbourne, is situated. Most trams and buses pass here and a variety of snack bars, cafes and restaurants are clustered around. Don't forget that most day tour buses operated by travel agencies depart near this station. Across from the station, you will find the modern and stylish Federation Square that houses exhibition halls and a tourist information center.



### Melbourne Visitors Center

The Melbourne Visitors Center nestled at the Federation Square in the middle of the city offers all kinds of information and services you may need before you explore this fascinating city. Go downstairs, and you will find the brochures and guidebooks of various city tour ideas, recommended routes and events. Set your plans here, book tour programs and depart!

**\*\*If you are lost during your trip, volunteering tour guides in 'i'-marked red jacket and a straw hat will help you. You can easily find them around the visitor's center and all around the city.**



## Get on board the trams!

### Tram

Melbourne will instantly remind you of trams that pass through a crowd of classic and contemporary buildings. The tram which is running between Flinders and Swanston Streets since 1910 is still the major way of transportation in Melbourne. For tourists' convenience, a circular service called 'the City Circle Tram' is offered free of charge. In fact, the small classical tram itself which still has naked electric bulbs and outdated straps can be a fascinating tourist attraction itself. And as it stops on every block, trams can be a very convenient and exciting way to explore the city. If you find a 'City Circle' sign board on the street, just get on the tram.



- Operating hours | 10:00-18:00(10:00-21:00 on Thu.-Sat.), every 12 minutes
- Website | [www.metlinkmelbourne.com.au](http://www.metlinkmelbourne.com.au)

### Tourist Shuttle

Tourist Shuttle is a single-route bus service with 13 stops and it is free of charge. The bus runs up to the outskirts where the City Circle Tram is not available.

- Operating hours | 09:30-16:30, every 30 minutes
- Website | [www.thatsmelbourne.com.au/shuttle](http://www.thatsmelbourne.com.au/shuttle)

### Skybus

Skybus service which runs between the Southern Cross Station and the airport is available for tourists' convenience. It takes about 20 minutes from the Tullamarine Airport to downtown.

- Operating hours | 06:00-21:30(07:30-17:30 on weekends and national holidays), every 10 minutes(every 15-30 minutes in the morning and at night)
- Rates | AUD 16 (one-way, adults), AUD 26 (round-trip, adults)
- Website | [www.skybus.com.au](http://www.skybus.com.au)

# Fashion



## Up-and-coming design **Manchester Lane**

During your trip you shall never miss this lane because of the 'Design a Space' shop. This gallery shop offers a variety of design items including children's needs, accessories, bags, candles and clothes. As the gateway to success for up-and-coming designers, various fresh and new products are on display. Once you step into this shop, you will not be able to leave without buying one of its uniquely designed items.

## Dynamic Fashion World **Scott Alley**

Welcome to the Melbourne Fashion World that dares to apply extravagant and classic decorations and loud colors to simple and modern designs and surpasses the boundary between art and design. If you want to know more about young designers in Melbourne, it is recommended to meet Petrona, a designer and owner of the fashion boutique 'Lady'. With long straight hair and flower-patterned skirt, she is the one who offers a modern and vigorous fashion world mixed with delicate sentiment. You can also watch and buy photos of the scenes of Melbourne at the next side gallery.



## Main shopping district **Bourke Street**

If you head to the Bourke Street from the Royal Arcade, the two major department stores, Myer and David Johns, will appear. From the main street to the lanes, various shops are crowded and filled with different items of different styles. This is the main shopping district of Melbourne! If you want an uncommon shopping experience, visit GPO first. The old post office has been transformed into a refined and luxurious shopping mall which proudly presents classical arch column and beautiful show windows decorated with trendy accessories. You need a break from the tour? Go to the chocolate cafe 'CACAO(drinks costs AUD 5.75-8.50)' on the 1st floor and have a glass of cool and refreshing Iced Chocolate.

## Genuine Melbourne Style **Howey Place**

The Howey Place is a fashion street where you can meet the 'Melbourne Sytle' created by well known Melbourne-born designers such as Alannah Hill, Andrea Yasmin and Jason Grech. The boutiques lined along the street offer sexy and stylish clothes rather than cute and simple styles. In addition to clothing shops, bag and hat shops, shoe stores and leather accessory shops are clustered here. You can also find a modern and refined porcelain shop of Australian design.



# Cafe & Restaurant



## Melbourne's cafe culture **Degraves Street**

If you want a break during your trip, the Degraves Street is highly recommended to stop by. It has been called the Mecca of Melbourne cafe culture. There is a cup cake shop next to a lingerie shop where tables and chairs are spread in the middle of the street. Among the cafes, 'Degraves Espresso' is well known for its good tasting coffee and unique chairs that were once used in an old theater. 'The Organic Food and Wine Deli(TOFWD)' offers organic coffee, tea, snacks and a variety of earth-friendly and healthy foods. It is a truly Melbournian experience sitting along with people sipping a good cup of coffee.

## Bar & Restaurants **Centre Places**

A barber shop, a takeout coffee shop, a grocery store, a crepe shop, restaurants serving Greek, Italian or Japanese cuisine, and an artistically decorated clothing shop are clustered here. After 5 until 1 o'clock in the morning, bars located at the second floor are full with people. Deep inside the Centre Places, you can find different atmosphere with various old posters and colorful graffiti. Turn left, walk into the building, and it is a spacious and stylish showroom decorated with white marble under bright fluorescent lights. Why not try on some shoes, the essential fashion item of Melbourne?

## Street of Pizzerias and Ristorantes **Lygon Street**

Once you step on the Lygon Street you may need no further explanation. From the entrance, pizza restaurants, cafes, gelaterias and Italian restaurants are filling both side of the street. As you walk, a piazza, an Italian-style square, and various grocery stores that sell wine, cheese, olive, paste and espresso will appear. This street has been known as 'Little Italy' or 'Via Veneto'. During lunch time, the street is crowded with a lot of people who want to try the tasty brick oven pizza with a cup of genuine cappuccino(You can have a delicious pizza for lunch at AUD 9-13). Take the little alley on the Grattan Street, and you will find the Melbourne Museum.

## Little Greece in Melbourne **Greek Precinct**

Except for Greece, Melbourne is the most populated city with Greek people. The tourist map even reads this area as the 'Greek District.' You can sense the Greek culture from the names of restaurants and shops such as 'Dion' and 'Parthenon'. Moussaka(a cooked salad made up primarily of tomatoes and eggplant) and Souvlaki(Greek-style Kebabs) are available at AUD 20-22 in restaurants located here. If you walk along the Lonsdale Street where the Greek Precinct is located, the multiplex Melbourne Central and QV will appear. The Melbourne Central houses 300 shops, cinema, restaurants and cafes. In the basement of QV two discount stores are located; BIG W and SAFEWAY. Since a variety of groceries, daily supplies and supplements are available at low prices, you should stop by.



## Ultimate Melbourne-Style Lunch

Early May could be the best season to visit Melbourne because the Melbourne Food & Wine Festival is held at this time of the year. Chefs from all over the world come to Melbourne and present creative menus using the fresh ingredients from the sea, farms and wine fields surrounding the city. At 'the World's Longest Lunch', the best cuisines and wines of Melbourne are served on the 400m-long table. The participation fee is AUD 115 and reservation can be made online. Website [www.melbournefoodandwine.com.au](http://www.melbournefoodandwine.com.au)



# Lifestyle & Culture



## Hidden Charm Cathedral Arcade

This building has been home to graphic designers and artists. If you want something unique, go upstairs. 'RetroStar' in which the American vintage-style costumes from the 1950s and various accessories are on display will welcome you. Because of unique decorations and interior design, the shop itself is worth visiting even though you're not buying anything. You will also find the 'Collected Works Bookshop' operated by a writer. The books that have been classified and placed on the bookshelf one by one by the writer himself show a warm and profound literary world. Artists' messages and paintings, the posters and brochures of various art and literary events are found in every corner of this cozy and private library-like bookstore.

## Elegance in Shopping The Block Arcade

In the Block Arcade, you will be busy appreciating the whole area from the ceiling to the floor. Featuring the elaborate ceiling mural of the former Singer Sewing Machine store and splendid antique mosaic of the gallery's floor, the entire building shows the aristocratic and elegant past of Melbourne. The 'Hopetoun Tea Rooms(since 1892)', 'Haigh's' chocolate shop, 'Dafel' dolls shop, 'Australian by Design' craft store and a select shop 'Douglas & Hope'managed by a Melbourne based designer couple are the must place to visit.

## Fun in Living Royal Arcade

Look up to the dome glass ceiling, you can find the frowned 'Gog and Magog' looking down on you. Those two ring the bell every hour, but you should be ready and concentrated to witness the ringing because it is finished so instantly. The Royal Arcade, the oldest arcade in Melbourne opened in 1869, houses interesting shops including an occult and mythic shop, a toy store and a matryoshka doll store. Don't forget to taste the Melbourne chocolate at 'Koko Black'!

## Dynamic Art Scene

### ■ Hosier Lane and Union Lane

In this city, you should try to experience both mainstream and underground cultures. The Hosier Lane and the Union Lane are paradise of graffiti, in which you can feel young and energetic art sense. Cartoons and subtle illustrations-cute or grotesque-and geometric patterns fill the walls and unique galleries and clubs are hidden behind the mysterious doors. It is known that some scenes of the mega-hit Korean TV drama 'Sorry I Love You' were filmed here in Hosier Lane. Graffiti artists from around the world gather here and paint the walls again every year.

### ■ Art Centre Sunday Market

This is the place where you can experience Australian tradition and native culture and meet a variety of modern and stylish crafts and art pieces. All kinds of art products such as pottery, jewelry, photos and wooden items are available. It opens from 10:00 to 17:00 on Sundays. Website [www.theartscentre.com.au/sundaymarket](http://www.theartscentre.com.au/sundaymarket)



# The Bohemian



## The irresistible temptation Brunswick Street

Fitzroy, located in the northeast part of Melbourne, is a Bohemian village. The Brunswick Street, in particular, is the playground of hippie culture and young artists. Here, you can feel a unique and creative young sentiment through characteristic window display, street fixtures and murals. The street lined with decorative and antique-style buildings is home to artistic bookstores, chocolate shops, cafes and clothing shops that cover vintage, pop and casual styles.

Each shop in this street has its own concept with different items. You can find homemade skincare products, artistic and humorous vintage-style interior items, impressive paintings by unknown painters, artistic stationeries, used books, stylish and creative accessories, cute children's items and diverse clothes. If you feel hungry in the afternoon, 'SAN CHURRO(Churros & Chocolate: AUD 7.50, Spanish Hot Chocolate: 5.50)' and 'RETRO CAFE(main dishes such as oven-grilled chicken, beef steak and homemade sausage available at AUD 18-24 / 08:00 ~ 01:00)' are recommended.

With various shops, restaurants, bars, galleries, clubs and boutique hotels, a full day will not be enough to experience all the fun and excitement of this street. Enjoy the night at the bars or clubs which seemed so silent during the daytime, but coming alive after sunset.



## From two-hour to full-day, City Tour Programs

### ■ River Cruise

Watch the downtown crowded with skyscrapers, peaceful port and beautiful parks sitting in a comfortable cruise, breathing fresh air. City river cruises are available at AUD 22-29 (adults). [www.cityrivercruise.com.au](http://www.cityrivercruise.com.au)



### ■ Carriage Tour

Taking a horse carriage ride, you can go anywhere in Melbourne. It can be a special experience mixed with modern age and contemporary lifestyle. You can negotiate the rates, the tour route and time. [www.antiquevictoriancarriages.com.au](http://www.antiquevictoriancarriages.com.au)

### ■ Half-day Highlight Tour

In this program, you can tour the history, architecture, arts, lanes, urban culture, markets, museums, nature and ports of Melbourne in a half day. The tour rates are AUD 55, and advanced reservations are required. The tour departs at 09:30. [www.biobustours.com.au](http://www.biobustours.com.au)



### ■ Chocolate Walking Tour

You can easily find a Chocolatier, chocolate cafe or chocolate bar every street in Melbourne. Chocolate is an aspect of the romantic and European Melbourne lifestyle. This program is the chance to tour Haigh's, Deva, Chokolait Hub, Koko Black, Laurent, Patchi, Cacao, Chocolate Box and the famous tearoom T2. To join the Chocolate Walking Tour (AUD 35 / 1 and half - 2 hour tour / Fridays and Saturdays only), advanced reservations are required. [www.chocoholictours.com.au](http://www.chocoholictours.com.au)

### ■ Hidden Secrets Tour

A tour guide leads you to the hidden places where you can experience the true value of Melbourne. It is the best way to hear unknown stories and meet special people. Join this program if you want to see the architecture, wine & food, public art, vintage, underground and design of Melbourne from an insider's perspective (3 hand half hour tour / AUD 115). [www.hiddensecretstours.com](http://www.hiddensecretstours.com)



# City Scenes



## Kitchen of Melbourne Queen Victoria Market

Those with big appetite may find it very hard to leave Queen Victoria Market where many mouthwatering sausages and a variety of delicious bread, cheeses and wines are available. Offering gourmet ingredients-nuts, dried fruits, cake, light snacks, jams, pastas, olive and flavors, tea and coffee, fresh fish, vegetables and juicy meat-and fascinating souvenirs, this market has become one of the most popular tourist attractions in Melbourne. Since 1878, this traditional market has offered various healthy and fresh foods to Melburnians. Don't forget to check the operating hours before you visit.

● **Open hours** | 06:00-14:00(Tues and Thu.), KRW 06:00-18:00(Fri.), 06:00-15:00(Sat.) 09:00-16:00(Sun.), Closed on Mondays and Wednesdays ● **Website** | [www.qvm.com.au](http://www.qvm.com.au)



## For daydreamers and readers Fitzroy Gardens

With one-third of the city protected as park, Fitzroy Gardens has been Melburnians' most favorite spot. You can just freely enjoy the beauty of refreshing nature, read a book on a bench under a branch, walk in meditation, or watch people having a good time with their family. If you want to learn the region's history, you can also visit the house of Captain James Cook, the first explorer to map the coastline of Australia in the 18th century. The captain's statue is very charismatic while his cottage shows a simple lifestyle with a small bed and pastoral fixtures. Captain Cook Mineral Water(AUD 2 per bottle), miniature ships and bear dolls in captain cook's uniform are available at the shop. You can also visit a nearby greenhouse where you will be fascinated with the warm romantic atmosphere of the exotic garden.

● **Captain Cook's Cottage** ● **Open hours** | 09:00-17:00 ● **Admission fee** | AUD 4.50(Adults) ● **Website** | [www.fitzroygardens.com](http://www.fitzroygardens.com)

## Newly emerging Docklands

The hilarious cow-up-a-tree sculpture standing at the seaside park catches your eye. Surrounded with modern architectures, Docklands, clean and peaceful port district, has been evolving into a city where residential and commercial space is in perfect harmony with art and nature. You can walk along the beautiful Marina, shop at outlets and have a drink at the seashore. 'Waterfront City', 'New Quay' and 'Victoria Harbour' housing dining area and retail shops are ready to welcome you.



If you are planning a special lunch or dinner, visit the Cambodian restaurant 'Bopha Devi(Thu~Sun 12:00~15:00 / Tue~Sun 18:00~)'. It is one of the top 5 restaurants in Melbourne serving a variety of mouthwatering menus including rice and noodles. If you prefer a more casual time, the Italian bar and restaurant 'Renzo's Bar' is recommended. It is open from early morning until late at night and you will be amazed at the exquisite taste of its pizza.



## Night at the Riverside Yarra & Southbank Promenade

If you want a fun and exciting night, Yarra & Southbank Promenade-the Crown Casino stands in the middle-is the place to consider. Hotels, shopping arcades and romantic riverside restaurants including 'NOBU' are lined along the river. If you had a dinner in one of the restaurants, take a walk for a while to watch the fire show. A dynamic fire performance which is reminding a dragon spouting out flames in a fantasy novel can be watched from 18:00(in winter, from 21:00 in summer) to midnight.

## Eureka Skydeck 88

Eureka Tower, the tallest building in the Southern Hemisphere, changed the skyline of Melbourne. It is the best place to have an entire view of Melbourne. In particular, EDGE, a transparent glass box which will be protruded outside of the building by nearly four meters containing you inside, will be the most thrilling experience ever. Look down the ground through the transparent glass from 90-story high and you may be numb with fear. Once the EDGE experience is over, you deserve the 'I Survived the EDGE' bracelet.

● **Address** | Riverside Quay, Southbank, Melbourne 3006 ● **Phone** | 61 3 9693 8888  
● **Open hours** | 10:00-22:00  
● **Admission fee** | AUD16.50(AUD 12.00 additionally charged for EDGE)  
● **Website** | [www.eurekaskydeck.com.au](http://www.eurekaskydeck.com.au)



# A Day Out to Mornington Peninsula



## Fun to be lost! **Ashcombe Maze**

the Ashcombe Maze is a peaceful and picturesque park with an interesting citrus-scented maze and European-style gardens. As the oldest maze park in Australia, it features poplar (more than 70 years old)-lined street, 1,200 rose bushes, 4,000 lavender plants and 100,000m<sup>2</sup>-wide forest. You can breathe fresh air and smell sweet scents of flowers, and the maze made with trees taller than average adults is fairly intricate and complex. You will have a feeling of relief and great accomplishment after leaving the maze finally. The oil produced with indigenous lavender plants is available and in a cafe, homemade scones, cookies, sandwiches and soups are served.

- **Address** | 15 Shoreham Road, Shoreham, Mornington Peninsula, Victoria 3916
- **Phone** | 61 3 5989 8387
- **Open hours** | 10:00-17:00
- **Admission fee** | AUD 16
- **Website** | ashcombemaze.com.au

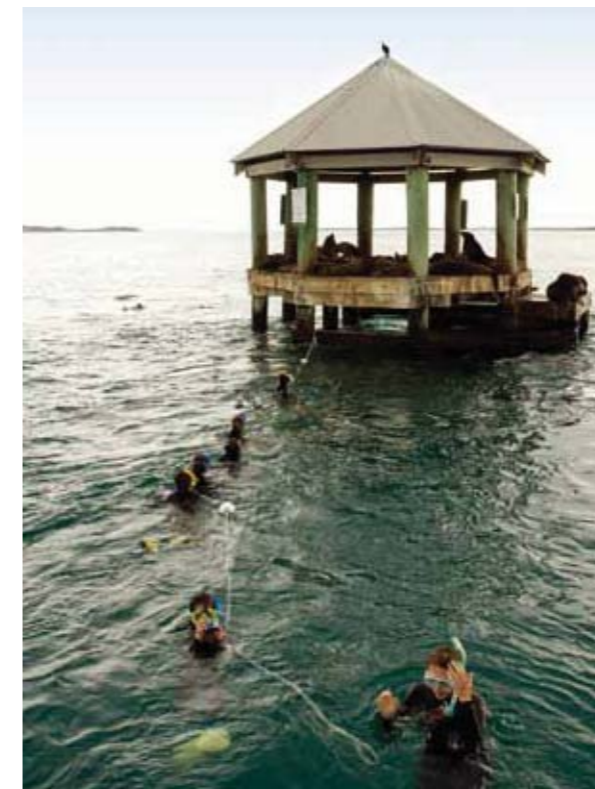


## The hidden treasure of the ocean

### **Dolphin Swim Cruise**

Some of you might have seen a dolphin in an aquarium. What about seeing dolphin in the sea? This program gives you the chance to watch wild dolphins using snorkeling equipments. The 'Moonraker Dolphin Swim Cruise' departs from the Sorrento Ferry and cruises the sea where dolphins are often found. It stops by a pavilion on the sea to watch wild seals, and fascinating spots that are home to a large variety of fishes.

- **Phone** | 61 3 5984 4044
- **Departure** | 09:00 or 13:00
- **Rates** | AUD 148 (AUD 199 additionally charged for the dolphin and seal program)
- **Website** | www.moonrakercharters.com.au



## Outskirts Tour Programs

### ■ **Winery Tour**

Within one hour drive, you can arrive to the Yarra Valley where nearly 70 wineries are clustered and Mornington Peninsula which is famous for its Pinot Noir. If you join the winery day tour program, you can visit 4-5 wine fields and taste tasty wines. The price varies by wineries you visit and the lunch menu. Rates start from AUD 100.

### ■ **Farm Tour**

Herb Farm, Floriculture, Stock Farm and Vegetable Farm. There are lots of options you can choose from to plan a day out of Melbourne. You can watch crops and fruits being harvested and even touch and taste them.

### ■ **Hot Air Balloon Tour**

Can you imagine looking down the beautiful Australian land from the hot air balloon? In Melbourne and Yarra Valley, a variety of fascinating day tour programs riding in hot air balloons and having a delicious meal over sweet champagne or wine and are available.

### ■ **Wellness Spa Tour**

Daylesford, the spa capital of Australia, is 1 hour 20 minutes drive away from Melbourne. Taking professional treatment in hot mineral water will soothe you and freshed you up! You can tour the nearby wineries, lake, forest and golf resorts and go on shopping and visit galleries in the downtown.

### ■ **Helicopter Tour**

Do you want a grand view of the Great Ocean Road from the sky? Even though the Helicopter tour usually takes only ten minutes with AUD 70, it will allow you to enjoy the breathtaking view of the dramatic coastline.



## A mouthful of freshness

### **Sunny Ridge Strawberry Farm**

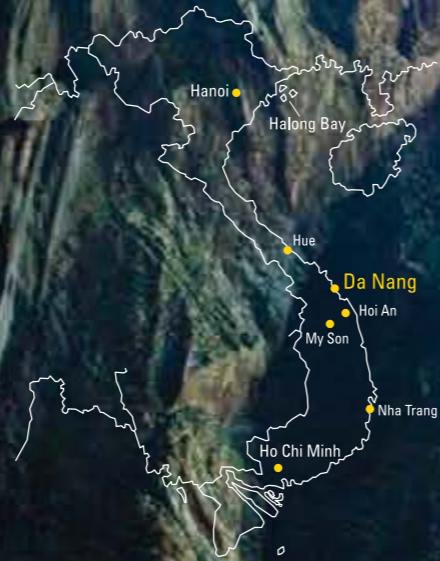
Since a part of the strawberry farm is open to tourists, Sunny Ridge Strawberry Farm has been popular among the visitors to Mornington Peninsula. You can pick up fresh strawberries by walking along the plowed rows and buy fresh strawberry jam, liquor and fermented foods, strawberry-themed fashion, cosmetics and living items at a strawberry shop. The strawberry cafe opens on weekends only.

- **Address** | Corner Mornington-Flinders and Shands Road, Main Ridge, Victoria 3928
- **Phone** | 61 3 5989 4500
- **Open Hours** | Nov.-Apr. 09:00-17:00(daily) / May-Oct. 11:00-16:00(weekends)
- **Price** | Strawberry picking AUD10(including 500g of strawberry), Strawberry Sparking Wine 'Charlotte' AUD22.50, Strawberry Liquor AUD20
- **Website** | www.sunnyridge.com.au



# Treasures and Pleasures of Da Nang

Da Nang situated in the central area of Vietnam is the nation's 4th largest city after Ho Chi Minh, Hanoi and Haiphong. It flourished as the center of Cham during 12th~15th century. Under the French colonial period, this city (called 'Tourane' was a major port in the central region after Hoian. During the Vietnam War, Da Nang was the largest US military base. Now, the city is evolving into a tourist city based on the said historic background. Many people tend to stop by this city on their way to Hoian. In reality, Da Nang is one of the most fascinating cities in Vietnam.

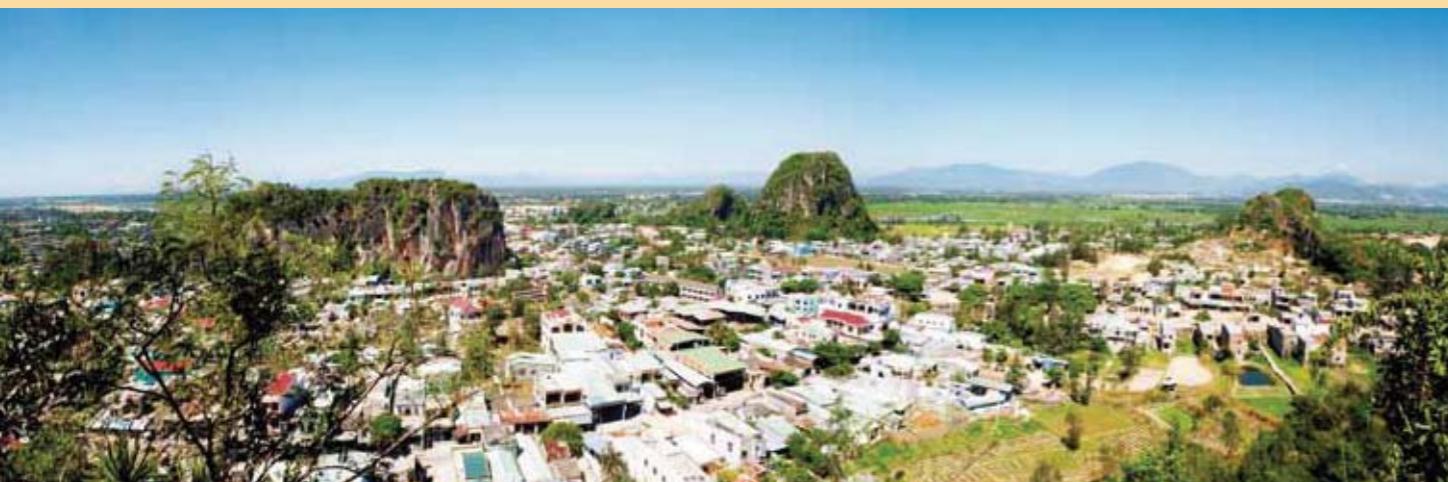




Course 1

**City Sight**

Da Nang, a big port city (1,255.53km<sup>2</sup>), offers many tourist attractions across the city. It is recommended to take a taxi or cyclo for a city tour. In the evening, take a walk along the Han River. You will be amazed at the lighted bridges, a food stall street and many other fun and exciting events.



**Ngu Hanh Son (Marble Mountains)**

As sacred marble mountains, Ngu Hanh Son has been respected by local citizens. It consists of five peaks; Moc Son (Wood), Kim Son (Metal), Tho Son (Earth), Hoa Son (Fire), Thuy Son (Water). In particular, Thuy Son is a great observatory to watch the entire marble mountains. There are many natural limestone caves and temples nearby. In a local village are situated a lot of workshops. You can watch how limestone goods are being made and purchase them.

● **Open hours** | 07:00-17:00 ● **Admission fee** | VND 1500 (adults)

**Chinh Toa Da Nang**



This Catholic church was established by a French minister in 1923. The delicate pastel-pink European-style patterns, elegant designs and stained glass fascinate and charm visitors. Since the front door opens on Sundays only, you need to enter the church through a back door during weekdays.

**Bao Tang Cham (Cham Sculpture Museum)**



As one of the most famous tourist attractions in Da Nang, this museum has a large collection of sculptures from the Champa Kingdom that flourished during 4th-13th century. It has been said that this kingdom was so powerful that it even conquered the kingdom of Angkor in Cambodia. Bao Tang Cham was founded by a French East Asian Society in 1915. Approximately 300 antique pieces are on display. Most of them were collected in Quang Nam. The museum is divided into nine eras. Most sculptures are made of sandstone and symbolize the main deities of Hinduism such as Shiva, Vishnu and Garuda.

● **Address** | No. 02, 2-Tang-9 St., Da Nang ● **TEL** | 0511-347-0116  
 ● **Open hours** | 07:00-17:00 ● **Admission fee** | VND 30,000 (adults), VND 5000 (teens), free (under the age 6) ● **Website** | www.chammuseum.danang.vn 7:00-17:00



**Han River**

The Han River that flows through Da Nang is a resting place and playground for citizens. The bridges lighted in the evening (around 18:30) make the river more romantic and beautiful at night. There are four bridges over the ridge. Among them, Song Han Bridge is the most beautiful one. Many exciting rides and street vendors are seen near this bridge at night. Under 'the Best Street to Walk Down' development project by 2010, the city has developed promenade, cafes, clubs, hotels and restaurants along the river.



**Cho Han (Han Market)**

This conventional market has been established for tourists. A variety of fresh seafood, dried seafood, fruits and industrial products are on display on the 1st floor while clothes and accessories are available on the 2nd floor. Around 6-7 o'clock in the morning, you may be able to see fresh seafood being auctioned.



**Indochina Riversides Mall**

Shopping and office complex located near the Han River. A shopping center is situated from the 1st to 3rd floor. Even though a number of shops are small, all kinds of products such as clothes, cosmetics, underwear and jewelry are available. If you are tired from shopping, visit a coffee shop.

● **Address** | 74 Beach Dang St., Da Nang ● **Open hours** | 07:00-23:00

**XQ Da Nang Silk Hand Embroidery Arts**

The variety of delicate and colorful embroideries are very impressive. An embroidery lesson program (minimum 6 months) is also available for the general public. Even though it is hard to express the light and shade of the fabric, it is very pleasant and amusing to embroider various designs.

● **Address** | 39-41 Nguyen, Thai Hoc, TP, Da Nang ● **TEL** | 0511-381-6847 ● **Website** | www.xqhandembroidery.com



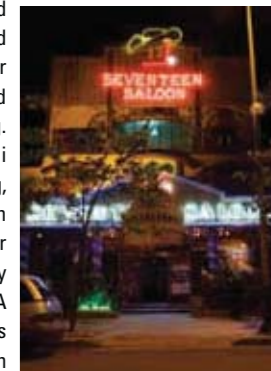
**Vinh Trang Plaza**

Are you having a hard time in finding a department store or discount store? Go to the Vinh Trang Plaza. It houses a shopping mall and fast food restaurants on the 1st floor, BIG C Supermarket on the 2nd and 3rd floors and a movie theater and entertainment zone on the 4th floor.

● **Address** | 255-257 Hung Vuong, Vinh Trung, Thanh Khe, Da Nang ● **TEL** | 0511-366-6000 ● **Open hours** | 08:00-22:00 ● **Website** | www.bigc.com.vn

**Seventeen Saloon**

You may be amazed at this modern and stylish western bar here in the calm and peaceful Da Nang. Located in Ho Chi Minh and Da Nang, Seventeen Saloon has been popular among many westerners. A variety of parties such as American Independence Day Celebration are held every year. It is also fun to watch a cocktail show in the middle of a live band concert.



● **Address** | 76 Tran Hung Dao St., Son Trea Dist., Da Nang ● **TEL**: 0511-328-4017 ● **Open hours** | 18:30-24:00 ● **Price** (VAT 10%, NOT included) | **Beer**: VND 49,900- 69,900, **Cocktail**: VND 69,900-79,900- **Tequila**: VND 699,000-799,000 ● **Website** | www.seventeensaloon.com.vn

**Vegas Club**



On entering Vegas Club, you might be embarrassed by its exotic pole dancers and stylish servers at each table.

The Vegas Club is the hottest hip-hop club in Da Nang. You will be enchanted with alluring and powerful exotic dancers. It is also fun to watch swift and splendid scratching by three DJs.

● **Address** | 192 Doig 2-9, TP. Damning ● **TEL** | 0 5 1 1 - 3 6 4 - 4 3 5 8 ● **Open hours** | 18:00-01:00 ● **Price** | **Beer**: VND 60,000-95,000, **Cocktail**: VND 80,000, **Tequila**: VND 350,000-3,400,000, **Vodka & Gin**: VND 650,000-2,800,000 ● **Website** | www.vegas-club.com



**Club 777**

Just like the Vegas Club, Club 777 is divided into a DJ box and halls on the 1st and 2nd floors. As soon as you sit at your table, assorted fruit is served. A waiter on standby will fill your glass. It could be somewhat uncomfortable, but it is fun to hang out with young Vietnamese.

● **Address** | Khu Biet thu Dao Xanh, Da Nang ● **TEL** | 0511-3622-362 ● **Open hours** | 18:00-13:00 ● **Price** | **Beer**: VND 29,000-90,000, **Cocktail**: VND 45,000-55,000, **Tequila, Vodka & Gin**: VND 400,000-1,500,000

**Course 2**  
**Beach**

The 50km-long Da Nang Beach designated as one of the top 6 luxurious beaches in the world in 2005 by Forbes is a beautiful and peaceful beach. With a variety of fascinating water sports such as snorkeling and wind surfing, Da Nang Beach welcomes all visitors.

Hotel & Resort

**Hoang Anh Gia Lai Plaza Hotel**



HAGL Plaza Hotel is a 23-story skyscraper. A bar situated on the 23rd floor has an open view of Da Nang downtown. This 5-star hotel offers exquisite services with modern and stylish facilities. It also houses state-of-the-art convenience facilities such as a karaoke bar, night club, spa and casino.

● **Address** | 01 Nguyen Van Linh St., Hai Chau Dis., Da Nang  
 ● **TEL**: 0511-322-3344 ● **Price** | Superior: USD 81-82, Deluxe: USD 93-99, Deluxe Premier: USD 111-112, Executive Premier Suite USD 319 ● **Website**: www.hagl.com.vn

**Green Plaza Hotel**

This is a 4-star hotel located on the Han River Street in Da Nang downtown. The beige-toned rooms decorated with bamboo are cozy and comfortable. The sky bar and observatory on the roof have a great view on the Da Nang Bay and the Han River.



● **Address** | 238 Bach Dang St., Da Nang ● **TEL** | 0511-322-3399 ● **Price** | Superior: USD 110-139, Deluxe: USD 229-239, Suite USD 299-459 ● **Website** | www.greenplazahotel.vn

**Furama Resort**

Furama Resort is the first 5-star resort in Vietnam. On entering the lobby, you will be amazed by the blue sky and open Da Nang Beach. This luxurious resort has a resort beach, two swimming pools, elegant guest rooms with spacious balcony and terrace, international buffet restaurants and bars and aesthetic centers. In addition, fun and thrilling water sports (ex: Snorkeling, day tour program, etc.) are also available.



● **Address** | 68 Ho Xuan Huong St., Bac My An, Da Nang  
 ● **TEL** | 0511-384-7333 ● **Price** | Garden View: USD 175-285, Lagoon View: USD 207-310, Ocean View: USD 223-355, Suite: USD 495-670 ● **Website** | www.furama-vietnam.com



**Da Nang Beach**

Da Nang Beach can be divided into three areas; Da Nang Bay, Son Tra Peninsula and East Sea. The Da Nang Bay located in the north of Da Nang downtown is also divided into Nam O, Xuan Thieu and Thanh Binh. The 12km-long beach borders on a coastal drive. A grand bridge which is connected to the Han River and port can also be seen. The 20km-long East Sea which has been the most popular place among tourists is crowded with many people from early in the morning until late at night.

Luxurious and premium resorts such as 5-star Furama Resort and Sandy Beach Resort are found along the beach. More elegant resorts (ex: Le Meridien Hotels & Resorts, Hyatt, etc.) are under construction. Unlike the East Sea that has open sand beach, and Son Tra has a thick forest. The six beaches surrounding the peninsula (Tien Sa, Dong Hai, Bai But, Bai Rang, Bai Bac and Bai Nam) also proudly present spectacular landscapes. Fun and exciting activities such as swimming, fishing, trekking and diving are available.

**Son Tra Peninsula**

Son Tra Peninsula which is approximately 8km off from the downtown has a thick tropical rain forest (15km-long and 5km wide with 5370ha). Here, you can get off from your hectic routine and enjoy the genuine beauty of nature. You can tour the mushroom-shaped peninsula (696m at elevation) by car. The mountain peak has a great view of Da Nang Bay, the East Sea and Da Nang downtown. Near Linh Lung Pagoda where a 67m-tall white Buddha statue and many delicate sculptures are found, resorts and a coastal drive are under development.



**Course 3**  
**BANAHILLS**

The citizens of Da Nang say that BANAHILLS is a place where you can experience four seasons in one day. Since March 2009, nearly 40,000 tourists have visited this place. Do not miss to visit BANAHILLS where a ropeway tour is available.

**1 Cable car Station 1**

As you drive down the 4-lane road, mountains will come closer. After sizzling hot weather, you can cool down in a cable car because Ba Na Hills maintains a temperature of 17-20°C. The cable car has a great view of the tropical rain forest, the valley and waterfall. A free shuttle bus is also available.



**2 Tinh Tam Garden**

Once you get off from the bus, you need to walk up the stairs. Then, the Royal Villa and picturesque Tinh Tam Garden will appear. This garden is the site of the house where a French would live in 1921. 'Tinh Tam' means 'comfort and happiness to all visitors.' Ba Na Hills was first discovered by the French captain Debay in 1900.



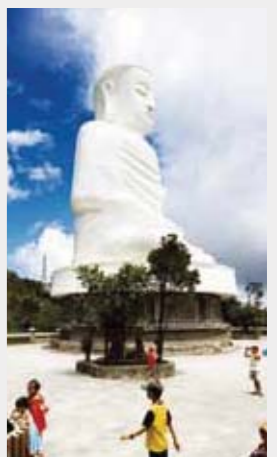
**3 BANAHILLS By Night Resort**

This is a modern resort that features restaurants, bars, outdoor BBQ and other convenience facilities. Even though tourists can stay overnight, most of them prefer day trips. Since the World War I, French soldiers and workers who failed to return to their homeland would live here. This antique-style resort has been operated since the Vietnamese Revolution of 1945.



**4 Linh Ung Temple**

Large Buddha statues are here which you can see from a cable car. In particular, the statue on the Vong Nguyet Hill (1,500m at elevation), which was erected in 2004, is as tall as 27 meters. Linh Ung Temple is a temple built on the precipitous cliff. It has beautiful sculptures and unique pine trees on the yard.



**5 Cable car Station 2**

If the ongoing construction of cable cars is completed, tourists will be able to spend a day in this luxury resort located at the highest area in Da Nang. This resort near the misty mountain peak is divided into a hotel and resort. It features environment-friendly facilities such as a promenade, observatory and shaky bridge.



Tip >>

**Cable car**



This is a Ba Na Hill cable car listed in the Guinness Book of Records with the longest one-wire telpher network in the world (5042.62m) and the highest station (1291.81 at elevation). There are eight cable cars for VIPs among a total of 95 cable cars. The VIP cable cars offer comfortable leather sofa and free drinks. A higher cable station will be completed in September.

● **Open hours** | Mon.-Fri.: 7:30-9:30, 10:30, 11:30, 13:30, 15:00, 17:00, 18:30, 21:00 / Sat., Sun. and national holidays: 7:30-18:30 (+21:00) ● **Price** | VND 120,000 (adults), VND 80,000 (children), VND 1,000,000 (VIP Cable Car, round trip) ● **Website** | www.banahills.com.vn

**Gourmet Catalogue**

# The genuine taste of Vietnam in Da Nang!

Da Nang, a historical and cultural city, offers a variety of tasty Vietnamese cuisines. Long-history restaurants have perfected authentic Vietnamese dishes over generations. A variety of unique local foods are available anywhere across the city.

**B. Pho Tai Nam**  
(Beef Noodle Soup with well-done flank)

You can eat this noodle soup with various fresh vegetables such as green bean sprouts and onions. Large bowl sizes are also available.



VND 35,000

**A. My Quang Phu Chiem**  
(Quang Nam Pork And Shrimp traditional flat noodle Phu Chiem Style)

A savory and refreshing My Quang noodle soup famous in Da Nang



VND 15,000



VND 10,000

**A. Banh Beo** (Bloating fern shaped cake)  
A savory rice pudding made of peanuts, meat, mushroom and shrimp. It is served with sauce on it.

**C. Goi ca Nha Trang**  
(Fish Salad in Nha Trang Style)

Nha Trang-style fish salad served with fresh vegetables, rice paper and rolled sashimi. You can have it in sauce such as Nuoc Mam.



VND 99,000



VND 69,000

**C. Nghe nuong mo hanh** (Grilled clams with green onion)  
Slightly seasoned and grilled clams to keep the fresh taste



**D. Goi ca Nha Trang**  
(Fish Salad in Nha Trang Style)

Strong flavor makes chicken more tender and tasty.



**D. Thit Heo Rung Xao** (stir, fried forest pork)  
Stir-fried pork made with Ba Na pork

**D. Hanh Xao Nam**  
(Stirred mushroom with green anion)  
The mushroom juice makes the steamed rice more delicious.



**D. Ga Chien Mam**  
(stir-fried chicken)  
Sweet and refreshing salad topped with sliced banana flowers



**E. Goi Tom Thai**  
(Thai Style Prawn Salad)  
Cuttle fish and prawn salad mixed with various vegetables stimulates the appetite.



**E. So Diep-Nuong Mo Hanh** (Scallop-Grilled with onion and oil)  
Spicy-seasoned and grilled scallops



VND 75,000

**G. Tom Su Nuong**  
(Grilled Tiger Prawn)  
Very tasty to pull the sweet flesh of the grilled tiger prawns with hands and eat them with sauce.



Thoi Gia (Market Price)

**F. Che Thap Cam**  
(Assorted Sweet congee)  
Famous sweet Vietnamese soup. Assorted sweet beans topped with ice and syrup are served in a cup.



**F. Trai Cay Thap Cam**  
(Seasonal Fresh Fruits plate)  
If you don't like beans, try to taste fresh fruits. A variety of seasonal fresh fruits topped with syrup are served.



VND 60,000

**G. Nghe Hap Sa To Dat**  
(Steamed Clams with Lemongrass)  
Lemongrass removes the fish smell of clams. In addition to the clam flesh, the savory and refreshing soup is also very tasty.



VND 120,000

**G. Muc Nuong** (BBQ Cuttlefish)  
This slightly barbecued cuttlefish offers savory and tender taste.

**Restaurant List**

**A. Tran, Local Food**

If you want to try local foods including Vietnamese rice noodle soup, go to Tran near the Son Han Bridge. You can have a variety of tasty dishes at low prices in an amusing and festive atmosphere.  
● Address | 300 Hai Phong, Da Nang ● TEL | 0511-384-9022 ● Open hours | 06:15-22:15



**B. Pho 24**

A rice noodle soup chain which is operated all over the world as well as across Vietnam. Since most Pho 24 restaurants are air-conditioned, you can have tasty noodle soup in cool and refreshing atmosphere.  
● Address | 41 Nguyen Van Linh St., Da Nang ● TEL | 0511-584-035 ● Open hours | 06:30-23:00 ● Website | www.pho24.com.vn



**C. Apsara Restaurant, Da Nang**

In this restaurant, you can watch traditional Cham performances over a tasty meal. This 300-seat restaurant is divided into 1st and 2nd floors. It proudly offers a unique interior design and tasty seafood.  
● Address | 222 tran Phu St., Da Nang ● TEL | 0511-561-409 ● Open hours | 10:00-14:30, 17:00-22:00 ● Website | www.apsara-danang.com



**D. BaNaBy Night Resort Restaurant**

If you get hungry from the tour, visit this restaurant which offers a variety of local dishes. Even though no English menu is available, waiters are able to take orders in English.



**E. Hoang Thu Restaurant**

This seafood restaurant has a great night view of the Han River with a cool and refreshing wind. Lobsters and crabs are available at market prices. Since all seafood can be cooked in four different ways, everyone can choose their favorite.  
● Address | Lo 40 Tran Hung Dao, Da Nang ● TEL | 0511-391-7999 ● Website | www.hoangthurestaurant.com



**F. Che Cung Dinh Hue**

If you are tired because of the hot weather, come and get a cool and sweet soup. This restaurant located at the entrance of the Son Han Bridge is always crowded with customers. Boiled water is also available to avoid any possible stomach problems caused by the cold food.  
● Open hours | 07:00-22:00



**G. Blue Whale Restaurant**

This restaurant offers tasty dishes made of fresh seafood. Especially the table on the terrace has a great view on the blue ocean.  
● Address | Son Tra-Dien Ngoc St., Da Nang ● TEL | 0511-942-777 ● Open hours | 10:00-22:00 ● Website | www.bluewhale.com.vn



**H. Cafe Indochine**

Cafe Indochine situated in the Furama Resort is a 160-seat buffet restaurant where Indian, Thai, Vietnamese, Japanese and western cuisines are served. In the evening, the quick barbeque is a popular menu.  
● Open hours | 06:30-23:00 ● Website | www.furamaviennam.com





# Ancient Kingdom of Buyeo

It has been told that the Baekje Kingdom(18BC-660AD), one of the Three Kingdoms of the ancient Korea, collapsed because of hedonism. Is that true? Touring around the cultural ruins in Buyeo, it becomes obvious that the people of Baekje were elegant, had an eye for the picturesque and loved peace and art. As the super power in East Asia in its time, Baekje had created the now so-called 'Hallyu(the Korean Wave)' with its international and refined culture. Even though there are not so many remaining relics, Buyeo-the capital 'Sabiseong' in ancient days- still cherishes the spirit of the Old Great Kingdom.

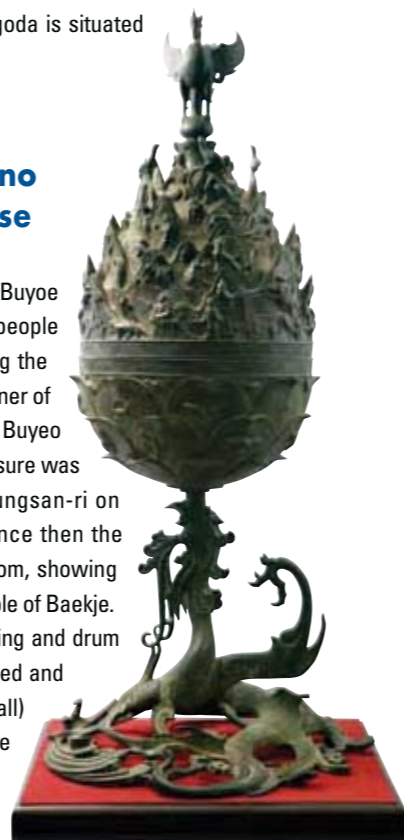


**Warmness in Solidity**  
**Jeongnimsaji Ocheung Seoktap**  
**(5-storied stone pagoda) map**

This stone pagoda stands in humble silence within the cultural ruins that are under excavation. If you don't have any previous information about this simple 8.33m-tall pagoda, it is very likely that you would just pass by it. Considering the fact that it has survived for 1,500 years with the traces of the Baekje Dynasty, this pagoda is very special. Possessing a refined simplicity which indicates the accomplishment of the style of stone pagoda, the pagoda is designated as the National Treasure of Korea. The Jeongnimsa (temple) where this pagoda is situated was built in 538.

**Pinnacle of art**  
**Geumdong Daehyangno**  
**(The Gilt-bronze Incense Burner of Baekje)**

It might be meaningful enough to visit Buyeo just to see this antique item. Many people can't just turn back before examining the details of this Gilt-bronze Incense Burner of Baekje, placed in a glass box at the Buyeo National Museum. This National Treasure was discovered at a temple site in Neungsan-ri on December 12, 1993 and became since then the icon of culture and art of the Kingdom, showing the beauty and philosophy of the people of Baekje.



On the 60cm-high and 11.8kg-heavy lid are five musicians playing musical instruments such as the flute, string and drum engraved as well as a person washing his hair, an archer, a deity, nearly 40 animals-winged, legged, imagined and mythical. A phoenix (a symbol of peace) on the top looks down the world holding a Yeouiju (a dragon ball) between its beak and neck. Under the mountain on the water, a whirling five-clawed dragon is supporting the world of Taoism and Buddhism. No one will have a doubt that this 1,000-year-old incense burner is the masterpiece of the Baekje Dynasty, which vividly shows the artistic excellence of the people.

**Cultural Leader of 4th Century**

Baekje Dynasty took advanced culture from China and flourished its own culture. Then, it spread its culture to neighboring countries of Asia. Baekje culture was so welcomed. Through active cultural exchange with Japan, the country had an effect on the developing of Japanese Asuka culture, and the traces of Baekje-architecture and crafts-are still existing in Kyushu, Japan.



**Buyeo Travel Guide >>**

**Tourist Information Center**

The Buyeo Tourist Information Center is located at the entrance to the Busosanseong (fortress) in the middle of the city. Various brochures of travel information and maps are available. You can get tourist information in English, Japanese and Chinese.

• TEL | 041-830-2585

**>> Buyeo City Tour**

The Buyeo city tour bus departs from Busosanseong Parking Lot at 10am on every other Saturday and every Sunday. There are three programs from which you can chose, and no participation fee is required other than admission fee for some tourist spots. Online reservation is available.

• TEL | 041-830-2010 • Website | www.buyeotour.net

**Museums in Buyeo**

■ **Buyeo National Museum map**

The long history of Buyeo and the glorious culture of the Baekje Dynasty are on display including the renowned Gilt-bronze Incense Burner of Baekje.

• Address | #1, Geumseong-ro, Buyeo-eup, Buyeo-gun, Chungnam • TEL | 041-833-8562 • Open hours | 09:00-18:00 (Until 19:00 on Saturdays, Sundays and national holidays / until 21:00 on Saturdays from April to October) closed on Mondays • Admission fee | Free until December 31, 2009 • Website address | buyeo.museum.go.kr

■ **Jeongnimsaji Museum map**

5-minutes walk from Jeongnimsaji Seoktap (stone pagoda) is the museum of the ancient royal temple, Jeongnimsa, and Buddhism. Visitors can learn about the international exchange of the Buddhist culture of Baekje and take a look at the structure of ancient temples in miniature restorations.

• Address | Jeongnimsaji-gil #36, Dongnam-ri, Buyeo-eup, Buyeo-gun, Chungnam • TEL | 041-832-2721 • Open hours | Oct.-Mar.: 10:00-17:00 Apr.-Sep.: 09:00-19:00 • Admission fee | KRW 1,500 (adults) • Website address | jeongnimsaji.or.kr

**Lotus blooms in your hand**

• Price | Umbrella: KRW 36,000  
 Fan: KRW 25,000



■ **Baekje Historical Museum map**

Located at the Baekje History Restoration Site, the museum has been popular among children because of its variety of hands-on programs with real size displays of Baekje lifestyle.

• Address | #575, Hapjeong-ri, Gyuam-myeon, Buyeo-gun, Chungnam • TEL | 041-830-3400 • Open hours | Mar.-Oct.: 09:00-18:00 (until 19:00 on holidays) Nov.-Feb.: 09:00-17:00 (until 18:00 on Saturdays and Sundays) Closed on Mondays • Admission fee | KRW 1,500 (adults) • Website address | www.bhm.or.kr



**>>What to try**

**Hwangpo Sailboat map?**

Sit on the Hwangpo Sailboat sailing the Baekmagang (river) of Buyeo which is constructed after the style and look of an ancient sailboat which crossed the sea to Japan and to China. The 10 minutes ride from the north of Mt. Busosan(Goransa) to Gudeurae will be a pleasing experience. It is recommended to take the boat in the morning rather than in the afternoon. For safety, it is not available during heavy rains or stormy weather.



• Ferry Terminal(TEL) | Gudeurae(041-835-4689), Goransa(041-835-4690), Subukjeong (041-835-3548) • Rates | Hwangpo Sailboat : KRW 10,000(Goransa → Subukjeong) (round trip) Baekmagang Tour Boat : KRW 3,500(Goransa → Gudeurae)(one way) KRW 6,000(Goransa → Subukjeong)(one way)

**Yeonbap(Steamed Rice in Lotus Leaf) map?**



The rice is cooked with pine nuts, chestnuts, jujubes, beans, black rice and sweet pumpkin and steamed again wrapped in lotus leaves. The variety of great smell will stimulate your appetite. You will be served with tens of tasty side dishes including a special delicacy; a lotus root dish. On weekends, advanced reservations are required.

**The House of Baekje**  
 • TEL | 041-834-1212 • Open hours |

10:00-22:00 • Price | Yeonipbap(KRW 8,000), Baekje Jeongsik(KRW 25,000), Seodong Mabap(KRW 10,000) • Website address | www.baekje-house.co.kr

**Makguksu(Korean Buckwheat Noodle Soup) map?**

When you feel hungry in the afternoon, try cool and refreshing Makguksu(a Korean



Buckwheat Noodle soup) under a tree outside. This restaurant is well-known to locals, located within 3-minute walk from the Gudeurae ferry.

**Jangwon Makguksu**  
 • TEL | 041-835-6561 • Price | Makguksu(KRW 5,000), Pyeonyuk(sliced boiled meat, KRW 12,000), Hwanggi Baeksuk(chicken boiled with rice and oriental medicinal stuff, KRW 25,000)

**Mukbap(Rice with Acorn Jelly) map?**

The restaurant offers colorful and beautifully presented dishes including Mukbap(steamed rice topped with Muk(acorn jelly), Tteokgalbi(grilled short rib meat patties), Hongsam Samgyetang(chicken red ginseng soup) and Makguksu (buckwheat noodle soup). It is the place where you can experience the traditional yet creative Korean local cuisine.



**Memilgotpil Muryeop (When the Buckwheat Blossoms)**  
 • TEL | 041-837-0806 • Price | Mukbap(KRW 6,000), Makguksu(KRW 5,000), Hongsam Samgyetang(KRW 13,000, 3 days advanced reservations required)

**Vacation Villa map?**

Buyeo is still relatively poor in terms of accommodations. The SamJung Buyeo Youth Hostel that has hosted tourist groups including student trips for decades recently completed its new wooden villa. A total of five villas are available.



**SamJung Buyeo Youth Hostel**  
 • Address | 105-1, Gugyo-ri, Buyeo-eup, Buyeo-gun, Chungnam • TEL | 041-835-3101-5 • No.of rooms | Five(5) villas • Rates | KRW 180,000(18 pyeong), KRW 80,000(8 pyeong)(20% OFF during off season) • Website address | www.buyeoyh.com



**Restoring the 700-year Glory of the Baekje Baekje History Restoration Site map**

In the Baekje History Restoration Site which is being built by great masters of traditional architecture, wall painting, and roof tiles, the glory of the lost kingdom is restored. You can see the construction site

from the Nakhwaam(cliff) at Mt. Busosan across Baekmagang (river). A variety of facilities such as the Baekje History Restoration Village, Baekje Historical and Cultural Museum, LOTTE Buyeo Resort and Traditional Korean Culture School will be developed on the 3,294,000m<sup>2</sup> by 2010. The royal palace, temples and a village restored based on the excavated earthenware, murals and historical records will let you feel and learn the life of people a thousand years ago.

When a Daemokjang(master of traditional wooden architect) Choi Gi-yeong remarked, "Son, a single joint will be critical in deciding if it could survive a thousand years." in the TV commercial, he was referring to this very site. LOTTE Condominium(322 rooms) will be completed by August 2010 and themed outlets, a theme park, spa village, golf club and golf village will be developed by 2013.

**Key points!**

As easily discovered, the color of Baekje architecture is slightly lighter and darker than later period as color combinations were simple and less developed. The unique Chimi (bird feather-shaped roof tile, Chimi in the center palace is 179cm in length and 550kg in weight. How it was placed on the top of the roof still remains mystery.), patterns that reminds of European-style decoration will draw attention from visitors. Entering into a large-scale wooden pagoda would be exciting as well. The armlful 10m-tall main pillar of the tower, on which a dragon was engraved, was made of a 750-year-old tree.

**A garden of myth and lotus flowers**

**Gungnamji map**

Gungnamji which literally means 'pond in the south of the royal palace' is the first man-made pond in Korea. It has been known that this pond was built by King Uija's father approximately 1,400 years ago. This pond is the place of the myth of the birth of the 30th king of Baekje. You can watch and touch these beautiful lotus flowers of 18 different species, and enjoy the romantic atmosphere in the evening(untill 10pm). Furthermore, the pond is home to many aquatic creatures such as Northern snake heads, shuttles hoppfish and pond snails, dragonflies and mallards. It is open to the public 24 hours free of charge.

**Lotus Flowers in the Morning**

The beautiful and sweet-scented lotus flowers remind us of a meta-physical world such as Heaven or the Palace of the Sea King. If you want to watch them in full bloom, you need to get up early in the morning. Some lotus flowers bloom early in the morning (around 4 o'clock) and close their buds in the afternoon. Set your alarm clock and get up early in the morning!



**Spirit of the Great Kings Royal Tombs of the Baekje Dynasty map**

In the sunshiny afternoon, the atmosphere surrounding the green-covered royal tombs is warm and quiet. The Royal Tombs of the Baekje Dynasty reminds you of peace and relaxation. There are a total of seven huge grave mounds that have stone chambers with tunnel entrance inside. And you can visit a museum where an ancient tomb has been restored with paintings of a white tiger, lotus flower and clouds. There is the Neungsan-ri temple site where the Gilt-bronze Incense Burner of Baekje was discovered next to these royal tombs.

TEL | 041-830-2521 Admission fee | KRW 1,000



**>>Festivals in Buyeo**

**Baekje Cultural Festival**

This year is the 55th anniversary of the festival which is being held from October 9 to 18. The highlights of the festival which are co-hosted with the Gongju City is the grand parade in which many friendly countries of Baekje including China, Japan and India participate, the spectacular Baekje army parade(185 horses and 200 soldiers) and demonstration of the Hwansanbeol Battle. In 2010, the 'Great Baekje Festival 2010' will be held at the Baekje History Restoration Site from September 15 to October(32 days) under the theme of 'Restoration of the 700-year Glory of the Great Baekje.' As an international festival, a variety of fun and exciting programs such as exhibition, performances and historical hands-on programs will be available.

**Seodong Lotus Flower Festival**

In every July-the blooming season of lotus flowers-the lotus flower festival is held in Gungnamji(pond). You can walk through tall lotus flowers and touch and smell them. Various exciting programs will be available. The blooming lotus flowers can be enjoyed until the late August.

**Baekje Garden Festival**

With miniatures of Asia's famous gardens and resting places among the trees, this festival was first held from July 3 to 5 near Gungnamji, the nation's first man-made pond. It is expected to develop into an international EXPO at which seasonal nature and world garden cultures can be experienced.

**Center of Buyeo**

**Busosan(Buso Mountain) map**

Mt. Busosan was a rear garden of the Baekje Palace during the ancient times. A king and aristocrats would take a rest, and all the citizens would gather here to fight against enemies during war. Because the highest mound is just 106 meters above the sea level, it is easy to tour around the mountain. Hike up the mountain to visit Yeongjillu (pavilion) where the king would enjoy the sunrise, and stroll the Taejagol(a forest trail) where the last King of Baekje would walk with his 40 princes. The Baekhwajeong(pavilion) which was built to the memory of the loyal Baekje women who sacrificed their lives at Nakhwaam(cliff) to keep fidelity and chastity, has a great view of Baekmagang(river). In Banwollu(tower), you can have a great view on the downtown of Buyeo. It is recommended to visit the Goransa(temple), drink mineral water and take a trip with the Hwangpo Sailboat.

TEL | 041-830-2527 Admission fee | KRW 2,000(adults)

**Mountain of Pine trees**

This mountain is full of pine trees, cherry trees, maple trees and seasonal wild flowers. If you walk along the shady forest trail, you can easily find pheasants, squirrels, water deer and magpies and hear the sound of nature. In fall, you will be stunned by the breathtaking autumn leaves. If you are in Buyeo, you should visit the Mt. Busosan.



# Festival and Tourism

Countries and cities are focusing on hosting international festivals and events more than ever. It can provide fun and excitement to tourists, help to get over economic difficulties during off-season, boost local industry, improve local images and draw attention from the public for a short period of time. Festivals and events has become one of the best ways for tourism promotion and local marketing.

## Why Festivals and Events are Hot

Early this year, China announced that it accomplished remarkable economic success during the Chinese New Year Festival despite the current global economic crisis. According to the National Tourism Administration, approximately 190 million tourists (increase by 24.7% from the previous year) visited China during the festival period. It has been estimated that the tourism revenue reached 50.93 billion Yuan (7.45 billion U.S. dollars). The Sundance Film Festival held in January in the U.S. attracted 40,000 tourists and generated an overall economic impact of a recorded \$92.1 million for the State of Utah. According to the report, the world's major television networks and broadcast services covered part or the entire 10-day.

The State of Victoria, Australia, could be another example showing that cultivating arts and culture can be advantageous in

tourism, attracting travelers in spite of a lack of symbolic tourist attractions such as the Great Barrier Reef, Opera House and Uluru of other regions, through hosting more than 60 creative arts and cultural festivals and events a year.

In the Tohoku region, Japan, the three major festivals-the Aomori Nebuta Matsuri, the Akita Kanto Matsuri and the Sendai Tanabata Matsuri- held in summer are playing key roles in local tourism. In connection with travel agencies and railroad companies, a variety of festival tour programs have been created and resulted in the growth of traveling from other regions and from abroad. According to official reports, a total of 3.1 million tourists visited the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, resulting JPY 49.7 billion economic impact in 2007. The three festivals altogether recorded JPY 102.4 billion economic impact.



©Edinburgh International Festival

In Korea, local festivals have greatly increased during the past decade from 350 in 1995 to 1,170 in 2006. A total of 52 arts and cultural festivals attracted 36 million tourists and recorded an KRW 1.6 trillion economic impact in 2007. Remarking the achievement, the Korean government is supporting leading festivals, selected according to the contents and growth potential, with financial and marketing assistance. This year, KRW 7 billion has been budgeted for 57 local festivals including the Boryeong Mud Festival and the Andong Mask Dance Festival.

The local folk culture-based Andong Mask Dance Festival has already become the world's renowned mask dance festival, being awarded 'the Best Festival of the Year' by the International Organization of Folk Art in operational relations with UNESCO in 2005. The festival has been successful attracting more than 1 million tourists and generating KRW 23 million of production inducement and KRW 11 million of value-added inducement in 2007.

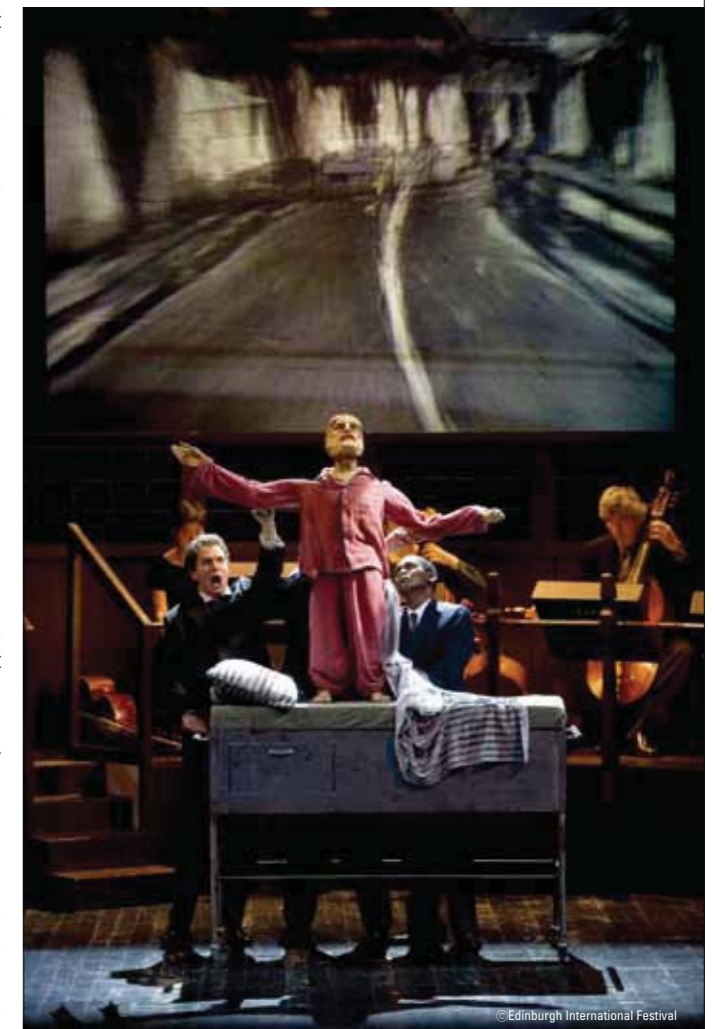
What matters is that local festivals and events are gaining more importance as tourists' growing demand of unique and profound experiences. As overseas traveling becomes common these days, expectations are changing and getting higher. Instead of just visiting natural and historical sites, participating in activities, experiencing folk arts and culture, and learning new skills are more appealing. Unlike large events, small festivals are closely associated with local residents which allow tourists to mingle with local villagers and cherish unique and heartwarming memories, affecting in choosing travel destination.

Companies also have seen benefits from local festivals and events. It is considered as a fascinating way of marketing; to improve their brand awareness, to meet active and passionate customers, and to penetrate a niche market. A festival can be a place to meet customers in person, get an immediate response from them, and create a new market. Sponsorship is important for both companies and small-festival organizers as professional and financial support can be a benefit for each other.

The International Festivals & Events Association (IFEA) estimates that 4-5 million officially approved festivals are held throughout the year annually. Not including single or biannual-or in longer cycle- international events, family or company functions and religious events. The economic impact generated by these festivals and events is presumed to reach several trillions of dollars, which cannot be overlooked for those in the tourism



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©Edinburgh International Festival

industry and related to the development of the regions. And apparently, the number of festivals and events are increasing in every part of the world.

## Operating a Successful Festival

This year, it is reported that the Cannes Film Festival was not as extravagant as before and visitors spent less money, staying in lower-price accommodations and having lighter meals. The world-famous Sapporo Snow Festival which celebrated its 60th anniversary this year saw a slight decrease in the number of visitors from 2.15 million in 2008 to 2.08 million in 2009. Throughout the world, many festivals are experiencing a downturn due to the global economic crisis, as tourists prefer to stay close to their home and spend less money. Sponsor companies and governments are cutting down their expenditure to withstand current economic slowdown, which make festival organizers reduce staffs, simplifying the opening and ending ceremonies while looking for new ways of funding, and even canceling festivals this year. Well organized system for funding and content creating and strategies based on professional research are key points to ensure the stability of festivals and events.

This year, earned income of the Edinburgh International Festival in the U.K. from sponsorship and donation reaches more than 2.15 million, an increase of over 20% of 2008. Companies are



technicians, and in the ticketing and press offices. In 2008, 48% of the Festival's total income was generated through earned income including ticket sales, sponsorship and donations, with 52% coming from public sector grants. The Scottish government has decided to provide 10,000 pounds in financial assistance to domestic artists this year which will empower the competitiveness of Edinburgh festivals. Keeping competitiveness with good programs, fundraising and securing budget through several channels, readjusting the number of programs and reducing expenditures are the way other festivals are endeavoring to overcome economic difficulties.

**Promoting Tourism and Future Trends**

How is it going to change? In the past, festivals tend to be held at particular dates in particular sights related to history and heritage, which is not so dominant these days. Under various themes, many unique festivals with fresh ideas are held all over the world in which locality and expertise are the critical factors for its success.

The Menton Lemon Festival held in France is often mentioned as a successful sample. It was originated from the carnival parade which was first proposed by hotel owners in Menton to promote tourism during off season in winter. The result was good, but for several years the parade itself was not much different from ordinary carnivals held in nearby cities, leaving no special impression to visitors. But lemon, the local product, changed everything. The parade and displays decorated with fragrant and bright-colored fresh lemons received attention from media and travelers all over the world. The lemon encouraged local citizens' participation and has planted the name Menton, the lemon city, in people's mind. The festival attracts more than 250,000 tourists annually.

The Hwacheon Sancheoneo Ice Festival in Korea is another case of success based on clever ideas adapting locality. 'Sancheoneo (cherry salmon) Ice Fishing' was the main program letting visitors to taste what they fished from the river and mingle with the nature and village people. Tourists enjoyed the unique and fun experience resulting to an extension of the festival period. The festival organizers could boost local industry by issuing gift certificates that could be used as local currency, distributing them to those who purchased tickets and to winners of several festival

constantly active in sponsoring this festival which receives attention from all around the world. It is reported that financial support from foreign countries has also increased. According to the introduction in its official website, the Festival's invitation to an artist covers all the administration and costs associated with their performance in Edinburgh - fees, travel, accommodation, venue hire and the promotion of the performance. A team of 27 permanent full time staff work around the year to make the Festival possible. In the run up to and during the three weeks of the Festival itself this core team is joined by a significant number of additional paid staff who work as drivers,



activities, which in return induced tourists to buy local products and visit the town again. In 2007, the festival attracted 1.25 million tourists and achieved KRW 55 billion in sales including KRW 850 million of the gift certificate revenue. Experts say that cooperation with local industries and residents could play an important role in increasing the economic effect and improving the quality of local festivals. Public organizations can help by conducting preliminary studies for strategies and giving professional education and financial support. However funding 100% of the festival budget or interfering in decision makings is not recommended. To establish an organizing body, to

hire experts and to guarantee a festival director's tenure are ways to a successful festival as well. "Festival-going has progressed from watching to hands-on experiencing, which made hands-on programs more important." says Lee Gak-gyu, head of the Korea Regional Culture Event Institute. And he adds that organizers should now focus on more loyal visitors, with maniac-oriented festivals, who will spend more money and come back again with friends. They are the visitors that would keep participating whether the economy is good or bad, and whether the sun shines or storms. Steven Wood Schmader, the president and CEO of International







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important in a world that is growing smaller and closer together every day.”

### Mega Events in 2010

In 2005, EXPO 2005 AICHI achieved a dramatic economic success of JPY 2.8 trillion and total JPY 7.7 trillion including airport construction cost. Mega events are generating huge impacts in a short period of time advertising the local identity to the world and attracting tourists from everywhere. That makes us pay attention to the three mega events-Vancouver Winter Olympic Games, FIFA World Cup South Africa, and EXPO Shanghai China-that will be held in 2010. More than 200 countries and organizations will participate at the World EXPO 2010 Shanghai China which is expected to attract 70 million tourists for 184 days starting from May 1. The organizing committee announced that the event has been prepared on schedule despite world economic downturns. “I think all the participating countries are willing to use the Shanghai Expo as an opportunity to boost their national images,” Wan Jifei, vice director of the Shanghai World Expo Executive Committee, said at the press conference of the World Expo 2010 Shanghai China.

As Schmader says, festivals and events have a mysterious power to unite the world including communities and countries. As the world becomes closer and more connected, their role has become more important.



©Nebuta Matsuri

Festivals and Events Association (IFEA), thinks that the economy will slowly recover, and that festivals and events will continue to grow their slice of the sponsorship pie. With the ability to target very specific market segments and demographic / psychographic groups, festivals and events are becoming a method of choice for advertisers to reach their consumers at the ‘lifestyle level’. He remarks that “the question will be which ones take hold and what new methods we create or discover to employ their use. And the focus on environmental issues will be with us from this point forward.” His conclusion is “because festivals and events are unique in their ability to bond communities, countries and the world together, I believe that they will become increasingly



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## Global Economy Crisis and Tourism

The global economy is suffering the worst recession seen in decades. And the market volatility unleashed by the economic and financial crisis has been compounded by the uncertain outcome of the current A (H1N1) influenza epidemic.



According to the June edition of the UNWTO World Tourism Barometer, international tourism declined by 8% between January and April compared to the same period last year. Destinations worldwide recorded a total of 247 million international tourist arrivals in those four months, down from 269 million in 2008. Given the changes in the outlook UNWTO has revised its forecast for the full year 2009. Taking account of the results for the first four months of the year and the current market conditions, international tourism is now forecast to decrease by between -6% and -4% in 2009, as the pace of decline is expected to ease during the remainder of 2009.

With the exception of Africa, all regions recorded a decrease in arrivals for the first four months of 2009. For Asia and the Pacific (-6%) the decline in demand has been faster than expected and is particularly severe compared to results from recent years. Still





recovery before 2010 difficult. There is additional uncertainty regarding the future of the influenza A(H1N1) virus. It should be stressed, however, that at the moment no restrictions on international travel are recommended by the World Health Organization (WHO).

Travel & Tourism can be part of the solution. It can support short-term stimulus actions, namely those aimed to create and sustain jobs, as well as the long-term transformation to a green economy. The Minister of Tourism and Culture of Azerbaijan, Aboulfaz Garayev, said that "this is not a tourism crisis but one that tourism can help to overcome. Tourism is still one of the most resilient economic activities, and as such, the sector can play a special role in the recovery of world and national economies, in particular in Europe" on the occasion of the 49th UNWTO Commission for Europe. Many countries are already developing stimulus measures within their fiscal and monetary packages to mitigate the effects of the crisis on tourism, realizing that the sector can be a key driver of economic recovery. Some destinations are reducing taxes and improving travel facilitation, recognizing that it is now crucial to remove all obstacles to tourism, especially taxation and over regulation. Others have developed financial systems to support tourism enterprises, maintain/increase employment in the sector and develop infrastructure.

At The Global Travel & Tourism Summit, Brazil's President HE Luiz Inacio Lula da Silva is saying "the Brazilian Government is determined to join hands with this sector to reinforce its role in job

better than Middle East(-18%) and Europe(-10%).

Tourism is seriously effected by a rapidly deteriorating global economic situations, given a sharp reduction in business activity, decreasing disposable income and associated increased unemployment, particularly in key tourism source markets. Exchange rate fluctuations have been added to the general uncertainty and business and consumer confidence have yet to recover. Furthermore, the level of advanced bookings, coupled with the reduction in airline capacity, are making a quick



creation and in achieving social goals through responsible growth policies." The Chairman of China's National Tourism Administration(CNTA), Shao Qiwei affirmed that China's actions to counter the financial crisis would help global tourism, at the Boao Forum for Asia on Tourism and the Financial Crisis. "Policies from both the central government and local governments to boost consumption will sustain domestic and outbound tourism." China is the fourth largest entry receiving country in the world and the largest exit tourist source country in Asia.

It is not be overlooked that there are some tourism segments less affected by the international financial crisis. Domestic tourism will be the hottest trend this year, as more people are replacing vacations with 'stay-cations', local audiences staying close to home instead of traveling for vacations, cutting down on travel spending to save money. Religious tourism, or Faith tourism, is staying strong. Visiting heritage sites or exploring the great outdoors seems to be attractive options to educate children and spend less. It would be a benefit if a place or a hotel is known to be eco-friendly, for travelers are becoming more conscious of sustainability while travelling. Medical tourism is one of the sectors thriving in spite of the economy crisis. E-commerce is one of the key factors in the sales of flight and rooms, as travelers tend to rely more on the internet which is now providing convenience in booking and direct information of lower cost travelling. There are countries that show growth of more that 10% in tourism such as Turkey and Panama.

This is one of the conclusions of the first meeting of the UNWTO Resilience Committee (TRC), which set guidelines for the tourism sector to overcome the current situation. Essential conclusions of the TRC include:

- A swift course of action while keeping in mind the differences among specific tourism destinations.
- Greater cooperation amongst tourism stakeholders. History has demonstrated that crises can also provide opportunities as they call for substantial efforts and industry solidarity;
- Innovation in areas such as product development, marketing, distribution, human resources training, and all regional and national policies;
- Improved and more substantial market information: there are tools available to improve the system of data collection, market intelligence, and analysis. This area must be developed to provide a clearer overall picture and allow quicker more effective action; and
- Long term challenges: if short term crisis response is aligned with the current long term issues i.e. global poverty and climate challenges, the overall industry structure will be strengthened.

Sources : World Tourism Organization(UNWTO), The World Travel & Tourism Council (WTTC)



# Industry News\*



## Jeju by Eco-Tour

With the increasing interest on eco-tours and expansion of well-being culture to cope with the climate change, the visitors are driven to Jeju including Jeju Olle, Bicycle Century Run and Oreum Ecology.

Jeju with its distinct four seasons and gifted natural environment, every place is a distinguished ecology tourist site as Mt. Halla, the first Natural World Heritage Site in Korea, Seongsan Ilchulbong, Geomun Oreum, Geomun Oreum Yongam Cave Network linked to Manjang Cave and Dangcheomul Cave, 8 islands, 54 uninhabited islands, 368 Oreums(parasitic volcano) and 1,800 species of plants fill the entire Jeju.

The hiking of the 'Jeju Olle', meaning 'Alley from the main street where carts come and go to the gate of house' in Jeju dialect, has 13 courses 230.6km long. Many visitors come to the Jeju Olle through word of mouth. The Ecology Experience in Oreums has been developed as the global travel program as well as loved by hiking enthusiasts.

Furthermore, the bicycle path linking the clear sea and coastal road of Jeju is substantially favored by the Bicycle Century Run with a beautiful scenery. There is a number of eco-tour resources including the 'Know Local Legends' linked to the Eco-Village in Jeju. Eco-Tourism of Jeju is attracting tremendous attention with its new tour industry making people deeply and slowly be impressed as well as the nature, history and culture tours beyond the consuming tour only for eating, spending and enjoying.



## Landmark Yokohama Tower Opened by 'floating Aquarium'

The 'Floating Aquarium' is held at the Sky Garden on the 69th floor of Landmark Yokohama Tower from July 16 to August 31. The Landmark Yokohama Tower overlooks Yokohama as it is the highest building in Japan. You can see the Fuji mountain on clear days. The 'Floating Aquarium' will display a variety of fishes with the scenes of all places in the world including Japan under the theme 'Summer Festival.' About 400 aquatic animals of 30 species will be displayed. The 'Doctor Fish', a kind of dermatitis therapy in which the fish eats dead skin is presented in the 'Sky Garden' for the first time in Japan. It will be a good memory to take a picture with a sweetheart or a family in front of the beautiful street of Yokohama reflected on the water. It opens from 10 in the morning until 11 in the evening. Free admission is given to those who are wearing a Yukata or Jinbei, summer kimonos.

## Busan commencing the tour program development project for 5 regions to attract Chinese tourists

The Busan metropolitan government commenced the practical procedures for the tour program development project to attract 3,000 tourists from Guangdong, the most affluent city in China for one year including the national holiday in October, the most important holiday in China. For developing the tour program linking member cities of TPO(Tourism Promotion Organization for Asian-Pacific Cities), Busan invited the site research team of travel agencies in China and held presentation from June to July 2009. Furthermore, Busan determined the support for the tour program development including 5 cities to attract the tourists from China.

The invitation followed the 'TPO Travel Trade 2009-China' held in Guanzhou, China. The site research team comprising 4 tour program planners from CITS(China International Travel Service), the largest state-run travel agency, and Guangzhou International Travel Services will plan the tour programs to be promoted in China by personally visiting Busan, Gyeongju, Andong, Hadong and Namhae during the invitation period. They plan to develop the tour programs through continuous feedback with TPO as well as directly sell the tour programs that they plan. The development of tour program will be a good opportunity to acknowledge superior tour resources around Busan to China by attracting Chinese tourists that have been visiting mainly Seoul to Busan and the southern region of Korea.



## Gyeongju reproduces the march of Queen Seondeok, under the title "Queen Seondeok, the Magnificent Resurrection"

Gyeongju, the thousand-year-old ancient capital of Silla where the thousand-year history of Silla is alive, reproduces the march of Queen Seondeok. The march will be held 11 times at the Bomun Resort and around Gyeongju downtown from July 11 to Oct. 24. It will pay a tribute to the achievements of Queen Seondeok. It will present various kinds of interesting things to the tourists and residents including representation of major scenes in the famous drama 'Queen Seondeok' made by MBC(Munhwa Broadcasting Company) and performance of military arts of Hwarang.

In particular, the march will be more attractive because the tourists will remember the TV drama as it is the location site of the TV drama 'Queen Seondeok.' The grandiose march with about 200 people along the 2.5km section will be a great opportunity to learn and experience history.



Queen Seondeok is the first queen in Korea inaugurated in 632, the middle age of Silla dynasty. The splendid culture of the Silla flourished during her reign including the construction of the Cheomseongdae (observatory), Bunhwangsa Temple and Nine-Story Wooden Stupa of the Hwang-ryongsa Temple.





**Foreign visitors exempt from visa fees**

Foreign visitors to Vietnam under the 'Impressive Vietnam' promotional programme will be exempt from visa fees. According to a document issued by the Vietnam National Administration of Tourism(VNAT) on May 14, passport holders from every country in the world are eligible for the fee exemption from May 15 to September 30. Tourists can now issue visas at border gates or at Vietnam's representative agencies overseas and will receive a free-of-charge stamp(GRATIS), said the document. Those who arrive after September 30 or who want to stay longer in Vietnam will not be eligible for the fee exemption. The memo also states that this exemption is to be used only for customers of international travel firms that are already taking part in the 'Impressive Vietnam' programme and are advertising package tours at promotional prices.



**Bike EXPO during the Incheon World City Fair and Festival 2009**

The Bike EXPO where you can enjoy bicycles will be held during the Incheon World City Fair and Festival 2009 to be held from August to October 2009. The Organizing Committee of the Incheon World City Fair and Festival announced that it would hold the 'Bike EXPO Incheon 2009' on the event venue of 29,000m<sup>2</sup> at the central park at the Songdo International City. The Bike EXPO will present a variety of events including a Bike Exhibition, a Fashion Show and Mini Olympic Games under the theme 'Incheon, the Future City Tour by Bike.' A Bike Promotion Zone will be opened and the Bike Classes for Children will be held until the closing day of the City Fair and Festival. Furthermore, Bike Extreme Performance and Quiz Contest related to bike are planned for weekends. The Bike Exhibition will open from September 11 to 25, with International Booths, Industry Booth, Parts Booth and Accessories Booth. A number of bike related companies will join as well. The Bike Promotion Zone will present bike policies and unique bike experience events. You can also appreciate the art works of famous designers in Korea and abroad using bikes and join the Best Bike Exhibition. An official of Organizing Committee said, "the whole area of central park will be the bike theme park, for the first time in Korea, during the Incheon World City Fair and Festival."

**The largest electronics EXPO of China, China Electronics Fair**

The China Electronics Fair is held in Qingdao from August 27 to 29. The China Electronics Fair, the most authoritative fair related to electronics in China, is the only exhibition held with the progressive support of Ministry of Information Industry and Commerce of China. Cables, buses, communication engineering, computer and communication technology, data communication, electronic accessories, electronic engineering, high-tech goods, installation and control appliances and lighting facilities will be displayed. Anyone in electronics-related industries including contractors, engineers, facility manufacturers, directors, supervisors, wholesalers, government organizations, radio communication industry, service engineers, suppliers and switchboard manufacturers can join the fair. Due to the reliable support, the fair will be the largest and most intensive event. The participants will have the opportunity to get the know-how of the electronic information industry of China.



**Chengdu Card Boosts Visitors to Panda-Demic Proportions**

Giant pandas have long been symbolic figures. In China they are a source of national pride, whilst internationally they are seen as symbolizing global efforts to protect endangered species. Now these iconic black and white bears have taken on a new role of becoming the emblem of a new tourism campaign aimed to revitalize Chengdu's tourism industry. This first wave was the initial installment in a total of more than 150 million cards that Chengdu's tourist authorities plan to distribute across the country. In total, the initiative represents some 12 billion yuan's worth of free tickets to many of Chengdu's most tourist-friendly spots. Under the new scheme, a tourist, fresh from the arrival lounge at the Chengdu Airport, can stroll to a nearby one-stop service center, flash his ID card, and, for just one yuan, purchase a Panda Card. This bargain price promotional item is the key to unlocking free access to 11 of the most popular tourist spots in the city, the capital of the southwestern Sichuan province. Tourist spots include the Unesco World Heritage sites, Dujiangyan Irrigation Project and Qingcheng Mountain, and Chengdu Research Base of Giant Panda Breeding etc. As well as personal purchases, the Panda Card has seen an enthusiastic uptake by tour operators in the area. The card can also be purchased on-line or by post and is available throughout Chengdu in key outlets, including the railway station, the airport and a number of convenience stores. The first Panda cards were issued in March when Chengdu's city government began distributing them to potential tourists in some of China's leading cities, including Beijing, Shanghai, Hong Kong and Taipei. These cards wooed potential visitors with the promise of free trips to popular tourist destinations, as well as cut-price dining and accommodation in Chengdu.



# Organization News\*

## Report of the 14th TPO Executive Committee Meeting

The 14th Executive Committee Meeting of the Tourism Promotion Organization for Asia Pacific Cities was held at the Hyundai Hotel in Vladivostok, Russia, on April 28, 2009. Executive committee members from Busan, Fukuoka, Guangzhou, Hochiminh, Vladivostok, and Jakarta attended the meeting, and made the following resolutions after free and serious discussion and an in-depth deliberation:

### 1 Approval of New Membership

The Committee approved the membership of the following three applicants: Buyeo County in Korea(city government member), Haiphong Vocational College of Tourism in Vietnam(nongovernment organization member), and Lee Conventions in Korea(business member).

### 2 Selecting Host City of Next TPO Forum and General Assembly

Vladivostok City in Russia was selected as the host city of the TPO Forum 2010 and Dalian City in China as the host city of the 5th TPO General Assembly.

### 3 Expansion of Members Participation in the Executive Committee

The TPO membership network has expanded to cover 65 city governments in 10 Asia Pacific countries, with one executive member city in each country. The Committee approved that countries with more than 10 member cities such as China(13), Japan(12), and Korea(24) are eligible to increase the number of executive committee member to two. In addition, the proposal to create subcommittees also was adopted.

### 4 Development of PO Vision 2020

The Committee approved creation of a future plan of TPO for the next ten years. The contents will include detailed strategic goals and core projects for the most influential international tourism organization in the Asia Pacific region by 2020.

### 5 Establishment of TPO Tourism Marketing Center

The Committee approved establishment of a TPO Tourism Marketing Center in central places of the Asia Pacific industry and giving support to TPO members' marketing activities. In the first phase, a shared office in Busan, Korea, will be operated, and more can be established later in China and Japan on members' demand. All expenses for running the marketing center will be shared by participating member cities.

An agreement of friendship and cooperation also was signed by HwanMyung Joo, Secretary General of the TPO Secretariat, and Igor Pushkaryov, Mayor of the City of Vladivostok, to strengthen cooperation between the two sides.



## TPO Supporters Participate in the 2009 Global Gathering

Eleven TPO supporters conducted a promotional campaign at the 2009 Global Gathering held on May 23 by the Busan Foundation for International Activities. The supporters set up two TPO booths and held a variety of promotional activities to publicize the TPO to Korean and foreign citizens at the gathering. These activities included exhibiting pictures of sixty-five TPO member cities, distributing TPO brochures and magazines, playing TPO videos, presenting quizzes related to the TPO and many more.

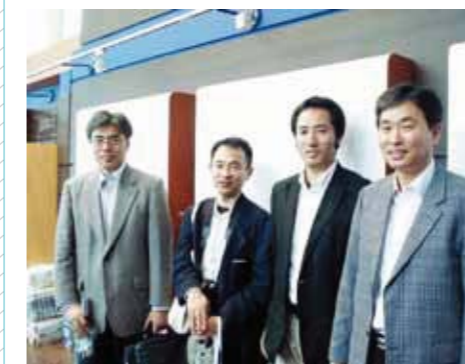
## TPO Travel Trade 2009-China Held Successfully in Guangzhou

TPO Travel Trade 2009-China, part of the TPO Overseas Joint Marketing Project, came to a successful conclusion in Guangzhou. The four-day tourism marketing program, which ran from March 25-29, included the TPO Travel Trade Meeting, the operation of the TPO Joint Promotion Booth, visits to local travel agencies, and on-the-spot inspection of the Guangzhou tourism infrastructure. Representatives from 12 member cities-Andong, Busan, Chuncheon, Fukuoka, Gimhae, Gyeongju, Hadong, Ho Chi Minh, Jeju, Kaohsiung, Sokcho, and Vladivostok-participated in this event.

On March 27, around 130 tourism-related personnel participated at the Travel Trade Meeting, at which delegates from eight Korean member cities promoted their unique tourism resources to the major Chinese outbound travel operators. In addition, the TPO Secretariat presented proposals to develop 'joint-city products' that integrate several neighboring cities in the same area into one single tour package. During the event period, a TPO joint promotion booth with 12 images of the participating member cities was set up at the Guangzhou International Travel Fair(GITF), one of the most important travel shows in China. Tourism resources and products of member cities were publicized to approximately 65,000 visitors. The organizing committee of the GITF awarded 'Best Group Organize' to the TPO Secretariat for the successful operation of the joint promotion booth.

The delegates also visited two major local travel agencies, GZL International Travel Service Ltd. and CITS Guangdong Co. Ltd. A Memorandum of Understanding was signed between the TPO Secretariat and CITS Guangdong Co. Ltd. to develop tourism products of member cities.

FAM tours to the participating member cities by Chinese outbound travel planners will be arranged by the TPO Secretariat to provide further enhancement of this tourism marketing program.



## Asian-Pacific City Summit Official Visits TPO Secretariat

Mr. Yamamoto Kohei, Exchange Promotion Section Chief of the Asian-Pacific City Summit, paid a visit to the TPO Secretariat on May 12, 2009. He received a warm welcome from Mr. HwanMyung Joo, Secretary General. They discussed issues like city promotion, inter-city cooperation, establishment of city networks, etc. The Asia-Pacific City Summit, whose secretariat is situated in Fukuoka, Japan, has been held every other year since 1994. Its purpose is to promote relationships and mutual cooperation among Asian cities.

## Field Inspection for the 4th TPO General Assembly Completed

The Secretary General and a staffer from the TPO Secretariat visited Kota Kinabalu, Malaysia May 26-28, 2009 for a field inspection in preparation for the 4th General Assembly to be held Sept. 27-29. Consequently, Nexus Resort Karambunai was selected as the event venue. The resort is located northeast of Kota Kinabalu city and only 38km from the International Airport. Its guestrooms and meeting facilities were deemed as appropriate for the TPO General Assembly.



## Mr. Young-Soo Yun Joins the TPO Secretariat

The TPO Secretariat last month welcomed Mr. Young-Soo Yun, as acting Director of Marketing. His responsibility focuses on the implementation of overseas marketing activities for TPO member cities, which includes arrangement of FAM-Tours to member cities, development of new tourism products, etc. Mr. Yun has a good command of Japanese language and, before joining the TPO Secretariat, he had two years experience at HANATOUR, the largest travel agency in Korea.



# Best Tourism Product\*

## Japan >>

### Nagasaki

#### **Battleship Island**

Battleship Island lies around 19km southwest of the Nagasaki harbor. This tiny island, with a circumference of 1,200m and an area of 63,000m<sup>2</sup>, is the former location of a seabed coal mine. In 1890, under the management of the Mitsubishi Corporation, the mine provided raw materials for iron manufacture, thus contributing to Japan's modernization. The island is surrounded by a sea wall, and has high-rise reinforced concrete apartments, giving it the appearance of a warship - hence the name, Battleship Island. At its height, the island's population was over 5,000. However, due to the energy revolution the demand for coal shifted to a demand for oil, and in 1974 the mine was closed and the island became uninhabited. After this, Battleship Island was silent for many years, until this year it was included in a tentative list of modern industrial heritage sites in Kyushu and Yamaguchi, currently being considered for world heritage status. In addition, the island has been re-opened to visitors. Taking a boat from the Nagasaki Port, visitors are now able to set foot on some parts of the island and see it for themselves.



### Yokohama

#### **Shin-Yokohama Ramen Museum**

The Ramen Museum is in Shin-Yokohama, Kohoku-Ku, Yokohama, Japan. The present director Iwaoka planned the formation of the Ramen Museum in March 1991 and opened the museum on March 6, 1994. As the project revitalizing the Shin-yokohama area where there was almost no visitors, it is very impressive that the museum was formed by renovating the parking building with one ground floor and two underground floors. The ground floor is the Ramen Gallery and two underground floors are the Ramen Street. The Ramen masters from various places of Japan run the shops on the Ramen Street. In addition, the street scene of Japan in 1950s when Ramen became the popular dish in Japan, including Ramen restaurants, humble mom-and-pop stores, mailboxes and tearjerker theaters are revived. You can look through the culture and history of Ramen. You can taste unique Ramen dishes of each region on site or take them out. A variety of events are held to enhance the quality of taste. The Ramen bowls of famous Ramen restaurants in Japan are displayed on the ground floor and diverse kinds of unique Ramen souvenirs are also sold. The business hours are from 11:00 in the morning to 11:00 in the evening.



### Osaka

#### **Universal Studio Japan**

The universal studio theme park is the second greatest theme park following Disneyland in the USA, as the theme park comprising the famous American movies. The universal studio theme parks are in Los Angeles and Orlando in the USA and Osaka in Japan. Ride attractions and shows of scenes of movies or fairy tales are presenting different pleasures in 9 zones. The thrilling water stunt show representing the scenes of the action movie 'Water World' by high-tech special effects using more than 50 devices and pyrotechnics (fireworks) and the Backdraft show reproducing the scenes of the mega movie 'Backdraft', which described the fear of fire, using about 40 kinds of special effects including exploding drum can, soaring fire column and engulfing wall of fire. Besides, there are lots of attractions including 'The Wild Wild West Stand Show' in which the best stunts men present the cowboy pictures of Hollywood as a live action show. The 'Rocking Midnight Monster Festival' in which monsters of movies including Dracula, werewolf and Frankenstein play music as a rock band. Various restaurants and shops will entertain your eyes and stomach. The park was opened on March 31, 2001.



## Korea >>



### **Andong**

#### **The 2009 Andong International Mask dance Festival**

The 2009 Andong International Mask Dance Festival, designated as 'The Representative Korean Festival' by the Ministry of Culture and Tourism, will be held from September 25th to October 4th at the Mask dance Park, Hahoe Village and downtown district of Andong. Andong is 'The Capital of the Korean Spirit', where authentic traditional Korean culture is alive. Andong attracted global attention as the 'Little Korea inside Korea' when Queen Elizabeth II of England

visited in 1999 and has been known for its preservation of the most authentic traditional Korean culture ever since the visit of world-renowned dignitaries following the visit of former President George H.W. Bush in 2006. It now has a steady stream of constant visitors coming from all over the world.

Centered around the Hahoe Mask dance, which has a 800-year history, a total of 40 local and foreign mask dance troupes will stage their performances, including 20 groups of traditional Korean mask dancers and other creative mask dance groups. Visitors will be able to enjoy participatory games and dances, performances and a parade and will be exposed to traditional Korean folk culture as well.

In addition to the mask dances festival, there will be displays of 'Andong Chajeon-nori', a kind of jousting tournament taken part in by 500 men of solid build, which was also invited to the Hanover World Expo in 2000 as an opening performance. Also 'Notdaribalkki', a group game for women, along with over 30 traditional Korean folk events such as 'Hyangeumjurae' (spiritual training under the influence of liquor), recitation of Confucian scriptures, Naebang Gasa (a poetic genre written in Korean by women), a ceremony of life and death called 'Handusil haengsangori', and a farmer's labor song, 'JoJeon Nongyo' are presented.

The Andong International Mask Dance Festival showcases most of Korea's traditional mask dances as well as a selection of international ones. This festival will offer an exciting opportunity for visitors to enjoy a variety of fun and passions to the full beyond culture, race and nation when they put on the mask they make during the make your own mask competition, be part of a mask dance competition, and view a mask dance parade, among many other events.

#### **Experience the Andong Gotaek (an old traditional Korean house)**

When you sit on the floor of the time-honored Andong Gotaek, you can take in a vivid landscape composed of the beautifully curved line of roof tiles, the feel of a wooden floor, the clear sky with floating clouds.

Walking around Andong, 'The capital of the Korean spirit', you can easily encounter Jongtaek, a head family house of a clan, arbors and family rites. There are many old houses in Andong which showcase the value of Confucianism sublimated as a living culture including 47 Seowons (Confucian academy), 250 arbors and 80 Jongtaek.

The sheer presence of these old houses comprises the life story of the people who lived in them. The beauty in life mingled with people through a partition wall between a room and a floor, which lets two spaces to be extended into a large one to receive guests, and the poetical life admiring nature through a low wall to get a view of a river in front of a house can be glimpsed.

In this way, traditional Korean architecture is as marvelous as the nature in which it is harmonized. When a house was built, it did not destroy nature but rather embraced the view as a part of the building. The house is simple but the wooden texture alone is decorative, covered with taste and elegance.

While it might be more inconvenient for people of modern times who are leading a busy life, the way of living that pursues well-being harmonized with intimate, calm nature holds people's interests as well.

The Gotaek, a living, breathing house made of wood and earth, represents a life assimilated into nature. It offers a healthy life to people. In Andong, there are many Gotaeks, where you can enjoy clear air, the sound of birdsongs, the desolate calmness of night and the coziness of a mother's breast. Andong is promoting the utilization of these Gotaek as a place in which to experience traditional life.

Everyday occurrences during your visit such as talking away an evening in the outdoors, smoking out the mosquitoes in summer, or eating chestnuts roasted on the heated floor in winter will be an unforgettable experience.





**Gyeongju**

**Yangdong Village**

About 150 old houses and thatch-roofed houses stand in each valley and hill in the exuberant forest at the Yangdong Village, Gyeongju. The Yang-dong Village is well known as the most

famous aristocrat village in Korea, including as the hometown of Sir Munwongong Hoejae Yi Eonjeok, one of five sages of the east. The village itself is designated as the cultural property. The village is trying to be registered as the World Heritage of UNESCO. Yangdong Village is the exhibition place of ancient architecture where you can look all about the structures of traditional ancient houses of Korea including ancient houses and thatch-roofed houses of over 200 years old soaked with the life of ancestors and glorious traces of distinguished family in the past. Prince Charles of UK visited it in 1992 because of its many remarkable things to see including its clean natural environment and locality. You can learn the wisdom and spirit of ancestors through the Confucian village program and traditional food including cake made with wheatflour, oil and honey and taffy.



**Jeju**

**Jeju Starlight World Park and Planetarium**

The Jeju Starlight World Park and Planetarium opened in March 2009 is presenting high-tech astronomy and space science while being a place to learn about astronomical and space researches. The park has a night tour site that is drawing substantial attention as well as the scientific culture space giving the youth, the leader in the 21st century, eternal dream and hope. There are exhibition halls, 4D media room, planetarium and an observation room. The Solar System Square and the Sundial out of the building enable the visitors to experience various activities. You can also appreciate the space and the gifted natural environment of Jeju, the island of World Heritage designated by UNESCO.

**Thailand >>**

**Bangkok**

**Floating Market**

The 'Khlongs' in Thailand is over 3 million km. In the past, the water transportation was more developed than the ground transportation in Thailand. Bangkok, the capital of Thailand, starts the morning with the gathering of flat boats on the river filled with foods and miscellaneous goods.

If you want to feel the life of people in Bangkok, try to visit the floating market at dawn. The tour program starts from the canal beyond the Krungthep bridge west of Chao Phraya River at around 7 o'clock in the morning. Join the program if you want to see more of the floating market. The mom-and-pop shops and general households line up on both side of Khlongs. The crowded flat boats piled with fruits, groceries and sundries are a marvelous spectacle.



**Wat Phra Kaew**

The Wat Phara Kaew is one of the most magnificent temples in Thailand. The Buddha statue of Wat Phara Kaew is 75cm tall and 45cm wide and made of jade. The temple is also called the 'Emerald Temple' because it glitters like an emerald. The Wat Phara Kaew is directly governed by the King not the monks because it is included in the king's palace. The temples in Thailand are characterized by three-story roof in dark blue and orange, splendid mosaic and glittering gold pagoda. The Wat Phara Kaew is not an exception. The wall paintings on the stone wall and corridor in the main hall describes the legend of Hinduism and Rama Ayana.

**China >>**

**Chengdu**

**Chengdu Research Base of Giant Panda Breeding**

Chengdu Panda Base was founded in 1987. It started with 6 wild pandas and is now a large-scale ecology park with over 1,600 giant pandas. In particular, with the unprecedented baby boom of giant panda in 2006, 31 pandas were born in October 2006 and 28 cubs survived. The news was brought by many medias. There is an interesting story that the sex education DVD for pandas was effective.

You can see directly that the pandas are having a good time or eating bamboo leaves all day long. While pandas spend 16 hours a day to find food, you can see the pandas having good time each other and quickly climbing the trees except the sizzling daytime. The lesser panda with red bushy hair and long face is famous as much as giant pandas. It gives a lot of things to watch as moving faster than giant pandas and living on the rocks or trees on the highland. You will forget time and be indulged into the pandas because of many attractions including the theatre showing the movies about pandas, lake with swans and a panda souvenir shop. Chengdu is developing the Panda Park 5 times as large as a Panda Base by 2010.



**Hangzhou**

**Leifeng Pagoda**

The Leifeng Pagoda stands solemnly on the hill south of Xi Hu. You can see the miraculous scene on the opposite side of the Leifeng Pagoda as the splendid golden light is thrown on the pagoda when the sun sets. It is the famous Sunset Glow at

Leifeng Pagoda. It was damaged by the thunder at the end of the North Song period, and rebuilt during the South Song period. It was burnt by the attack of Japanese pirates during the Ming dynasty. Thus only the brick skeleton is left. Later, the rumor circulated that a stone of Leifeng Pagoda brought luck and enabled to have a son among citizens. Thus, the pagoda was seriously damaged and entirely collapsed in 1924. The current pagoda is a new one built in 2002. While the pagoda was reborn with new appearance 80 years after the collapse, the modern escalator at the entrance and admission fee of 40 Yuan make visitors feel empty in spite of the 10 beauties of Xi Hu.



**West Lake(Xi Hu)**

The West Lake is 5.66km<sup>2</sup> wide. The circumference is around 15km. The average depth is 1.5m and the deepest depth is 2.8m. It is located on the west side of Hangzhou, Zhejiang province, China. It was originally the sea bay linked to the Hangzhou bay, but changed to the lagoon as being blocked by earth and sand from the Qiantang river. It was

called the 'Mingsheng lake' during the Han dynasty. Xi Hu was named from the Tang dynasty because it was on the west of the city.

There is the Nangao peak, Beigao feng(peak) and Yu Quan Mountain around the lake. The lake is surrounded with hills on the south, north and west. There are three islands in the lake, and the Xiao Ying Zhou is the largest island. The Santanyinyue(three poles mirroring the moon), the three pagoda built during the North Song period on this island. The three pagoda was rebuilt during the Ming dynasty. The pagoda is 62m far from the water and 2m high. A number of scenic spots and historic sites are scattered at the mountain around the lake including the Yue Fei's tomb, the great commander in the Song period, Lingyin temple, Tianzhu temple and Liuhe pagoda. 'Gu Shan', the small island in the lake, is famous as the place where the Wenlan pavilion was keeping the Siku Quanshu(emperor's four treasures). Appreciate the beautiful scene as walking along the lake and visit the scenic spots and historic sites.

**Weihai**

**Chishan Mountain**

Daming, the holy realm of Daming god, on the seaside hill of Chishan. Daming is one of the representative religious subjects, the god of Taoism taking care of the people on the sea. It seems that no one will lose the way in any place being guided by Daming when he or she watches the seated statue of Daming which is 58.8m high. Climb up the stone stairs, and you will see the broad sea in front and Fahuayuan(temple) and Jang Bogo memorial center at the back. The space under the commanding statue with a westerner's face is filled with wall paintings related to the Daming god and thousands of Buddha statues containing the prayers of people.



**Vietnam >>**

**Ho Chi Minh**

**War Remnants Museum**

The War Remnants Museum is at the center of Ho Chi Minh. It was established to arouse attention on the war and accuse the war crimes at the time of Vietnam War from 1965 to 1975. Thus, it is also called the 'War Crime Museum.'

The collections are categorized into 7 themes around the cruel behaviors of the US soldiers to Vietnam people during the Vietnam War. In accordance with the data in the museum, the US poured the bombs of 7,850,000 tons for 10 years during the Vietnam War and 750,000 liters of chemical weapons. 504 civilians were cruelly killed by the US soldiers just for one day in My Rai in the middle area of Vietnam in March 1968. And the tragic scenes including pictures drawn by Vietnam kids, prisons and POW camps are displayed.

The yard in front of the museum displays weapons including helicopter, war craft, tank, rifle and grenade launcher and various photos and clippings related to the war including damages by a defoliant. The business hour is from 8 in the morning to 4:30 in the afternoon. Closed on Mondays.



**Saigon River**

The Saigon River runs along the outer ring of Ho Chi Minh, which contacts the area of Ho Chi Minh by a third quarter. As the branch of the Mekong, the vein of Southeast Asia, it is connected to the Mekong Delta that was called the 'Land of Death and Despair' in the past, but is now the 'Land of Promise'. Since it supplies water for the industry and agriculture as well as is the water resource for the residents, it became the major factor to make Ho Chi Minh a dynamic and attractive city. Furthermore, it cools down the sizzling heat in Ho Chi Minh during the day and a number of ships on the river carrying people and cargo making substantial contributions on earning foreign currencies as a tour course that foreign tourists visit the most in this region. Lots of people enjoy the night scene of Ho Chi Minh with its shining advertising boards and lights from cruises and ships as having tea or meals on the terrace on the river. The seafood is the most famous in this region. Tourists enjoy seafood dishes and traditional dishes of Vietnam on ships. At night, there is a cruise course floating around the Saigon River.



**Hanoi**

**Lake Hanoi**

Hanoi is called as the City of Lake. Like that alias, Hanoi has about 300 small and large lakes here and there. The most famous lake is Ho Hoan Kiem, 700m long and 200m wide. It is at the center of Hanoi, with foreign embassies closely packed with beautiful French-style buildings on the south and a market on the north. The name 'Ho Hoan Kiem' comes from the noted sword that the emperor Le Loi of Nha Hau Le fond in this lake. Its name was originated from the legend that the emperor repulsed the invasion of Ming dynasty with the sword and returned it to the lake. 'Ho Hoan Kiem' means the 'Lake where the sword is returned.' It is good to take a walk or relax because of trees lined up along the lake. Ho Tay is also famous as the largest lake in Hanoi, located north of the Ho Chi Minh Cemetery. The Ho Trau Vang lake is the most beautiful lake in Hanoi. A variety of seafood dishes are presented in the restaurants on the ship in the lake. Try the famous fried shrimp.



**Malaysia >>**



**Ipoh**

**Subway City Ipoh**

The Sunway City Ipoh in Tambun, the famous area for hot springs, is the greatest attractions complex in Ipoh with different kinds of entertainment facilities. The main facility is the water theme park 'Lost World of Tambun.' It is located on a unique terrain surrounded by the mountain formed by the uplift of the sea about 400 million years ago. It was a tin mine before the establishment of theme park.

The water of the hot spring is natural water from 600m below the ground, which contains abundant minerals including calcium and magnesium. A variety of water attractions is the basic facility in this park, including the Adventure River circulating the Lost World along the artificial wave pool of 600m, the longest in the southeast Asia, the kids' pool safe for kids, the artificial beach with white sand and Tambun Hot Spring. There is the Extreme Park where you can enjoy indoor sports until midnight in Sunway City Ipoh.

**Kota Kinabalu**

**Tunku Abdul Rahman Park**

The Tunku Abdul Rahman Park is a national marine park comprising five islands on the sea, 3 to 8km away from Kota Kinabalu. There is a continuous stream of tourists all through the year who try to enjoy the marine activities and the quiet beach with beautiful scenes surrounded by a coral reef.

The five islands are Gaya, Manukan, Sapi, Mamutik and Sulug. Among them, Gaya is the largest island of the park. However, Manukan and Sapi are the most popular among tourists, with the most developed facilities for sea activities. It takes about 10 minutes by boat from the Kota Kinabalu wharf.

The islands request admission fees. Unobstructed views of the sea, clean sand beach, exuberant forest and well-maintained pedestrian passage greet the tourists. You can enjoy all kinds of marine sports including snorkeling, Kayak and para-sailing as well as sea-bathing on the beach. Of such diverse activities, Sea Walking is the most popular among tourists. You can appreciate a tropical fishes and a coral reef as walking under the sea with a specially made helmet for air supply. You can also relax at a hotel similar to Chalet made of wood. There are many things to see in the island formed as a resort. The 'Ocean Museum' at the center of the island attract the visitors with the bones of various kinds oceanic lifes including diverse tropical fishes, turtles, whales and Dugong.



**Kinabalu Park**

The Kinabalu Park is deployed around The Mount Kinabalu (4,101m), the highest peak in south-east Asia. It is on the northern end of the island of Borneo and 754m<sup>2</sup> wide. It was designated as the national park in 1964 and the World Heritage of UNESCO in 2000. The name Kinabalu comes from 'Akinabalu' meaning the 'Sacred place of the dead' in the language of the native people, the Kadazans. The Kadazans believed that the soul of the dead is living on the top of the mountain and the moss growing on the rock around the top was the food for the soul of ancestors. They perform the ritual appeasing the soul of ancestors at the top of the mountain every year nowadays. The mountain was formed about 1.5 million years ago and fantastic rocks and cliffs and various kinds of ecology systems have been created through the change for a long time. There are the Nature Exhibition Center and Mountain Botanic Garden at the headquarter of the park. Along the trekking course from the entrance of the park to the entrance of the hiking trail, you can observe the vegetation on the heights in the tropics. At the top of the mountain, you can have a bird's eye view on the Borneo's jungle area, South China Sea and Kota Kinabalu city. Furthermore, many visitors visit the park also enjoy the Poring Hot Spring which is one hour away by car from the park headquarter.



**Philippines >>**

**Manila**

**Corregidor Island**

Corregidor is about 40km west of the Manila bay and about 8km from the southern tip of Bataan. It is a rocky volcanic island of 5.6km long and 2.4km wide. It was the site of severe battles between US fleets and the Spain army at the end of Spanish imperialism and the battle site between the US and Japan during the World War II.

Since it was strategic key point protecting Bataan before the invasion of Japan in 1941, there are war relics such as the Pacific War Memorial, war graves and cannons. The Sun Cruise regularly runs between Manila and Corregidor, the high speed craft with 150 seats. The Manila Wharf is next to the Cultural Center of the Philippines. It runs once a day during the weekdays and twice a day during weekends. It starts at 8 in the morning, but the boarding starts one hour before. The Corregidor Hotel has a deluxe facility at Corregidor island.



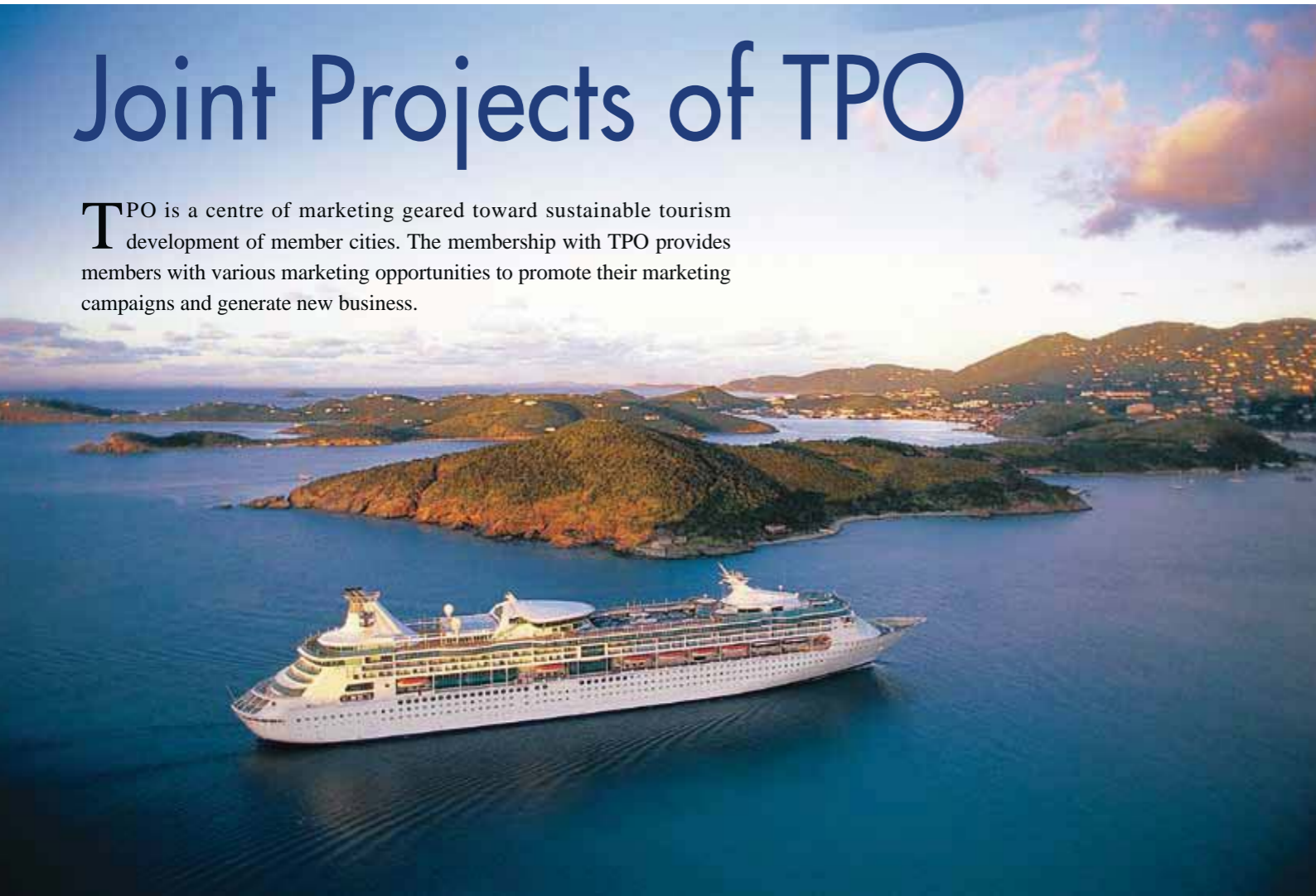
**Manila Cathedral**

It is an archbishop cathedral with a round and green dome, which can be seen from everywhere inside Intramuros, a focal place of the Catholic missionary movement in the Philippines. Built during the spanish colony period in 1581, it went through several renovations to take the current shape. The highlight of the cathedral is a pipe organ with approximately 4500 pipes attached. Especially, used as a wedding venue for the rich Filipinos, visitors might be lucky to watch one. Six three-dimensional statues surrounding the cathedral are rather dull by themselves. However, they mix well with the delicately-designed exterior walls to express beauty along with grandeur.



# Joint Projects of TPO

TPO is a centre of marketing geared toward sustainable tourism development of member cities. The membership with TPO provides members with various marketing opportunities to promote their marketing campaigns and generate new business.



## Project of Developing Cruise Routes Sailing Rounds of Member Cities

### Purpose of the Project

- To meet the growth of the world cruise market as well as to attract more cruise tourists to TPO member cities.
- To boost the cruise-related business for TPO member cities.

### Outline of the Project

- Programs
  - Creating a unique cruise tourism brand in TPO member cities, called “TPO Holiday Cruise.”
  - Promoting the brand of “TPO Holiday Cruise” to the cruise business industry.
  - Launching a pilot program after advertising the “TPO Holiday Cruise” in cooperation with a cruise tour agency.
- Participants: Member cities in the Yellow-Sea Rim and East Sea/Sea of Japan Rim regions that meet the following requirements:
  - Cities that are equipped with port facilities to accommodate a cruise ship
  - Cities with tourist attractions that comprise a day trip, closely located to the port of call
- Duration: Three years (2009-2011)

### Details of the Project

- Service Standardization of Participating Cities
  - Issuing general information pamphlets about the cruise project
  - Establishing minimum service standards for each city (made available in a handbook)
  - Developing regulations regarding signs, maintenance, and promotional materials
  - Inspecting infrastructure and indicating improvement guidelines for participating cities
  - Constructing a network for cruise businesses among participating cities
- Branding and Product Development
  - Developing a comprehensive table of available cities by analyzing the characteristics of destinations
  - Developing tourism products for the ports of call according to the city's theme, i.e. historic and cultural tour, eco-tour, shopping tour, etc.
  - Creating a logo for the cruise project
  - Publishing standardized promotional materials for destinations



- Promotion and Marketing
  - Publishing a variety of promotional materials
  - Promoting the project to residents in the participating cities
  - Hosting promotion and marketing activities in North America and Europe, which are key markets of the cruise industry
  - Creating and maintaining a cruise project website for the cruise industry and passengers
- Operation of the Pilot Program
  - Designation of Cruise Routes
    - 1st Phase: A 7-day cruise tour program calling on five cities or less of Korea, China, and Japan
    - 2nd Phase: An extended program based on the first phase
  - Forming partnerships with a cruise shipping liner and a travel agency that specialize in cruise tours
  - Identifying and designating cruise product dealers in each country
  - Promoting and operating pilot programs

### Progress of the Project

- Aug 2007: Re-designated as an official joint project at the 3rd General Assembly
- Jan~May 2008: Performed field researches of market environment of the project
- Jun 2008: Completion of project draft plan
- Oct 2008: Held a meeting for discussing the draft plan for the project during the TPO Forum 2008
- Jan 2009: Plan modification according to the result of the discussion
- Jan 2009: Published a project brochure
- Feb 2009: Beginning of application for participation (Deadline of application was delayed at the request of member cities for additional discussion.)
- Apr 2009: Sent out a proposal for partnerships to cruise lines
- Jun 2009: To select a cruise vessel company as a partner for the project
- Jun 2009: To hold a meeting of member cities that have interests in the project

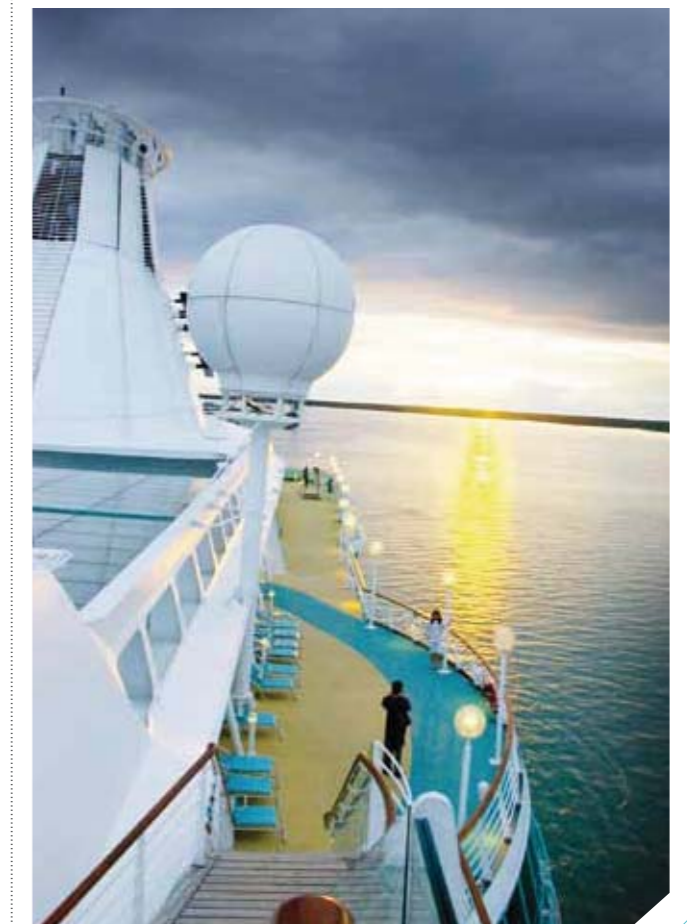
- Dec 2009: To finalize the list of works that should be done by each participating city
- Oct 2010: 1st pilot cruise operation
- May 2011: 2nd pilot cruise operation
- 2012: To launch regular operations of TPO cruise program

### Expected Benefits

- Participating cities will be promoted to the world cruise markets.
- Instead of a one-off act, the TPO-branded cruise program secures a sustainable and regular operation.
- Positive economic benefits will be spread to related industries such as airlines, railways, land transportations, hospitality, etc.
- International cruise visitor arrivals in participating cities will increase.
- The project will spur improvements to infrastructure at ports of call.

### How to Apply for the Project

- Application as Ports of Call
  - Please submit an application form to the TPO Secretariat.
  - Contact with the TPO Secretariat for the application form.
- Application as Non-ports of Call
  - Cities located near the ports of call can submit an application form to the TPO Secretariat.
  - Contact with the TPO Secretariat for the application form.



## II TPO Overseas Joint Marketing Project

### Purpose of the Project

- Provide an opportunity to develop tourism products for TPO member cities by holding the TPO Travel Trade program
- Reduce marketing expenses and optimize benefits through cooperation among TPO members
- Promote city brands and tourism resources of member cities
- ☐ Strengthen mutual cooperation among the TPO members to advance the tourism industry

### Outline of the Project

- Programs
  - Host the TPO Travel Trade
  - Support development of tourism products
    - ▶ Invitation of on-site inspection for developing tourism products
    - ▶ Support the development of tourism products such as enhancing cooperation among travel agencies
    - ▶ Support the promotion & marketing of tourism products to attract tourists from target markets
  - Travelers' visit to member cities through developed tourism products
- Participants: All of TPO members

### Details of the Project



### Progress of the Project

- May 2008: Held the "TPO Travel Trade 2008 - Japan" in Tokyo, Japan
- Jul 2008: Supported field works of travel agencies for developing Korea travelling products
- Mar 2009: Held the "TPO Travel Trade 2009 - China" in Guangzhou and participated in the Guangzhou International Travel Fair
- May 2009: Participated in the North China Travel Fair in Yantai, China
- Jun 2009: Support field works of travel agencies for developing travelling products
- Nov 2009: To hold the "TPO Travel Trade 2009 - Korea" in Seoul
- Dec 2009: To support field works of travel agencies for developing travelling products
- To jointly participate in member cities' travel fairs
  - Busan International Travel Fair, Busan (Sept 2009)
  - International Travel Expo, Ho Chi Minh City (Oct 2009)

### Expected Benefits

- Participating cities will have the opportunity to develop new tourism products.
- On-site inspections for developing tourism products will be scheduled for in- or out-bound travel planners after the end of the travel trades.
- The TPO Secretariat will support promotion and marketing activities for tourism products developed through this program.
- The international visitor arrivals in participating cities will increase.
  - A total of 1,078 Chinese tourists in 6 groups visited Korean cities that participated in the TPO Travel Trade program held in Beijing, Shanghai, and Xi'an in April 2007.

– A total of 1,390 Japanese tourists in 28 groups visited Korean cities that participated in the TPO Travel Trade program held in Tokyo and Osaka in May 2007

– Since the TPO Travel Trade program was held in Tokyo and Osaka May 2008, many Japanese tourists have been visiting participating Korean cities.

- ☐ The project will spur improvements to the infrastructure construction in member cities through on-site inspections.



## III Student Travel Exchange Program

### Purpose of the Project

- To create a platform on which schools recommended by city governments can exchange student tour groups with each other
- To support student travel exchanges by systemizing cooperation among tourism authorities of member cities, schools, and travel businesses
- To provide students with the opportunity to deepen their understanding of the history and culture of the Asia-Pacific region, and to create a greater tourism demand for TPO member cities.

### Outline of the Project

- Participants:
  - TPO member city governments
  - Educational institutions in the TPO member cities
- Direction of Implementation:
  - To enhance educational factors that differentiate the program from general tour programs
  - To strengthen cooperation between member cities and ensure security and price competitiveness



### Steps of Implementation:

- 1) Recruit participating cities and educational institutions
- 2) Host a STEP Forum and create a STEP Steering Committee
- 3) Create a "STEP Team" in the TPO Secretariat for development and promotion of visiting exchange programs
- 4) Implement pilot programs in which 100-student groups will visit member cities. This is to be conducted twice in 2009.
- 5) Evaluate the process of implementation after completing the pilot program
- 6) Operate regular exchange programs after modifying and supplementing pilot programs

### Details of the Project

#### Organizations

- Steering Committee: Consists of tourism officials and school representatives that will develop exchange programs and coordinate joint activities between participating members.
- STEP Team: To be set up in the TPO Secretariat. This will require temporary staffing.

#### Action Plans

- Membership Recruitment: Initial goal of 100 schools from 20 member cities
- STEP Forum: Tourism officials and representatives from participating schools will attend the Forum and form a Steering Committee.
- STEP Official Website: STEP Team establishes a website in four languages: Korean, English, Japanese and Chinese. The site will introduce programs and explain how to apply for participation.
- Development of Visiting Exchange Program: Many more educational programs will need to be developed than is typical of usual school excursions. They will fall under two categories. The general category will include historic & cultural programs, a volunteer program and friendship exchange program. The special category will focus on each city's unique characteristics.
- Pilot Program: The steering committee will decide details of the pilot program. Then 100 exchange students will participate twice during 2009.



**Programs of the Project**

- STEP will consist of school excursion programs for elementary, middle and high school students. The school excursion programs will include history & culture classes and volunteer programs, including friendship exchange events with students in a visiting city
- Exchange programs for university students will have more clear goals. The programs will include culture & tourism, language training, leisure & sports, working hospitality, and overseas volunteerism.

**Operation of the Internet Website**

- An on-line exchange support system will be established in the internet website.
- The STEP Project Team will provide off-line support for the members.

**Progress of the Project**

- Aug 2007: Re-designated as official joint project in the 3rd General Assembly
- Jan~May: 2008 Performed field researches of environment for systematic exchange
- Jun 2008: Made an implementation plan for the project

- Oct 2008: Held a meeting to discuss the plan for STEP during the TPO Forum 2008
- Jan 2009: Modified the plan according to the result of the discussion
- Jan 2009: Published a project brochure
- Feb 2009: Beginning of application for participation
- May 2009: To finalize the list of participating cities
- Aug 2009: To hold model exchange events: student camps in two countries
- Oct 2009: To complete an internet homepage and inputting program information into a data base
- Dec 2009~Feb 2010: To commence exchanges among the schools

**Expected Benefits**

- The number of in-bound travelers will continually grow in the member cities
- Tourism-related businesses in member cities will make more profits.
- The project will strengthen exchange among students and teachers of member cities.
- It will provide students with educational opportunities to learn cultural and social diversity of member cities.
- Increased traffic of students and teachers will cement the friendship among member cities.
- The image of a tourist-friendly city as well as attractiveness of tourist spots of member cities will be publicized worldwide.

**How to Apply for the Project**

- Please submit an application form to the TPO Secretariat.
- Contact with the TPO Secretariat for the application form.

**IV TPO Traveler Card Project**

**Purpose of the Project**

- As the number of foreign independent travelers has been growing rapidly in the Asia Pacific countries, it is necessary to begin with a project to attract more of them to our member cities.
- To cope with the increase of the travelers who use internet to acquire their tourist information, it is necessary for our member cities to strengthen internet-based destination marketing.
- The TPO Traveler Card Project is proposed to cope with the above two trends in the tourism market.

**Outline of the Project**

- To issue the TPO Traveler Card(TTC) to travelers who register as TTC users at the internet homepage of the TTC project.
- The TTC is not a plastic card but an electronic photograph of a card, which can be viewed on a computer monitor and printed with a printer at home. It will be delivered to registered

travelers by e-mail.

- Travelers will print a TTC, which they receive by e-mail, in person and present it at a member store located in their visiting cities so that they can get a special discount.
- The internet homepage of the TTC project will not only provide travelers with a TTC but also with detailed information of member stores and tourism resources of the cities that participate in the project.
- When an appropriate number of travelers and stores are obtained as a member, the project will advance to the next stage to issue plastic cards in partnership with private companies.

**Details of the Project**

- Establishment of an Internet Website
  - To provide information of tourism resources of participating cities
  - To provide information of TTC member stores of participating cities
  - To provide videos of tourist spots of participating cities on demand

(i.e. VOD service)

- To provide tourist maps of participating cities
- To issue TPO Traveler Cards
- **Recruit and Management of TTC Member Stores**
  - To recruit member stores in the participating cities
  - To issue a certification of the member store
  - To make and distribute a member store sign
  - To manage the information of member stores
- **Recruit and Management of the TTC Users**
  - To recruit TTC users (i.e. registered travelers)
  - To manage information of TTC users
  - To publish a webzine for TTC users
  - To manage statistics of usage of TTC
- **Marketing and Promotion**
  - To put advertisements in internet portal sites
  - To put advertisements in magazines and printed media
  - To hold various promotional events

**Roles of Participating Parties**

- **City governments:**
  - The government of participating cities will submit information of tourist attractions to the Secretariat, and recommend at least 20 member stores.
- **TTC Project Team:**
  - The TTC Project Team of the TPO Secretariat will establish and manage the website of the project, recruit and manage TTC users, manage member stores, and perform marketing activities.
- **Member stores:**
  - The member stores will submit information of the stores and TTC users.



**Progress of the project**

- Aug 2007: Re-designated as an official joint project in the 3rd General Assembly
- Jan~Sep 2008: Performed field researches of market environment of the project, and made an implementation plan
- Oct 2008: Held a meeting for discuss the plan for STEP during the TPO Forum 2008
- Jan 2009: Modified the plan according to the result of the discussion
- Jan 2009: Published a project brochure
- Feb 2009: Beginning of application for participation
  - Deadline of application was delayed at the request of member cities for additional discussion.
- May~Jun 2009: To negotiate with private businesses for partnership
- Jun 2009: To hold a meeting of city members interested in the card project and finalize the list of participating cities
- Jun 2009: To select a private company as a project partner and begin with details of the project

**Expected Benefits**

- The number of inbound foreign independent travelers will continually grow in the member cities.
- Tourism-related businesses of member cities will make more profits.
- Tourist spots of the member cities will be effectively promoted by on-line and off-line activities.
- Information of tourism resource and tourist service will be accumulated and exchanged among member cities
- The cooperation between local governments and private companies will be enhanced to a high degree.

**How to Join the Project**

- Please submit an application form to the TPO Secretariat.
- Contact with the TPO Secretariat for the application form.

# Tourism Promotion Organization for Asia Pacific Cities

## Tourism Promotion Organization for Asia Pacific Cities

TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism.

It serves as a centre of marketing, information and communication for its member cities.

Its membership includes 64 city governments and 39 non government members representing the private sector, educational institutions and other tourism authorities. TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.



Tourism Promotion Organization  
for Asia Pacific Cities

### TPO - the Marketing Centre

- Holding TPO Travel Trade designed exclusively for TPO Members
- Developing Cruise Tour Program to interact with its member cities
- Supporting Student Exchange Program among its member cities
- Providing TPO Traveler Cards, discount available in its member cities

### TPO - the Information Centre

- Operating TPO official website in 4 languages(English, Korean, Japanese, Chinese)
- Issuing online newsletter, Tourism News Patrol
- Publishing TPO official magazine, Tourism Scope, three times a year

### TPO - the Communication Centre

- Creating leadership and peer networking opportunities among its member cities :
  - TPO General Assembly and TPO Forum, either one in alternate years
  - TPO Executive Committee as occasions demand
- Quality education for tourism professionals and governmental officers with destination stewardship

### To join the TPO, please contact the TPO Secretariat :

- **Tel** : 82-51-502-1967 • **Fax** : 82-51-502-1968
- **E-mail** : secretariat@aptpo.org

# TPO Members 64 city members, 39 industry members

## City Member



## Industry Member

<b>China</b> China Comfort Xian International Travel Service Co., Ltd. China Travel International(Xinjiang) Ltd. Guangzhou Star Cruises Co., Ltd. GZL International Travel Service Ltd. Shandong Channel International Travel Service Co., Ltd. The Garden Hotel, Guangzhou	Haeundae Centum Hotel INTRAVEL. Ltd. JB Tour Korea Geographic Network(KGN) Inc. Lee Convention SR Company TOURJAPAN CO., LTD.
<b>Japan</b> Fukuoka Convention & Visitors Bureau JTB Corp.(Fukuoka Office) Kagoshima Convention & Visitors Bureau Kinki Nippon Tourist Co., Ltd. Nippon Travel Agency Co., Ltd. Fukuoka Event and Convention Center	<b>Malaysia</b> Diethelm Borneo Expeditions SDN. Bhd. Malaysia Association of Hotels Perak Chapter Sabah Hotel Association Sabah Tourist Association Taiping Tourist Association
<b>Korea</b> AB-ROAD Co., Ltd. Arum Travel Service Co., Ltd. Aunique Busan Exhibition & Convention Center(BEXCO) Busan Tourism Association Busan Youth Hostel ARPINA Cheongsong Travel Service Co., Ltd. Daegu Tourism Association Global Tourism Solution(GTS)	<b>Mongolia</b> Ancient Nomads Tour Agency <b>Russia</b> Breeze-Tour <b>U.S.A</b> Hawaii Visitors & Convention Bureau MCM Group Holdings, Ltd.
	<b>Vietnam</b> Haiphong Vanhoa One Member Limited Corporation Haiphong Vocational College of Tourism Vietravel