

# TOURISM

TOURISM SCOPE



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# TOURISM SCOPE

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Finding New Osaka

The most conventional image of Osaka may be the imposing Osaka castle. The next thing that most people remember about Osaka could be the Dotonbori with the signboard of the running man of Glico and a giant crab model. During the journey to find out new sights in the busy, dynamic, folksy, turbulent, tenderhearted and a little less polished Osaka, we encountered other aspects of Osaka, the city of elegance, style, taste, dignity, freshness and warm heart.

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# On the Road to Tourism Development

The 4<sup>th</sup> General Assembly of the Tourism Promotion Organization for Asia Pacific cities was held at Kota Kinabalu City, the central city of the Sabah State, Malaysia, from Sep. 28 to 30. With the participation of 200 representatives from 30 cities and private members representatives member cities actively debated about the tourism development in the Asia Pacific region. The active and enthusiastic participation of representatives was very impressive in this assembly. Let's have a look at the site of the 4th General Assembly of the TPO, Kota Kinabalu, the beautiful eco-city with unpolluted nature and representative city for relaxation in Southeast Asia.



### ■ Opening Ceremony

With the common goal of tourism development in the Asia Pacific region, TPO members got together. As raising the official flag of TPO, the splendid opening ceremony declared the opening of the general assembly for promoting the development of TPO member cities through strong cooperation among all members, exchange of tourism information and friendship among member cities. While the tourism industry has been suffering from disadvantageous conditions including the economic crisis, change of climate and swine influenza, the assembly emphasized the necessity of close exchange and cooperation for the tourism industry among member cities in order to wisely cope with such crisis. And the official declaration was made for two-day General Assembly.

### ■ Seminar on Tourism Trend by TPO members

The presentations on development of tourism trends were about Ecotourism held by Kota Kinabalu, the host city for the 4<sup>th</sup> General Assembly of TPO, Educational Tourism by Yogyakarta, Development of Tourist Facilities by Vladivostok, Russia, Cultural Heritage Tourism by Gyeongju, Korea, Film Induced Tourism by Jeonju, Korea and Sport Tourism by Georgetown of Penang and Guangzhou. An opportunity to understand up-to-date tourism trends and exchange information among members, the serious participation of members in the seminars was very impressive.



### ■ Mayor's Roundtable Discussion

Mayor-level participants from 17 member cities discussed joint projects of member cities and the development of the TPO at the mayors' round-table conference. The conference suggested the necessity of developments of tour programs among cities, necessity of exchange among member cities and the importance of promotion on tour programs. The following session was the presentation of Mr. Luigi Cabrini, Director of the Department of Sustainable Tourism Development, UNWTO about changes of the climate and tourism industry, one of the most critical issues to discuss at the 4<sup>th</sup> General Assembly. He drew its attention by emphasizing the necessity of cooperative efforts of local authorities, the responsibilities of tourism cities and practical activities to cope with crisis related to the change of the climate that has been more aggravated. The participants deliberated the joint declaration related to the change of the climate and tourism industry. It was an important meeting to discuss responsible tourism policies of each member city and local authorities.



### ■ TPO Workshop

The representatives of member cities shared their information on future planning of the TPO and activities currently implemented by the TPO and opinions on how to implement joint projects. For more in-depth and effective discussion with around 100 representatives, participants were divided into four groups, English, Korean, Chinese and Japanese. The discussion was about the joint project plan of the TPO, 4 joint projects, and the opening of the TPO marketing center. Each group discussed a theme designated to each of them and each team leader presented the results of the discussion. It was very impressive to see the participants discussing in a serious yet friendly atmosphere. Also promotions to exchange student group tours, necessity of more progressive promotion and security of budget of municipal governments to participate in the overseas joint marketing project were suggested in the workshop.



### ■ The 15th Executive Committee Meeting

The bills to be presented in the 15<sup>th</sup> Executive Committee Meeting were discussed in advance. The administrative operations of the TPO including the TPO activity plan in 2010 and acceptance of new members were discussed. The executive committee members from Busan(Korea), Guangzhou(China), Fukuoka(Japan), Ho Chi Minh(Vietnam), Ipoh(Malaysia), Vladivostok(Russia) and MCM Group Holdings(USA) participated in the meeting.

In particular, Mr. Bae Changgil, the chief manager of Tourism & Culture Department of the Jung Gu District Office, Korea, introduced Jung-Gu, Busan, Korea. He mentioned the tourism potentials of Busan as the city of movie, and promoted Busan to other members with photos of tourist attractions in Busan including the Jagalchi Market and the Haeundae.





**Seminar on Climate Changes & Tourism**

The change of climate that has been rapidly aggravated in the world as well as in the Asia Pacific region is closely related to the tourism industry. Mr. Luigi CABRINI, Director, Department of Sustainable Development of Tourism (UNWTO) and Mr. Gabor VERECZI, Regional Technical Advisor for Climate Change Adaptation in the Pacific (UNDP) made a presentation on the change of climate, tourism industry, change of climate in the Asia Pacific region and the progressive counteractions to about 100 participants from 30 member cities at the General Assembly of TPO. They drew attention by suggesting a concrete implementation approach, not just making a simple presentation on the change of climate. In particular, they stated that the tourism industry should make advance of eco-friendly developments by presenting concrete examples including the necessity of international aircraft engine emission standards and energy reduction standards for accommodations. Next, Datuk Tengku Adlin Zainal, Chairman of Sabah Tourism Board and Mr. Suzuki Kouichi, General Manager, Asakusa View Hotel, Japan introduced their eco-friendly policies and efforts which they have been implementing nowadays.



**The 4th General Assembly**



The election of the next President city, major issues for administrative operations of the TPO organization and future strategic plans were discussed by 200 participants at the 4th General Assembly. Guangzhou, China won the election unanimously as the 4th TPO President city. The mayor of Guangzhou took over the president duties from the mayor of Busan, Mr. Nam-Sik Hur. Fukuoka, Japan was reappointed as the vice president. Mr. Jianliao CAO, the deputy mayor of Guangzhou, attending the mayor's place at the General Assembly, expressed his appreciation to the TPO and pledged for sincere endeavor for the development of the TPO for the next 2 years, the term of president office.

It was officially acknowledged that the next TPO Forum would be held in Vladivostok, Russia in 2010 and the 5th General Assembly of TPO in Dalian, China. Finally, the Declaration on Climate Change and Tourism was adopted, and 30 member cities executed on the resolutions. The followings are the contents of the Declaration.

1. To put into service sightseeing buses with limited carbon dioxide emission.
2. To designate Eco-friendly Green Hotels measuring up to global standards and restrictions.
3. To provide education programs about climate change for tourism workers as well as consumers.
4. To take an active part in information exchanges on climate change.

The TPO strategic plan for 10 years in the future was adopted under the title "BRIGHT VISION 2020." TPO will increase the number of members two times by 2020 and strengthen its organizational competence to the extent that it could exert substantial influence on the tourism industry in the Asia Pacific region.



**TPO Best Awards**

During the farewell dinner with all participants after the busy General Assembly of TPO, the Best Awards, the best event at the General Assembly, was held. The Best Award Winners in 10 tourism industry fields were selected through examination on the applicants by field. The winners of the Best Print Advertisement were Gyeongju (Korea) and Penang (Malaysia), the Best Broadcast Advertisement went to Dalian (China), the Best Tourism Photo to Ho Chi Minh (Vietnam), the Best Promotion CD to Qingdao (China), the Best Tourism Brochure to Iksan (Korea), the Best Web site award to Fukuoka (Japan), the Best Public Relations Campaign to Yogyakarta (Indonesia), the Best Marketing Event to Sanya (China), and the Best Destination Manager became Guangzhou (China). As promising to meet at the 5th General Assembly to be held in Dalian, the 4th General Assembly was successfully closed.

**More Event**

**TPO Members Tourism Photo Exhibition**



There was the photography exhibition enabling a bird's-eye-view on the landscapes of 65 member cities at the main conference hall at the Nexus Resort, Kota Kinabalu where the General Assembly was held. Each standing booth displayed photos representing each city and the public as well as the participants could appreciate beautiful photos representing the member cities. With the photography exhibition, each booth presented promotion leaflets for each city, which had substantial responses because everyone could get practical information on each city together with photos.



**Sabah Culture Experience**

It is not just the successful preparation of the General assembly that earned Kota Kinabalu, the host city, attention from the participants. The city with a variety of history and culture together with the beautiful and magnificent nature is another attraction of Kota Kinabalu. The participants could experience a variety of cultures of Kota Kinabalu during the General Assembly. For example Batik Painting, made by making the patterns on silk with paraffin and adding the colors, is one of many traditional cultures of Malaysia. The representatives of member cities added colors by themselves and understood and experienced the culture of Malaysia. Furthermore, on the next day after the closing of the General Assembly, they enjoyed Kota Kinabalu, by looking around the Mountain Kinabalu, called "Himalaya of Malaysia", and a hopping tour to the Tunku Abdul Rahman Park.



Pleasure and fun as well as the excitement in movie watching

# Busan, Korea

Busan is the second largest city in Korea. This port city has earned its fame as one of the world's greatest cities with an international film festival since it hosted the 'Pusan International Film Festival (PIFF)' in 1996. Busan has been accelerating its growth heading into the hub of the visual industry as well as a film Mecca of Asia.



Situated in the southeast part of Korea, Busan is 2 hours and 30 minutes away from Seoul by KTX. The Gimhae International Airport has a direct access to the downtown. With many famous tourist destinations such as the Haeundae Beach, Gwangalli Beach and Nampo-dong, this vibrant and romantic port city has been loved by many people. Busan has also emerged as an international convention city with state-of-the-art international convention facilities such as the NURIMARU APEC House and BEXCO. The Jagalchi Fish Market which represents 30-50 percent of the total national fish production, the Gukje Market (huge conventional market) and Bosu Alley (treasure of second-hand books) are must-visit destinations as well.

### Aiming to become Asia's Mecca of Visual Culture

Especially, Busan has been able to earn an international fame thanks to the 'Pusan International Film Festival (PIFF)'. It has been praised that PIFF has developed Busan into the hub of visual culture and played a big role in facilitating Asian films that have long been suppressed by

dominating western culture. The number of audience skyrocketed from 5,000 at the 1st festival to 200,000 this year. Phillip Morey, the festival director of the International Federation of Film Producers' Associations (FIAPF), already praised PIFF as one of the world's top eight festivals in 2001. During the PIFF, Asian Film Market, Asian Cinema Fund and the Asian Film Academy are held as well. For approximately 10 days, you can watch many fascinating events such as the Open Talk, Cinema Together, Master Class, Hand Printing, the Asia Pacific Actors Network (APAN) and the Opening Ceremony as well.



### Exquisite attractions and delicacies

It is highly recommended to visit the Haeundae and Nampo-dong if you are coming to Busan for the PIFF. Because most official events such as opening and closing ceremonies are held at the Haeundae, you should visit the largest beach resort in Korea to see the movie stars in person. Dongbaekseom in which the NURIMARU APEC HOUSE is nestled is close to the Haeundae Beach. It is also recommended to visit the Dalmaji Hill, known as the Montmartre of Korea located across the beach, where stylish and romantic galleries, restaurants and cafes are clustered.

While the Haeundae is a refined international resort, Nampo-dong is a historical place. Nampo-dong is an energetic and vibrant street in which the PIFF Square is situated and many theaters are clustered. Don't miss the handprints of celebrities such as the music director of Cinema Paradiso and composer Ennio Morricone, director Hark Tsui and Japanese director Takeshi Kitano. In addition, the Jagalchi Fish Market, the largest fish market in Korea, is just across from Nampo-dong.

The delicacies of Busan, which can hardly be found elsewhere, also attract many tourists. For example, Dwaeji Gukbap (pork broth with cooked rice), Bokguk (swellfish soup), Milmyeon (wheat noodle soup), Dongnaepajeon (Korean-style pancake), Kkomjangeo (stir-fried eel) and sashimi will double your pleasure while visiting Busan.



Full of Legends and Heritage

# Haiphong, Vietnam

2 hours from the Noi Bai International Airport by the National Highway No.5, Haiphong city appears with charming old buildings, green lushes and friendly smiles. And if you stretch your journey out to the sea, the World Heritage 'Halong Bay' unfolds its beauty in front of you.



Haiphong, the "Flamboyant" city, has a long aged history of development and a rich culture of nature and literatures. With its location at the gateway of the Northeast of the Red River Delta, it is also a modern industrial sea-port central city. Step into the city, and you will find nearly hundred years old French colonial architectures overlooking the tranquil surface of Cam River. It is a good idea to participate in a cyclo tour around the city or take a junk wooden boat cruising to the islands and visiting the caves. Trying delicious seafood and visiting street shops with hand-made souvenirs could also be a memorable experience. Here are some tips about what you should know and what you shouldn't miss while visiting Haiphong.

### The Heroine

#### The Woman General 'Le Chan'

Le Chan is the founder of the An Bien village, the predecessor of Haiphong city, under the domination of the Chinese Eastern Han Dynasty (25-220AD). She was nominated as the Head of Military Force and Coastal Defence General (the second highest-ranking mandarin of the court after the King's Sister) and was also conferred Chan 'Holy' Princess. After her death, a temple was built in her commemoration in the Ma region (Nghe temple today) and her statue was erected in front of the City Exhibition House. The bronze statue of 7.49m tall, is the second biggest in Vietnam after the Hung Dao Vuong Statue in Nam Dinh.

### Paradise of the Royal

#### Do Son Peninsula

The Do Son town is located 22km Southeast of the Haiphong City. This peninsula covered by successive mountains, hills and forests stretched over 5km in a shape of a dragon contemplating a jade which is the Dau island. From the beginning of their arrival at Haiphong, the French built Do Son into a renowned seaside resort reserved for their officers and the Vietnamese upper class. While the last Vietnamese emperor had here his own villa, beautiful villas and hotels lie hidden amidst the pine forests. Tourists should stop by the Rong (Dragon) Spring and Ngoc (Jade) Communal house.

### Folk Event

#### Do Son Buffalo Fighting Festival

It says that the Do Son buffalo fighting festival existed already 1000 years ago, praying for favorable weather and a prosperous year. During the festival, village's tutelary genies are carried on palanquins with umbrellas held over them with the accompaniment of traditional musical instruments and a jubilant flag-dance performed by young people. Nowadays, there are 2 versions of the buffalo fight festival of which the tourism buffalo fight festival takes place annually on 1st of May. The traditional buffalo fight festival is divided into 2 rounds, from which the qualifying round is held in the morning of Lunar June 6th, and the final round in Lunar August 9th.

### The World Heritage

#### Halong Bay

The Ha Long Bay is one of the most beautiful scenic spots in Vietnam and a renowned UNESCO World Heritage Site. It is a picturesque blend of the sky and sea, dotted with gem-like islands of every size and shape scattered everywhere. According to a legend, a big dragon-mother and his sons were sent by God to Vietnam to help the people wipe out foreign invaders. They spat out thousands of jades which immediately turned into marble islands, stopping the enemy. And the dragons remained for ever on earth after the victory.



# Lin, Kun-Shan

Director General of Kaohsiung Tourism Bureau



Kaohsiung is not as widely known as the other famous tourist attractions in Taiwan. However, this city started to appeal to the tourists all over Asia. Lin, Kun-Shan, the director general of Kaohsiung Tourism Bureau, and talked about the reasons why tourists flock to Kaohsiung.

## What is the biggest attraction of Kaohsiung City as a tourist destination?

I think there are many unique sides of Kaohsiung, like the warm weather (the average temperature is about 24°C), fine food and various snacks (high-class restaurants and night markets), convenient transportation (airport, high speed rail, train, mass rapid transit system), friendly citizens, and abundant scenic spots. All of these make Kaohsiung a wonderful choice for traveling.

## Kaohsiung has been recognized as an industrialized city. But nowadays it has started to offer tourists a convenient and comfortable traveling environment. What is the portion of the tourism industry in the whole economy of Kaohsiung City?

The development of the global economy and convenient transportation facilitate the activity of global tourism.

'Tourism' becomes an important source in many countries to earn foreign exchange. In the 21<sup>st</sup> century, the Taiwanese government has considered tourism as part of its prior administration plan. The tourism industry is a so-called non-smokestack industry, it can be concluded as following portions: the advocacy and design of recreational

activities, the construction and maintenance of tourist regions, and the integration and management of related industries. In the recent years we have completed many infrastructures including recreational areas and traffic systems. Based on these infrastructures, we have increasing high-level hotels and restaurants which can offer good service to attract not only local but also international tourists. I believe the tourism industry will play an increasingly important role in the economy industry. The Kaohsiung city government will continue to carry out the policy for fruitful benefits.

## What is the main purpose for travelers to visit your city?

Kaohsiung has many special attractions for travelers from different countries. Like the nice and warm weather in winter for Europeans and North Americans. The shopping malls and delicacies for Japanese and Koreans. The natural environment for tourists from Hong Kong and Singapore. We will keep planning various tours according to the different demand of future travelers.

## From the viewpoint of a Kaohsiung citizen, what do you think is the greatest charm of traveling Kaohsiung City? What is your most favorite tourist spot in Kaohsiung City?

Every place in the world has its own characteristic. To me, the greatest charm of Kaohsiung is the comfortable atmosphere even if it's a big city. You can easily get to the beach or mountain to enjoy nature during daytime. Enjoying shopping and fine food at night markets or malls during nighttime. I will recommend Cijin as my favorite spot, which has many historic spots and delicious seafood. It's full of stories and definitely worth a visit.

## Let us know if you have any suggestions or a project in your mind for tourism promotions in Asian Pacific Cities and TPO.

I have to appreciate TPO for offering chances of exchanging experience to members. I got many useful ideas from attending previously meeting. I hope someday the TPO members conference can be hold in Kaohsiung in the near future.



# Christie Lee

President of LEE Convention, Korea



Lee Convention is Korea's only maritime convention firm. It's has been able to maintain its leading position thanks to President Christie Lee's strenuous efforts for almost a decade. Unique and distinctive ideas can be found at her exhibition.

## Lee Convention greets the 10<sup>th</sup> anniversary this year. Will you briefly introduce the Lee Convention and the activities for the last 10 years?

It was important to build the foundation of the convention market for 3 to 5 years. Since we had to take the orders abroad, we couldn't help bearing the substantial burden on the cost in case of failure in the competition. While we had more opportunities to take orders because there was no prejudice on a local company abroad, it was very difficult to enter into the market at the beginning because Lee Convention is based in Busan and there was a negative viewpoint on the local company. For overcoming such a barrier, we should be specialized in a specific area. We thought that branding as a unique agency in Korea would enhance the competitiveness.

## What are the priority businesses of the Lee Convention and how about the progresses of such businesses?

The Lee Convention firstly expanded the infrastructure by exploring the blue ocean hidden in the marine business fields. Based on the infrastructure, we have been developing the projects using domestic and foreign networks as well as the know-how accumulated for last 10 years. The examples are international conferences and exhibitions specialized in offshore plants, tidal power and renewable energy, which can determine the future of human beings.

The second priority is to explore new exclusive fields beyond the ocean. Lee Convention selected "Environment" as a new field to specialize with the international conference of WHO this year as starting point. Lee Convention will develop, attract and promote international conferences and exhibitions related to the environment as a new priority and competent business. The culture will be more emphasized in the future society. Accordingly, the third priority is to develop global festivals that can be held once or twice a year focusing on the international forum of culture and to realize the consumer show for which the end users can easily get access to.

## With the construction of big convention centers including the BEXCO in Busan, the convention industry experienced a substantial change. What do you think about the current status of the convention industry in Busan?

BEXCO in Busan has been significantly contributing to the local economy by highly added value. In accordance with the announcement of UIA, the fact that Busan ranked 8<sup>th</sup> in Asia in international convention performances suggests the important reason why Busan shall find out the ways for tourism in the convention field. The advantage of Busan is that it has both business functions and resort functions. When neighboring cities are going to be expanded, Busan has the great potential to be a global convention city with the industrial infrastructure of Ulsan, Geoje and Changwon, the infrastructure of culture and tourism of Gyeongju and demand of marine tourism by development of the old harbor in the near future. Thus, I can state positively that the convention industry of Busan has a bright future.



## Lee Convention became a private member of TPO early this year. Do you have any suggestions or opinions related to the joint projects of TPO?

It's the TPO's competence that makes the community of tourism and relevant industry as well as government by the network of cities in the Asia Pacific region leading the global market. Its competence will be deployed more extensively and practically in the future.

## Will you tell us the future plan of Lee Convention as well as the prospects of the convention industry of Busan?

Our vision is to give special things that you never see in any other place. Lee Convention may be successful because we satisfied the insufficiency that existing convention market failed to fulfill. There are not many brands that can be specialized in specific industries and from which you can expect an extensive satisfaction in planning, marketing and design level as well as the detailed work provided only by Lee Convention. The goals of Lee Convention is to be specialized in the present specific industry more than ever, develop new fields that can be a key industries in the future by our own specialization method, differentiate the competence of employees who can realize the development and keep the differentiated service for the customers.



# 12 Dec



Bangkok, Thailand



Yokohama, Japan



Sasebo, Japan



Dalian, China



Penang, Malaysia



Bangkok, Thailand

## Bangkok, Thailand

**Dec. 5**

**H.M. the King Birthday and Father Day**  
For decades, His Majesty King Bhumibol Adulyadej has been respected, revered, and loved by its people throughout the Kingdom. His Majesty's work, spanning for six decades this year, covers a vast spectrum of activities which have far-reaching effects on Thai people's life. On his birthday, which is observed as a National Holiday, all his subjects rejoice in demonstrating once more their affection and loyalty to him. The whole nation prays to the Holy Triple Gems and all the sacred things in the universe to bless His Majesty with good health and happiness, including the strength to carry on his onerous task.

## Bangkok, Thailand

**Dec. 21 to 31**  
**Thailand New Year Countdown celebrations**

The New Year's event acknowledging the opening of the year 2010 is the largest festival in Asia. The event starts at the World Square, the center of the downtown where around 200,000 tourists get together, from Dec., 21. With a variety of performances and concerts, splendid light and music are uplifting the mood of the festival. The big screen presents the festival scenes of the world in real time. At the right moment when the New Year starts, colorful flames flash over the dark sky.

## Dalian, China

**Dec.**

**International Dalian Ski & Hot Spring Festival**

Venue : Dalian Anbo Ski Resort  
International Dalian hot spring and skin festival on the snowfield. The festival becomes the place of exchange and sharing for the skiers from all over the world as well as the Dalian citizens. The festival is held at the Anbo Ski Resort only 1 to 2-hour distance from Dalian. Anbo hot spring gives more pleasure to your journey. A training course for beginners is provided. And a competition with a variety of prizes is held.

## Jeju, Korea

**Dec. 30 to Jan. 1**  
**Seongsan Sunrise Festival**

Venue : Around Seongsan Ilchulbong, Seoguiipo, Jeju  
The Sunrise festival greeting the first morning at the New Year is the festival of nature to review and widely acknowledge the natural value. Furthermore, it is the prayer festival to meditate the meaning of seeing the old year out and the new year in as well as the culture and tourism festival sharing pleasure and taste from traditional culture and art with tourists. The sunrise on Seongsan Ilchulbong that seems to be made by god is as magnificent as it is recorded in Tripitaka Koreana of the Goryeo Dynasty. The light of hope rising at the New Year's morning in 2010 is enough to be a starting point realizing hope cherished deep in your heart.

## Melaka, Malaysia

**Dec 4 to 6**  
**MELAKA INTERNATIONAL TOURISM SHOW**

Venue : The Melaka International Trade Centre (MITC) in Ayer Keroh, Melaka  
The 7th Melaka International Tourism Show (MITS) expects to attract 30,000 visitors this year. It will be held at the Melaka International Trade Centre (MITC) in Ayer Keroh, Melaka from 4 to 6 December. MITS 2009 will showcase a wide range of tourism products and services that Malaysia has to offer, in particular from Melaka. MITS will be an added attraction for them. MITS can help these visitors planning their holidays for 2010 as many exhibitors such as airlines, hotels and theme parks are now selling their products and services ahead.

## Penang, Malaysia

**Dec. 12**

**Ms Pesta Pulau Penang 2009 Finale**

Beauty Pageant has come a long way in Malaysia and today, it has reached a new era in the pageantry industries. Over the years, Pageants has gained tremendous responses from the general public and not forgetting the participants as well. It is also one of the main highlights among our local press. The main purpose of this event is to develop positive attributes to the public and to promote healthy aspects of Tourism, Culture, Art and Heritage of Penang. Not forgetting, this is to coincide with Year End Celebration of the PESTA Carnival 2009. Besides this, it is also contributing to the charity causes.

## Sasebo, Japan

**Dec. 25**

**Kira kira Festival**

About a kilometer long, this street runs straight through seven districts of the city. This arcade is known as the longest arcade in Japan and it is the central shopping mall in Sasebo city. It is also called 'the most vigorous shopping mall in Japan'. The town is always busy and enjoyable. The Sasebo burger, a local specialty of Yonkacho, and various events can be found in the area. One of the major events called 'Kira Kira Festival' will be held in the arcade during winter seasons. During the event, the trees in the arcade and adjacent parks and the outside wall of the Shimanose Museum located by the arcade will be decorated with millions of lights.

## Yokohama, Japan

**Dec. 4 to 6, 11 to 13**  
**Autumn-tint night viewing**

Venue : Sankeien, Yokohama  
Sankeien is a traditional and typical Japanese-style garden designed and landscaped by Sankei Hara, a wealthy silk trade businessman. This place resembles Kyoto and Kamakura. When colored leaves are dyed vividly, Sankeien lights up with its colored leaves and the old building. You can enjoy the beautiful Japanese autumn scenery.

## Fukuoka, Japan

**Jan. 2**

**Woosokae**

Venue : The Dazaifu-Tenmangu shrine, Fukuoka  
People exchanges Kiso(wooden bird charm, given only for 7 days) while saying "Kaemasho, Kaemasho(let's change)" in the shrine precinct. It is an event to greet spring and to clear unconscious or inevitable lies for one year, sincerely pray for good luck to the gods of heaven in the shrine and greet the new year with a new mind. In particular, it is said that a golden charm means new good luck.

## Geoje, Korea

**Jan.**

**International Penguin Swim Festival**

Venue : Geoje Deok-po Beach  
Geoje-Do holds the international penguin swim festival crossing the cold winter sea. The festival held in the Geoje Deokpo beach became the unique winter festival representing Geoje-Do. A variety of experience events including "run on fins" is held. A variety of fringe events including folk dances of diverse countries and talent show of foreigners flourish enrich the festival.

## Haiphong, Vietnam

**Jan. 1 to 6**

**Spring Swing Festival**

Venue : Thuy Nguyen District  
According to Village patriarchs, the Spring Swing Festival, with its a long history, is one of the most attractive games during the time of New Year holiday. Like traditional sport, the game interests many young people to participate. This favorite play is also a good chance to make friends. The festival is held regularly every lunar New Year.

## Penang, Malaysia

**Jan. 30**

**Thaipusam in Penang**

Thaipusam Festival is one of major Hindu festivals in Penang. It is a fascinating Hindu festival that includes a parade of purification and cleansing rituals. Devotees carry Kavadi or a colourfully decorated frame to the Waterfall Gardens temple, near Penang Botanic Gardens. Some devotees pierce cheeks or tongues with spikes and skewers in show of penance. Free vegetarian lunch are going to be served to the public, devotees and kavadi bearers. 10 extra buses with "Thaipusam Festive Shuttle" signs will leave the Weld Quay (Ferry) from 3pm to midnight and 6.30am to midnight and 6:30am to noon during the three days. The final stop will be in front of the Tanjung Hospital in Jalan Burma, about 500m from the Thaipusam celebration site in Jalan Kebun Bunga.

## Qingdao, China

**Jan. 1 to 30**

**Qingdao Temple Fair at Tianhou Palace**

Venue : Tianhou Palace  
The Qingdao Temple Fair at the Tianhou Palace is also called Qingdao Grand Temple Fair, which is

a Taoist temple fair. Tianhou Palace was built in the Ming Dynasty (1467 AD). It has a stage in the front and bell and drum towers on both sides. And it is also home to the Qingdao's Folk Customs Museum. It is a small temple. The main hall contains a colorful statue of Tianhou (heaven Queen), flanked by two figures and a pair of fearsome guardians. Other halls are the dragon King Hall and a shrine to the God of Wealth. As one of the oldest constructions existing in Qingdao it has been protected as a historical relic since 1982.

## Shanghai, China

**Jan. 1**

**New Year Striking a Bell Festival**

Venue : Long Hua Temple, north of Long Hua, Shanghai  
Long Hua temple in Shanghai rings the bell to pray for peace in the new year. This traditional event in Shanghai praying for the good hope by bell-striking in the new year presents many things to see including fireworks and traditional games. With the longest history of 1,700 years in Shanghai, the Long Hua temple boasts its magnitude. The bronze bell is famous for its unique clear Long Hua temple built in 247, the era of three kingdoms, rebuilt in 977. The present Long Hua temple was rebuilt during the Qing dynasty. The Confucian classics, gold seal and Buddha's status in the temple was following the Zen Buddhism style.

## Tongyeong, Korea

**Jan. 1**

**Tongyeong Sunrise Festival**

The sunrise festival in Tongyeong called 'Napoli in the East' is magnificently held at the Mangil-Bong Hansan Daechepo(great victory) Park(Yi Sunshin Park) in Tongyeong. The place to watch the sunrise is the statue of Admiral Yi Sunshin overlooking the Hansan sea, the place of victory at the Hansan sea battle. This place is famous as a site to have a wide view on the sunrise as well as to the extensive lawn and remarkable landscape. The glittering red sun, more red than pomegranates, shows its fantastic scene as rising between islands in Hallyeosudo. With a variety of things to enjoy including the splendid landscape of Hallyeosudo, islands, sea, mountain and even the cruises, the sunrise at the gifted land Tongyeong presents a unique pleasure.

## Yogyakarta, Indonesia

**Jan, 7**

**Numplak Wajik Ceremony**

This event serves Gunung Wajik. It is made by mixing warm rice cake fresh from the dresser with sugar and coconut cream. It is made at the Magangan hall, the backyard of Kraton palace. People experience the traditional culture by pounding the rice cake on the wooden pounding board. The event starts from 3 o'clock in the afternoon.

# Jan 01



Geoje, Korea



Qingdao, China



Penang, Malaysia



Shanghai, China



Tongyeong, Korea



Penang, Malaysia

# 02 Feb

## Fukuoka, Japan

Feb.

### Unzen Lantern Festival

Venue : Unzen Hot Spring in Unzen  
The trees with lighting symbolizing Hanaboro(flowery clusters of ice), one of the winter features of Unzen are decorated all over the city. The candlelight on the street creates a spectacular scene of light and makes people feel as if they watch a fairy story made of light. On the day when hoarfrost is formed, everyone can join the Hanaboro tour. Fireworks during the weekends shouldn't be missed.



Nagasaki, Japan

## Jeju, Korea

Feb. 26 to 28

### Jeju Jeongwol Daeboreum Fire Festival

Venue : Saebyeoloreum, Bongseongri, Aewoleup, Jejusi

Under the theme 'Prayer for safety, peace and good harvest' and 'Harmony between nature and human beings', the Jehu Jeongwol Daeboreum Fire Festival is held in Saebyeoloreum, Aewol-Eup, Jeju City from Feb. 26 to 28. The festival prays for the safety and peace while watching the full moon. Jeju city adjusted the schedule to include the weekends in the schedule for promoting the participation of tourists. It is the first time in 7 years since 2003 that paring and burning fields is done on January 15 by the lunar month, the full moon day. The festival reproduces the old stock farming culture of Jeju that pares and burns the fields every winter in order to exterminate the vermin and remove old grass for grazing. The festival is held before or after the 15th day of January by the lunar calendar with the traditional folks, fire, moon, horse and Dreams of Jeju as the main themes. By the grand view burning one oreum of the area of 330,000m<sup>2</sup>, the festival presents its magnificent emotion to domestic and foreign visitors.



Jeju, Korea



Fukuoka, Japan

## Kaohsiung, Taiwan

Feb. 28

### Taiwan Light Festival

Every town and street are illuminated with flamboyant and unique lamps, various kinds of performances and parades during the festival. This festival started to brighten the darkness by making the lamps instead of the moon when the full moon was not seen started to 2,000 years ago. From that time, people hang the lamps that they made in front of houses. The customs have been kept for thousands of years and became a festival to pray and start the new year.



Shanghai, China



Malaysia

## Malaysia

Feb. 14 to 29

### Chinese New Year

The new year's festival of China is held for 15 days from the 1st of January by the lunar calendar all over Malaysia. Parents are giving a red envelope with money called Ang Bao and mandarin symbolizing good luck and richness to their children. All Chinese shops and Chinese Malaysians houses in Malaysia are decorated with the memorials to pray for the happy new year and lion and dragon dance performances are held on the streets.



Suzhou, China

## Hanoi, Vietnam

Feb. 18

### Le Hoi Dong Da

Venue : Dong Da hill northwest of Hanoi.  
Le Hoi Dong Da is a traditional festival held on the Dong Da hill, northwest of Hanoi, on the 5th of January after the lunar month. Around 200,000 soldiers of the Qing dynasty in China invaded Hanoi in 1788. The emperor Quang Trung defeated Chinese soldiers To celebrate the battle, a variety of performances and events related to the emperor have been held. Wrestling competition, craft art contest for women and the performance similar to Chinese customs that men disguise as horses and move on the ground are held on the Dong Da hill.

## Nagasaki, Japan

Feb. 14 to 28

### 2010 Nagasaki Lantern Festival

Nagasaki has a rich history of exchange with China. The Nagasaki Lantern Festival began as part of the celebrations held at Chinese New Year by Chinese residents of Nagasaki. Today around 15,000 Chinese lanterns and huge lantern sculptures are decorating the streets of Nagasaki in the city's largest festival of lights. Every year the main venue features a large sculpture based upon the zodiac animal for that year. Dragon dances, which came to Nagasaki from China, are performed, along with the Maso Parade, an event that was first held long ago in Nagasaki by the crews of Chinese ships that stopped here. Nagasaki foods are also on sale in the main venue.

## Shanghai, China

Feb.

### Ume Flower Festival at Century Park

Venue : Century Park, Pudong  
The ume flower festival is held at the Century Park, Pudong, Shanghai every February. The scent of charming ume flowers in around 3,000 Japanese apricot trees make people's heart flutter. People can witness the miraculous scene of one tree making ume flowers of different species bloom by gratifying several species of Japanese apricot trees. While the good time for appreciating the ume flowers generally starts from mid February, the time for the festival is not fixed because the period of blossom varies over years.

## Suzhou, China

Feb. 17

### Welcome to the God of Wealth

Venue : Panmen Gate  
On the fourth day of the Chinese New Year, Suzhou people used to hold a certain ceremony to welcome the God of Wealth. It is said that local deities including the God of Wealth returned to their earthly stations after a long stay in Heaven. Since 2003, the Suzhou government has developed this traditional festival into a great folk event to the public at Panmen Gate. The event includes the City Gate Opening Ceremony, God of wealth Cruise and so on. Visitors can learn more about the God of wealth.

## Buyeo, Korea

Mar.

### Eunsan Byulsin Rituals

Venue : Byeolsindang, Eunsan-Ri, Eunsan-Myeon  
Eunsan Byeolsin Ritual is a sacrificial rite held in Byeolsindang, the village shrine of Eunsan-Ri, Eunsan-Myeon, Buyeo, Chungcheongnam-Do. Long time ago, a number of people died due to severe diseases at the Eunsan village. One night, an admiral who died on a false charge while protecting Baekje came to an old man's dream. The admiral told the old man he would get rid of the diseases in the village if he buried him on a sunny place. Then, the mysterious disease was eliminated. The festival was originated from this story. This festival has the features like the ritual for the admiral by adding the ceremony of the army to the sacrificial rite based on the folk beliefs.

## Guangzhou, China

Mar. 25 to 27

### GITF - Guangzhou International Travel Fair

Venue : Guangzhou Jinhuan Exhibition Centre  
GITF will take place in March 2010 at the Guangzhou Jinhuan Exhibition Centre. It is held with the full support and cooperation from Guangzhou and Guangdong governments. for better serving of the exhibitors and visitors, the organizer also deliberately presented a lineup of concurrent events including the International Tourism Forum (Guangzhou) 2010, GITF Golf Match, evening reception, buyers night, tourism promotional events and SPA eco-tour, etc.,

## Gwangju, Korea

Mar. 26 to Apr. 4

### Gwangju Spring Flower Expo 2010

Venue : Gwangju Kim Daejung Convention Center  
The Gwangju Spring Flower Expo is held at the end of March every year as the first spring flower exhibition in Korea. It greets the tourists with more substantial and dynamic contents at Kim Daejung Convention Center, Gwangju, from March 26 to April 4 this year. It presents the garden with various themes and diverse information and ideas on the horticulture in the downtown. Everyone can enjoy the expo because of the variety of experience programs and events on the stages.

## Gangneung, Korea

Mar. 21

### Sachen Hapeong Dap-gyo Play

Venue : Hapyeong-Ri, Sacheon-Myeon, Gangneung  
The Sacheon Hapyeong Dapgyo play is an extensive torchlight play on the 6<sup>th</sup> of February every year by the lunar month. All people enjoy the festival during the day and prepare the torchlight for the night. Each household makes the torchlight as many as the number of each household members. When it becomes dark, all people march with a torchlight in their hands along the rhythms played by a band. The senior in the village performs the religious service praying for good harvest to heaven as Heogwan. Next, the people come back to the community hall with torchlight and are burning all torchlight on the yard.

## Jakarta, Indonesia

Mar. 5 to 7

### Jakarta International Java Jazz Festival

The Jakarta International Java Jazz Festival is one of the Jazz festivals boasting to an extensive scale in the world. JJF's motto, 'Bringing the World to Indonesia', it is implemented through the act of inviting numerous international artists to the festival. This is not only intended to treat the public with a feast of international talents, but it is an opportunity for international artists to see the talent of Indonesia's jazz musicians, as well as jazz improvisations paired with Indonesian traditional music and also arouse collaborations on JJF's stages.

## Kumamoto, Japan

Mar.

### Aso Mountain Fire Festival

Noyaki(grassfire) is originally one farming methods. Since Noyaki accompanies the risk when it becomes a part of the tourism program and depends on the weather conditions, 'Dai Himojiyaki of Aso' burning the letter fire made on the mountain was introduced instead of grassfire. The folk entertainment performance and specialty exhibitions are held. Under the motto 'Aso is one', Aso designates March as the fire festival season and each town presents a variety of events showing unique features of each town.

## Kaohsiung, Taiwan

Mar.

### Kaohsiung Song River Festival

Venue : Kaohsiung Neyman  
At present, the festival is a great success with its dynamic participation of residents in each region. It is very unique that the participants are all general workers. While they are not professional actors, they perfectly carry out the performance in every temple event through steady training and practice. At the current age when traditional culture and ethnic arts are disappearing due to the development of the modern industry and society and change of social structure, the distribution of folk art like the Sung Chiang festival is very significant. Thus, the Tourism Bureau of Ministry of Transportation, Taiwan, supports the festival by selecting it as one of the 12 global events to attract the foreign tourists and enhance the value of the Sung Chiang festival as a tourism resource. The festival is greatly successful with the active participation of residents in each region.

## Suzhou, China

The beginning of March

### Taihu Lake Plum Blossom Festival

Venue : Linwudong Square, West Hill, Taihu Lake  
The Taihu Lake Plum Blossom Festival Celebration is held at the Linwudong Square, West Hill, Taihu Lake. Focused on the plum blossom, this festival sees all kinds of wonderful folk culture activities in a propitious and enthusiastic atmosphere. Visitors will enjoy the Taihu Lake, the surrounding hills, and fragrant flowers.

# Mar 03



Buyeo, Korea



Gwangju, Korea



Guangzhou, China



Gangneung, Korea



Jakarta, Indonesia



Kumamoto, Japan

## Mayor of Kota Kinabalu City, Malaysia

# Datuk. Iliyas Bin Ibrahim



Kota Kinabalu has emerged as a world-class resort city with scenic nature and elegant and refined hotels and resort facilities. We have met Mayor Datuk. Iliyas Bin Ibrahim who has made continued efforts to develop the city into an environmentally friendly tourist destination and heard of his vision to realize the great potential of the city.

**Your city hosted the 4<sup>th</sup> General Assembly of TPO very successfully. How do you evaluate the event as the host city and how did it help your city to promote the tourism industry?**

I am very satisfied. Most of the delegates were very happy of our hospitality. Most of them have never been to Kota Kinabalu and some of them discovered Kota Kinabalu, as a new tourism destination for the first time

during the 4<sup>th</sup> TPO General Assembly. Majority of them promised to come back again with their family. Some of them also mentioned that they will go home and share information with their friends and family on the interesting places in Kota Kinabalu. Yes, indeed Kota Kinabalu has a lot to offer. And of course, the presence of so many TPO city key members during the General Assembly, has further positioned Kota Kinabalu City as an attractive tourism destination.

The hosting of the assembly in Kota Kinabalu was also in line with the State Government of Sabah's goal to further marketing of our tourism industry.

**What is the biggest attraction of Kota Kinabalu as a tourist destination? How has tourism industry contributed to the city in terms of economy?**

Kota Kinabalu is blessed with a remarkable setting, having the backdrop of the World Heritage and South East Asia's highest mountain, Mount Kinabalu, and the magnificent seafont of the South China Sea, is our great advantage. We have beautiful and pristine beaches, beautiful islands, and world-class international resorts nearby, as well as a wetland centre and waterfalls within the City, hence our tagline The Nature Resort City.

Tourism industry is a major contributor to the

State Government of Sabah's revenue. While boosting the State's economy, the local people and businesses community benefit greatly from the constant flow of tourists who come to visit, as they spend their money at hotels and resorts, play golf at our five star golf courses and go shopping.

**As a resident of Kota Kinabalu, what is your most favorite tourist spot in your city?**

I must say the marine park of Tunku Abdul Rahman. Situated only about 15 minutes on a speed boat ride from the mainland of Kota Kinabalu, the cluster of five islands namely Gaya, Sapi, Manukan, Mamutik and Sulug, are my favorites. Its sumptuous coral garden, crystal clear seas, splendid pristine beaches, especially the five-star resort in Pulau Gaya, are a perfect gateway for relaxations.

Water lovers can enjoy many activities like snorkeling, swimming, sea-walking, diving and sea sports. Visitors can also enjoy leisure activities such as nature walks, sightseeing and bird watching.

The marine life that has been spotted at the marine park include the manta rays, turtles, lionfish, a multitude of pelagics, beautiful coral formations, and sometimes, whale sharks can also be seen.

The marine park also provides many facilities like restaurants, bars, bungalows, diving and snorkeling equipments for rent, shops, etc.

**Which country or region ranks first in the list of the international visitor arrivals in Kota Kinabalu? And what is the main purpose of these visitors?**

Our statistics was showing from January to March 2009, that China made the largest number of visitors to Kota Kinabalu, Sabah, recording a total of 19,207 visitors, followed by South Korea with 13,994. In the year 2007, South Korea made up the biggest number of



visitors to Kota Kinabalu with a total of 72,714, followed by China 34,460 visitors. Based on their arrival records, about 80 percent came to Kota Kinabalu for holiday, while others came for business, visiting friends and relatives, education and others.

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

As a local authority, one of our main tasks is to complement the State Government of Sabah and the Ministry of Tourism, Culture and Environment in effort to promote the tourism of Kota Kinabalu.

The Kota Kinabalu City Hall has been involved with a lot of planning to develop and further the beauty of the City to enhance our tourism products. In line with the adoption of the declaration on climate change and tourism made during the 4<sup>th</sup> TPO General Assembly, we are making every effort to turn Kota Kinabalu into a Green City.

Future buildings in the City, including government buildings are required to comply with the Malaysian Green Building Index (GBI) regulations, to protect the environment.

We are also working on several upgrading project for tourism ends such as the:

- Kota Kinabalu City Waterfront
- Sembulan River Beautification
- Pedestrian Walkway and Cycleway from Tanjung Aru to University Malaysia Sabah(UMS)
- Physical Improvement on Atkinson Clock Tower, Austral Place and other heritage sites in the City, and others.

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

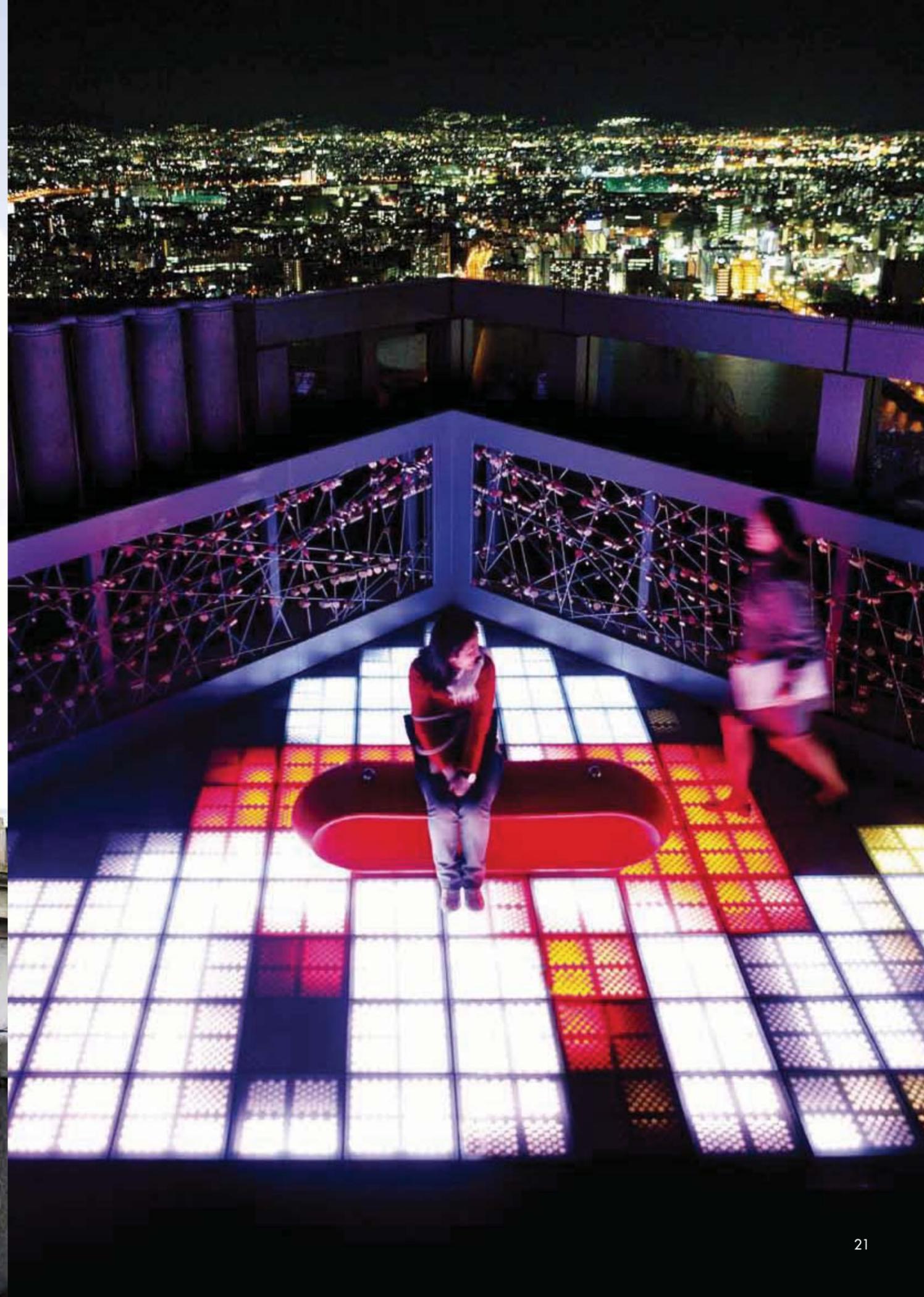
TPO members should network more between its city and industry members. The TPO official magazine Tourism Scope is doing a great job by providing members with information and happenings in all the member cities, perhaps, the city members should initiate their own networking.

For example, extending invitation to other city members to attend major events in their respective cities, indirectly strengthening ties between the cities.



# Finding New **Osaka**

The most conventional image of Osaka may be the imposing Osaka castle. The next thing that most people remember about Osaka could be the Dotonbori with the signboard of the running man of Glico and a giant crab model. During the journey to find out new sights in the busy, dynamic, folksy, turbulent, tenderhearted and a little less polished Osaka, we encountered other aspects of Osaka, the city of elegance, style, taste, dignity, freshness and warm heart.



# Belle **Epoque**



## Kitahama

The after taste of the beautiful age

### Retro Buildings

It is not well known to tourists, but the streets in Nakashinoma and Kitahama leave a scent in our memory far more than the kitschy and gaudy signboards. As walking along the riversides, the magnificent stone architectures and brick buildings appear between the thick branches of trees. Cross the bridge guarded by a stone lion, and you will find an English-style tea house and a Japanese traditional wooden building standing side by side. It is a place where you can see the elegance and dignity of Osaka of its glorious era-100 years ago-when the land was the most expensive in Japan.



### Osaka Central Public Hall map ①

The Osaka Central Public Hall, the Neo-Renaissance style building over 90 years old, is frequented as the meeting place of enterprises and associations in Osaka. The restaurant on the first floor is famous for its long history and taste.

- Address | 1-27, 1-Chome, Northern Nakanoshima ● TEL | 06-6208-2002
- Business hours | 09:30~21:30 (Holiday on the fourth Tuesday every month)

### Nakanoshima Library map ②



The stone building with 4 pillars and stone steps stand as emitting the serene aura. Built in 1904, this building is the first library in Osaka. 100 years later, it is still used as a library.

- Address | 2-10, 1-Chome, Northern Nakanoshima
- TEL | 06-6203-0474
- Business hours | 09:00~20:00 (~17:00 on Saturdays) Holiday every Monday
- Website | [www.library.pref.osaka.jp](http://www.library.pref.osaka.jp)

### Muu Muu & il Bar map ③



**Central Banco** In spite of its Hawaiian name, there are no aloha shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or watching people passing by the streets makes a short rest pleasurable.

- Address | Ikoma Building, 2-2-12, Hiranomachi, Chuo-Ku ● TEL | 06-6232-1200
- Business Hours | 11:30~ 02:00 (closed on Sundays and holidays)
- Price | Lunch set (including panini and cocotte) JPY680



### Gokan map ④

Elegant cake salon on the western-style building built in 1922. Try the famous fruit pound cake, creamy fresh chocolate or beautifully decorated Japanese-style desserts with organic coffee or high-quality Uji green tea.

- Address | Arai building, 2-1-1, Imabashi, Chuo-Ku ● TEL | 06-4706-5160
- Business Hours | 10:00~20:00
- Price | organic coffee, black tea, green tea JPY525 ● Website | [www.patisserie-gokan.co.jp](http://www.patisserie-gokan.co.jp)

### Kitahama Retro map ⑤



Inside the British-style 2-story brick building built in 1912 is the British cake shop and tea room. The cozy space is painted in light blue and cream color with a European-style vintage decoration that welcomes the visitors. Enjoy one of its dozens of kinds of black tea collection with sweet and moist cakes and pies. "Yamamori Berry" with fresh cream and abundant berries are strongly recommended (550 Yen per piece).

- Address | Kitahama Retro Building, 1-1-26, Kitahama, Chuo-Ku ● TEL | 06-6223-5858 ● Business Hours | 11:00~21:30 (~19:00 on Saturdays and Sundays)
- Price | Afternoon Tea Set JPY2100, Sandwich Set JPY600, Black Tea JPY800, Coffee JPY600



### TIKAL by Cacao en Masse map ⑥

The ethnic inspiring building contains a chocolatier named 'Tikal' on the first floor and a gallery-like optical shop (vintage glasses are displayed next to the shop), a restaurant and a cafe.

- Address | Shibakawa Building, 3-3-3, Fushimi-Cho, Chuo-Ku
- TEL | 06-6232-0144 ● Business Hours | 11:30~19:00 (~18:00 on Saturdays and Sundays), Closed on Mondays



### Marufuku Coffee map ⑦



Enter the arch gate covered with ivy, and you will see the cozy place of old interior. The ceiling sculpture made when the cafe was built in 1925 are still there. Remember the logo with a maid on it bringing a tea tray, signature of Marufuku cafe, the famous coffee shop which has several branches in Osaka.

- Address | Aoyama Building 2-22 Fushimi-machi, Chuo-ku ● TEL | 06-6231-0820 ● Business Hours | 07:30~20:00 (closed on weekends and holidays) ● Website | [www.marufuku.coffeeten.com](http://www.marufuku.coffeeten.com)

# Karahori

Japanese Lyricism and Workmanship



## Reinterpreted Tradition Len

Len, the multifunctional space revitalizing Japanese tradition, sits in Karahori which was filled with dynamic energy and vitality due to the developed commerce from the Edo times. If Kitahama is the retro of western-influenced culture, you should take Karahori as the traditional Japanese version. Several old traditional buildings made of wood were moved here and renovated as small studios, shops, restaurants and salons. Most of the goods sold or served are hand-made and unique.

● **How to get there** | Get out of the exit No. 3 on the Matsuyamachi Station, Nagahoritsurumiryokuchi Line. 1-minute by foot ● **Address:** 17-43, 6-Chome, Tanimachi, Chuo-Ku ● **Tel** | 06-6767-1906 ● **Website** | www.len21.com



## Salon de Alice

You can have tea while enjoying the garden sitting on the wooden floor in this traditional Japanese house. But tea is not all in this place. Select the pattern that you like and the Kimono teacher will help you to put on the Kimono in its traditional way. It's an extraordinary experience. You will feel as if you are in the house of an acquaintance because of the calm and cozy atmosphere.

● **TEL** | 06-6762-3539 ● **Business Hours** | 11:00-21:00 ● **Website** | wabunka.or.jp/alice/m



## Uemachi Rental Cycle

How about finding out the new exploration routes around the area after enjoying some chocolate or Japanese tea in Len? Uemachi Rental Cycle is where foreign tourists can borrow bicycles for hours or for a day. You can choose from different sizes and several colors including light blue, pink or light green.

● **TEL** | 070-5664-8184 ● **Business Hours** | 11:00-18:00(closed on Wednesdays) ● **Rental Fee** | JPY1300/day, JPY300/hour ● **Website** | www.uemachi.net/chari.html

## Ek Chuah

'Ek Chuah' is the Mayan god of chocolate. This shop sells chocolates in the old brick and wood warehouse serving gourmet chocolates, coffee and light meals. The owner chocolatier Mr. Uematsu reinterprets his chocolate suitable for the diet and taste of the Japanese who mainly eats fish and vegetables rather than meat, different from European ways which are focusing on the more bitter taste of cacao. As he concentrates on the subtle nuance of sweetness, a variety of gourmet chocolates will melt softly and sweet in your mouth.

● **TEL** | 06-4304-8077 ● **Business Hours** | 11:00-22:00 ● **Website** | www.ek-chuah.co.jp

## Obaya

In Obaya, enjoy the unique taste from the exquisite harmony of Japanese-style and fusion dishes including curry rice, Donburi and Udon. It is a place where you can experience the heart-warming homely atmosphere of Osaka. If you're there after dinner, try a glass of 'Sake' with some light dishes recommended by the mistress.

● **TEL** | 06-6761-8795 ● **Business Hours** | 11:00- 14:00, 18:00-22:00 ● **Price** | Obanjai set JPY800(JPY200 for additional small bowl of curry), special curry JPY600, ginger Udon set JPY800 ● **Website** | www.obaya.jp



# Sumiyoshi

Where god's place and ordinary life merges



## Sumiyoshi Taisha Shrine

Sumiyoshi is a more important god as the Buddha in Japan. The Sumiyoshi Taisha shrine in Osaka, built on the place where the god descended over 1,000 years ago, is the head temple of Sumiyoshi where worshipers from all around the country are visiting. When entering the shrine, you will meet a steeply inclined red arch bridge, traditional Japanese garden(the pond was made in the shape of the letter 心 meaning mind or heart in Japanese), and ancient architecture painted in orange.

● **How to get there** | 3 minutes by foot from the Sumiyoshi Taisha station of Nankai main track. Sumiyoshi Toriimae station of Hankai line, Sumiyoshi Park station of Hankai Tram ● **Address** | 9-89, 2-Chome, Sumiyoshi ● **TEL** | 06-6672-0753 ● **Business Hours** | 06:00-17:00(~16:30 from Oct. to March) ● **Website** | www.sumiyoshitaisha.net



## Hankai Tramway, Retro Experience



### Tram

Another item making Osaka the place of nostalgic experience is the 'tram'. You can see the driver in the booth and feel the laid-back atmosphere different from subways; vestige of daily life made by ladies with shopping baskets and students in school uniforms. You may not want to miss the scenery out of the window passing the street neither too fast nor too slowly. Hankai Tram is more attractive because of its route passing the residential street in the suburb. Take the Uemachi line and stop at the terminal, Sumiyoshi Park. and you will see the Sumiyoshi Taisha across the exit on the west.

● **Fare** | JPY 200 for one zone, JPY 290 for two zones.

## The Best, the traditional snack of Osaka

### Takoyaki

Osaka was called as the 'Kitchen of the land' during Edo times. While everything is delicious here, it's Takoyaki that we recommend you to try. You will never forget the original Takoyaki of Aizuya having the perfect balance of the taste even without sauce and the soft and chewy texture.

● **Price** | original Takoyaki (14 pieces) JPY 400, Takoyaki with eggs JPY600 ● **Website** | www.auiduya.com



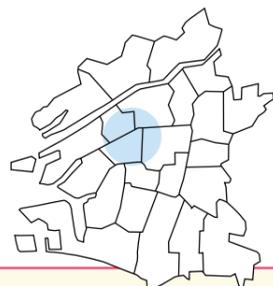
### Warabimochi



In Bashoan, you can grind black beans on a traditional hand mill and be indulged into the well-matched combination with warabimochi(a jelly-like confection made from bracken starch). Dipping in sweet bean gruel, black sugar sauce and green tea powder gives a pleasurable unique taste. It's the perfect dessert with Matcha from Uji.

● **Price** | Honzukur Warabimochi (select a drink; Matcha, green tea or coffee) 1050 JPY per person ● **Website** | www.bashoudo.com

# Contemporary Charm



## Kita

Evolving area with new shopping malls

### Floating Garden

Floating Garden Observatory on the 40th floor at the Umeda Sky Building, one of most noted places in Osaka, completed its recent renovation. Its best attraction is that it is the outdoor observatory. You can look down on the glittering night scene of Osaka while feeling the pleasant wind from the sky grazing your neck. You do not want to leave the place with its romantic mood, comfort, fun and kaleidoscopic aspects with continuously changing colors and lights, and its different kinds of design chairs you might have only seen in magazines. It can be a very nice place for lovers. There are love seats with high back where couples can sit together and appreciate the Osaka landscape. And a sensor bench emits different colors of light; pink if a couple sits close to each other and gloomy if not).

- How to get there | 8 minutes on foot from Umeda subway station and JR Osaka station.
- Address | Umeda Sky Building, 1-88, 1-Chome, Oyodonamaka, Kita-Gu
- TEL | 06-6440-3855 • Business Hours | 10:00~22:30(subject to change depending on seasons) • Fare | JPY 700 • Website | www.kuchu-teien.com



## Sangu

Step inside the Chinese-style space guarded by Terracotta soldiers of the emperor Qin Shihuang, and the night scene of Osaka deployed over the big and round window. On the 39th floor right below the Floating Garden Observatory, Sangu serves Cantonese dishes. It is one of the four great cuisines in China known to be healthier by using less oil. If you are not into Chinese food, you can visit the underground floor in the building where they have a selection of various Japanese menus.

- Address | Umeda Sky Building, 1-88, 1-Chome, Oyodonamaka, Kita-Gu
- TEL | 06-6440-3889 • Business Hours | 11:30~15:00, 17:00~22:00
- Price | Dinner course JPY6930~JPY11550, course only for women JPY2800, lunch JPY1800/2500



## Christmas Event in Floating Garden



Floating Garden hosts a special event reviving the Christmas market in Germany in December, the "Deutscher Weihnachtsmarkt Osaka 2009". Around 20 huts filled with Christmas ornaments and food set around the Christmas tree with magnificent lighting, and crafts brought from Germany are available for your Christmas preparation. How about making a special memory in the season by chatting with German shopkeepers who greet the visitors or tasting the mulled wine(Gluhwein) and baked sausages? Enjoy a fantastic moment at 5 O'clock in the afternoon when all lights are turned on.

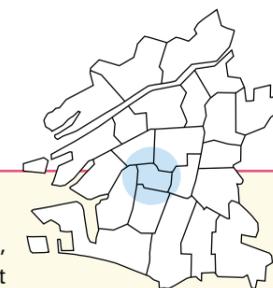
### 10 Reasons to visit this Christmas Market

Illuminated Christmas Tree, antique merry-go-round of 115-year history, specialty Gluhwein, traditional artifacts from German meisters, display of barn where a baby Jesus was born, German-style gourmet, St. Nicholas' visit, various kinds of Christmas ornaments, photo spots, diverse live events.



## Minami

Meet the power and spirit of Osaka



### Namba & Dotombori

Namba is the most dynamic place in Osaka. And a shoppers paradise. Boutiques of Louis Vuitton, Chanel, Dior, Chaumet stands along the mainstreet, Midosuji Boulevard, next to Sogo and Daimaru department stores. And there is Shinsaibashisuji shopping center with designer labels and lifestyle shops, the Orange Street of distinctive select shops and bustling Dotonbori. All places are within one-hour walk!

### Orange Street

Its formal name is Tachibana Dori. But you will find the name 'Orange Street' written on the arch gate at the entrance of the street with selected shops and boutiques. The window displays or signboards are also very characteristic and every item is unique. So you can't stop shopping before leaving the shops. Those seeking a new style will get inspiration at the Orange Street.

- How to get there | 5 minutes on foot from the exit on the north of OCAT in JR Nanba station.
- Website | <http://kagu.ne.jp/orange>



### Dining & Bar Bleu

Just 10-minute distance from the orange street, step into the 'Canal Terrace Horie', the red brick building on the riverside, and you will meet a different world filled with various senses. For those who always thought that Osaka is a little folksy, they need to spend a night here. Decorations drawing people's attention from the entrance, open-air view over the river through large window, original cocktail of fresh fruit scent..... Young people are dressed up to the best and enjoy an elegant dinner until dawn on weekends. The menu includes 60 kinds of oriental-ethnic dishes, original cocktails, beers, wines, champagnes and fruit wines.

- How to get there | 4 minutes on foot from the Nanba station.
- Address | 2nd floor, 1-5-26, Minamihorie, Nishi-Ku
- TEL | 06-4391-3477 • Business Hours | 18:00~05:00(~01:00 on Sundays and holidays)
- Price | appetizers, meals including noodles and rice, salad, seafood dishes, deserts JPY580~880
- Website | [www.opecac.com/bleu](http://www.opecac.com/bleu)



## Cross Hotel Osaka

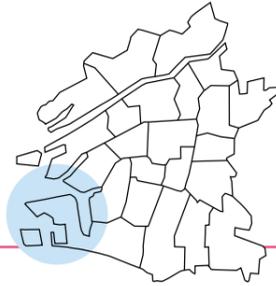
4 minutes from the Nanba station, the Cross Hotel stands in the center of the Minami shopping quarters, along the Midosuji Boulevard, in a sensual red color.

Room and facilities in contemporary design with white, red and black colors enhance your stay in Osaka. The location is good to enjoy the vitality and attraction of the Minami of Osaka. You can take the airport bus at Cross Hotel Osaka, where you can buy your ticket at the front desk. It is 1,500 JPY for adult and JPY 750 for a child(single trip). It takes about 70 minutes to the airport.

- Address | 2-5-15 Shinsaibashisuji, Chuo-ku
- TEL | 81-6-6213-8281
- Fare | JPY 16,170 for single room, JPY24255 for twin room
- Website | [www.crosshotel.com](http://www.crosshotel.com)



# Entertainment at **most**



## Bay Area

Intersection between dream and entertainment

### Universal Studios Japan

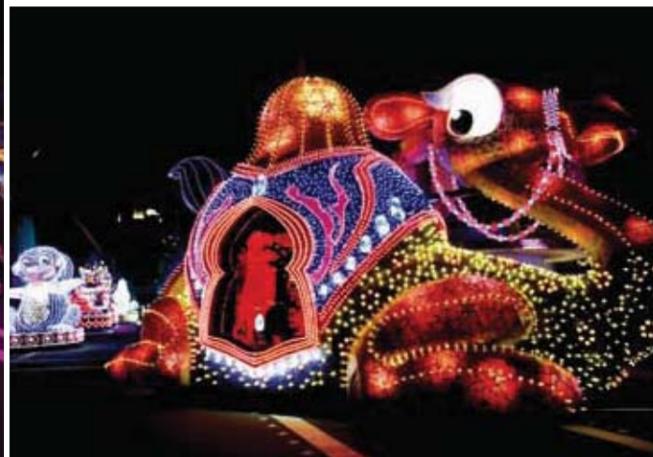
Visiting the Universal Studios Japan may not be exciting to the extent that you got in LA. But you can walk along the street with tall palm trees standing in a row just like in Hollywood and beside the Gramercy Park of New York also in Osaka. Several studios are actually shooting movies or TV programs inside. Unlike the Disney Land, focusing on attractions for kids, the fairy world or childhood and entertainments for adults co-exist here. Characters of Sesame Street, Woody the Woodpecker and Snoopy and his friends, are all born in the 20th century together with adults in their 30s and 40s now, and the town that was the background of the old film <Jaws>, which today's kids may not know, is revived in the theme park. After 8 years since its opening, Universal Studios Japan is the paradise where children and adults become enthusiastic together. And new fantasies are created and added every year!

- How to get there | transfer to JR Yumesaki line on the JR Nishikujo station. Get off at Universal City Station. • TEL | 06-6465-3000 • Fare | 1 day pass JPY5800 for adult, JPY3900 for a child • Website | www.usj.co.jp



### Magical Starlight Parade

When the sun goes down, 37 floats with thousands of sparkling bulbs change the Universal Studios Japan into a fairy land. Around 100 performers join the parade introducing everybody's favorite bed-time stories and Elmo, Snoopy and Hello Kitty appears in glittering colors. As the light parade marches around the studio for an hour, everybody fall into the magical world as if they are in a fairy tale of <Alice's Adventure in Wonderland>, <Aladdin and His Magic Lamp> and <Cinderella>. It takes 20 to 30 minutes to watch the parade even if you stand on the same spot.



### Hollywood Dream Ride

The diamond-like glittering train runs between the buildings of Hollywood and palm trees. 'Hollywood Dream Ride' that you will really regret if missing is the most popular attraction since its first launch in 2007. It is really exciting when you ride during the sun sets. The passengers start on their travel as if they fly on the sky filled with stars rather than enjoying the thrill.



### Hotel Universal Port

The adventure starts right after your check at the Hotel Universal Port. Tread on the footprint of dinosaurs and pass the crumbled wall, Marilyn Monroe sitting on the bench in the lobby, Audrey Hepburn standing next to the restaurant and dubious packages are surprising those who are passing it. However, when you enter into the room, the cozy space with bright colors and wood textures and abundant natural light is welcoming you. It is a dramatic but relaxing place!



- Address | 1-1-111, Sakurajima, Konohana-Ku
- TEL | 06-6463-5000
- Facilities | Restaurants, lounge, cafe, kids room, Universal Studio character shop, coin locker, coin laundry, Internet space in the lobby (free Internet in the rooms)
- Website | www.hoteluniversalport.jp



### It's Universal Wonder Christmas time!



Universal Studios Japan presents the annual special event 'Universal Wonder Christmas' from 5 November 2009 to 6 January 2010. During the Christmas period, there will be a romantic night show 'The Gift of Angels', a new cheerful afternoon show 'Happy Snow Party' and Christmas-limited programs like 'Christmas Premium Story', 'Wonder Christmas Booklet 7' to enjoy the elegant Park.

The night show "The Gift of Angels" sets its stage at the Louvre Museum of

Paris. Adopting special colorful images, the Park New York Area of the Universal Studio Japan will be transformed into the Louvre Museum stage. Accompanying with grand and solemn songs like "The First Noel", "Hark! The Herald Angels Sing", performers, images, and angels-shaped confetti, over 1000 angels will appear on stage, surrounding a pair of young couple showing their love to each other. Furthermore, the tallest Christmas tree in Japan "Universal Super Christmas Tree" with 36m in height will also light up along with the show, surrounding our guests with music, illumination and images performances which offer a romantic sensation to the Christmas night.



"Happy Snow Party", the day time new show this year gathers the Studio characters such as Sesame Street's ELMO, Snoopy, Hello Kitty, and other characters like Snowman which are Christmas-limited. Guests will enjoy the unexpected lovely gestures of the characters! At the last scene of the show, there will also be snow falling, which can rarely be seen in Osaka.

# Not to be Missed

## Here & There

What you can enjoy more in Osaka

### Bunraku & Noh



**Bunraku** is the puppetry, one of three great traditional performances in Japan. The puppets half size of a real person wearing warrior's clothing or a gorgeous Kimono such as a perfect real person. Three people move arms, legs and the head of one puppet performing together to express delicate emotions including sadness, eager desire or delight, and make complicated movements like dancing or fighting. It is surprising to see even the finger tips moving as a professional dancer. You can see the essence of traditional Japanese art as watching the puppet drama in the National Bunraku Theater in Osaka.

#### ■ National Bunraku Theater

● **How to get there** | Kaisuji line or Sennichimae line Nihonbashi station gate no.7, 1 minute walk. ● **Address** | 1-12-10, Nihonbashi, Chuo-ku  
 ● **Tel** | 0570-07-9900 ● **Fare** | JPY3000-5000(English earphone guide: deposit JPY1000+lending fee(?) JPY650) ● **Website** | www.ntj.jac.go.jp/bunraku

**Noh** is a Japanese wonderful art, which has been performed for over 700 years, and it is acknowledged as the oldest mask theater performance in the world. The Yamamoto Noh Theater located in the middle of Osaka city, a 20-min.-walk from the Osaka castle, is where you can experience one of the most interesting features of Japanese traditional culture and art, which was beloved by the famous Shogun, Toyotomi



#### ■ Yamamoto Noh Theater

● **How to get there** | 2 minutes away from Tanimachi 4-chome station  
 ● **Address** | 1-3-6 Tokuicho, Chuo-ku ● **TEL** | 81-06-6846-3369  
 ● **Website** | www.noh-theater.com

Hideyoshi, who raised the Osaka Castle. The theater was built in 1921. Despite the wartime destruction, it has kept its tradition for more than 80 years, being authorized as the Japanese tangible heritage in 2006. A variety of Noh performances are available at the Yamamoto Noh theater and there is a 'stage tour' program for tourist for 1000 yen per person, which takes about 1hour. A group of more than 10 people can apply for it.



### Kaiyukan Aquarium

Kaiyukan is a large-scale aquarium specialized in the oceanic life in the Pacific Rim. Two giant whale sharks and rare fishes are waiting for you in the unique building embodying the scene that the sun rising on the sea. There are evening specialties including the activity of nocturnal animal or light decoration, so don't be disappointed if you are not able to visit the place during the day.



● **How to get there** | 5 minutes walk from Chuo line Osakaminato station, 10minutes ferry ride from Hotel Universal Port ● **Address** | 1-1-10 Kaigan-dori, Minato-ku ● **TEL** | 06-6576-5501 ● **Business Hours** | 10:00-20:00  
 ● **Fare** | JPY2000 for adult, JPY900 for child ● **Website** | www.kaiyukan.com

### Osaka Hikari Renaissance

Don't miss the harmony of light and water from Nakanoshima this winter. The annual winter event held in Nakanoshima, Osaka's historical and cultural area, celebrating its 7th year, is going to be of larger scale this year. To add to the annual light arcade "Nakanoshima Illumination Street", the "Wall Tapestry" will be prepared, turning the outer walls of the Osaka Prefectural Nakanoshima Library into a screen. The event will also feature the new "Osaka City Hall Illumination", the "France des Lumieres" to take place on the street in front of the Osaka City Central Public Hall, as well as the "Rose Light Garden & East Light Park" which will be the "East Place", in the renewed Nakanoshima Park (Rose garden/Kensaki). The "West Place" held in the western area of Nakanoshima since last year, will also be held again this year. The event starts from December 1st to 25th, from 5pm to 10pm.



### Travel Information

#### ■ Osaka Tourists Information Center in Nanba Station



The tourists information center was newly opened at the Nanba Station, the most bustling area in Osaka. The shopping area is filled with a number of shops, cafes, restaurants and different kinds of service centers, and direct trains(including airport express Rapi:t) run from the Kansai Airport. The Tourists Information Center is the best place where visitors can drop in and

collect information they need. Travelers can reserve and buy JR Tourists tickets and the tour agencies next to the center introduce and sell domestic tour packages.

● **How to get there** | 1st floor, Nankai Terminal Building Near Exit No. 24, Nanba Station of Sennichimae Line, Kintetsu Line and Midosuji subway line.  
 ● **TEL** | 06-6631-9100 ● **Business Hours** | 09:00-20:00

#### ■ From airport to downtown with Iron Man # 28's

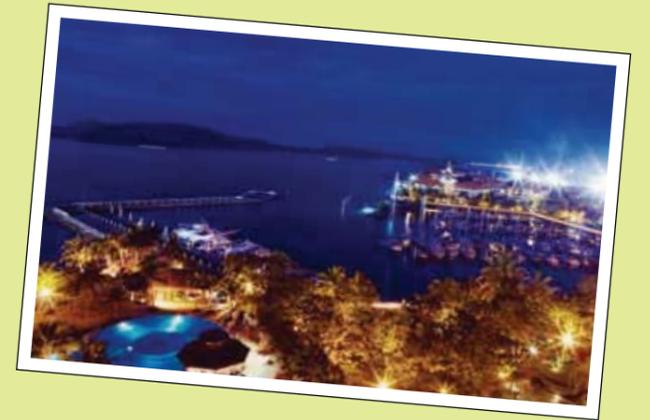
'Rapi:t' is a quick and chic blue train which has a nickname 'Iron Man # 28', a giant robot character of a Japanese animation, because of its blue color and distinctive design. It takes just 34 minutes from the Kansai Airport to the Nanba station, and the fare is 500 JPY for general seats(700 JPY for wider seats). Rapi:t runs frequently from 05:45 to 23:30 from the Airport.



# All About Kota Kinabalu

## The Land Below Wind and Stars

On the northern tip of Borneo, the third largest island in the world is the Sabah State, a peaceful, calm and green land, as if it never been entered before. Kota Kinabalu, the capital city and hub city of the Sabah State, has naive and kind people, unpolluted natural resources and resorts and hotels for a holiday in heaven. Kota Kinabalu where people are going to be indulged into its clean and affluent nature.



## Hello Sabah, Bravo Kota Kinabalu!

When we arrived at Kota Kinabalu, it started raining. The window was filled with irregular patterns made by raindrops and the outside became surprisingly quiet. The air at dawn was calm and the street lights became darker as if they fell asleep. On the contrary, the rain became stronger. The sound made from raindrops and trembling leaves as bumping each other because of the wind from the sea made a small trembling echo. It seems if it threatens to severely rain because the trembling leaves make the sound like a torrential rain. However, the sky became clear and blue and the sea merging into the sky glittered because of the sun, as if the previous night was just a dream. Borneo geographically between the Philippines and Thailand has relatively less influence from unexpected changes of the climate.

Borneo can continuously enjoy the stable weather because of its geographical features as if both countries are protected by surrounding it. Thus, if you couldn't sleep at night because the raindrops and wind, you will meet the clean and fresh morning on the next day.

The Sabah State in Borneo where a warm summer continues has a ceaseless line of tourists who are spending their holidays during all seasons. In the center of such a trend is Kota Kinabalu. In Kota Kinabalu, called "KK", most regions were seriously damaged during the World War II. However, it is changed into a modern city with luxurious resorts, modern hotels and mega shopping malls because of its continuing city development. Let's go to Kota Kinabalu a place filled with a variety of things to see including the Sabah State Museum, night market where you can experience the local culture and the marine park to enjoy different marine sports.

# Just One Day! City Travel Guide

The downtown of Kota Kinabalu City, Sabah State is not very big. So you can explore the downtown on foot in one day. While it is not difficult to look around the downtown because the department stores and traditional markets are close to the Jl. Pasar Baru street where the mega shopping center, Centre Point is, you should take a taxi to museums or mosques because it is difficult to go there on foot. The sun is hot and strong so you need to bring a sun block with high SPF(Sun Protection Factor) and a wide-brim hat.



## Downtown Attraction

### City Mosque ①

The largest mosques in Sabah State. The architecture merging the traditional beauty of the Islam into modern culture including the grand dome with a sculpture of golden elephant eyes and soaring minaret is beautiful. The chapel in this mosque built on Likas Bay is

large enough to accommodate 12,000 people and opened to the public(except during time for prayer).

● **Open hours** | 06:30-20:00(08:00-17:00, except Fridays) ● **How to Get there** | Take the bus No. 5 in the downtown(MYR1.50)

### Sabah Tourism Board ②

The Sabah Tourism Board is located on the Gaya Street where the Sunday Market opens in a historic building built in 1916. It is one of the three buildings that are not destroyed by bombing of the Allied Forces during the World War II. It was used as the city hall and the post office. At present, it is used as the tourists information center. You can get a variety of tourism information on Sabah including Kota Kinabalu City.

● **Address** | 51 Gaya Str. 88000 Kota Kinabalu, Sabah Malaysia ● **TEL** | 60-88-212121 ● **Opening Hours** | 09:00-18:00 ● **Website** | www.sabaturism.com

### Signal Hill Observatory Platform ④

The observatory on the mountain east of the downtown is the highest place in Kota Kinabalu downtown. Take a slow walk on its well-shaded road up to the observatory. On the observatory platform, you can have a bird's-eye-view on the downtown of Kota Kinabalu city, the endless South China Sea and the Tunku Abdul Rahman Park with its small and big islands.

● **Open hours** | 08:00-24:00 ● **How to Get there** | Around 15 minutes from the downtown on foot. Or take a taxi(MYR10 to 15)

### Sabah State Musdum & Heritage Village ③

The ground floor displays handcrafts, folk instruments, farm machines and instruments and traditional clothing of each ethnic group in Sabah State. The nature and rare animal and plants of the Sabah State are on the second floor. The wide land of around 18 hectares accommodates a variety of facilities including a science center, garden, artificial lake, cafe and souvenir shop.

● **TEL** | 60-88-253199 ● **Opening Hours** | 09:00-17:00 Fee MYR 15 ● **How to Get there** | Take a bus No. 13 in the downtown(MYR1) or take a taxi(15 minutes, MYR 12 to 15) ● **Website** | www.mzm.sabah.gov.my



## Local Market Journey



### Central Park ⑤

The Central Park sells fruits and vegetables including dried goods. The market mainly used by local residents, has a number of shops in a large warehouse reminding the container on the port. You can buy fresh tropical fruits from Rambutan and Durian at good price. However, since the mixed smell of fruits and vegetables in a number of shops in the warehouse is very strong, you need to be ready to endure such a smell in case you have a sensitive nose.

● **Opening Hours** | 07:30-19:30 ● **How to Get there** | 10 minutes' from walk the Center Point, next to Handcraft Market



### Gaya Street Sunday Market ⑦



Every Sunday morning, the road is blocked and tents are set up one by one. Around 300 small shops greet customers at the Sunday Market, opened every Sunday. The market is filled with a variety of interesting objects. The market seems to have everything including things to eat such as fruits, vegetables and marine products as well as books, flowers, toys, traditional souvenirs, cats and turkeys.

● **Opening Hours** | 06:30-13:00 every Sunday ● **How to Get there** | Jl. Gaya Street in the downtown

## Shopping in the City

### Centre Point Sabah ⑨

The representative department store in Kota Kinabalu. The boisterous brands on each floor attract people and you can meet the energetic young people of Kota Kinabalu. A good place to enjoy shopping because of the number of shops for young people including mobile phone shops, brand cosmetic shops, hair shops and accessory shops. Miscellaneous goods and clothing of local brands are located from the first to the fourth floor and multinational brand shops including Nike, Giordano and Starbucks are on the fifth floor. On the underground floor, you can taste a variety of fast food and Malaysian dishes of the food court.

● **Address** | No. 1, Jalan Centre Point, 88000 Kota Kinabalu, Sabah, MALAYSIA ● **TEL** | 60-88 246900 ● **Website** | www.centrepoinSabah.com



### Handcraft Market ⑥

A sewing machine that seems to be over 100 years old is like a broken antique with glossy finger marks. But it still works with brisk sound. It is the scene in the Handcraft Market. It is the pleasure only to see the flying fingers of the local person mending the cloth. The shops selling a variety of handmade folkcraft articles, pearl necklaces and bracelets attract people with enchanting color, fabrics and ornaments stand like aligned matchbox. Since the market is as very complicated as you can't find the way to go out after you enter into the small entrance, it is better to buy articles when you see if you like.

● **Opening Hours** | 07:00-22:00 every day ● **How to Get there** | 10 minutes' walk from the Center Point

### Night Market ⑧

The main items are daily goods including shoes, T-shirts, bags and cosmetics. About 40 to 50 shops start the operation one by one. There are shops selling souvenirs and handicraft articles for tourists. In particular, the pearl items, the specialty of Sabah state, are sold at very moderate price. When the closing time comes close, the medicine peddlers selling a variety of medicinal stuff and health food attract people with wonderful things to see including monkey show.

● **Opening Hours** | 19:00-24:00(varying on shops) ● **How to Get there** | 5 minutes from the Center Point, on Jl. Sentosa street



### Wisma Merdeka ⑩

While it is smaller than the Center Point, the local brand-focused shopping mall, you can meet trendy items here. Mainly clothing, accessories and daily products are sold at moderate price.

● **Address** | Jln Tun Razak, 88000 Kota Kinabalu, Sabah, Malaysia ● **TEL** | 60-88-232761 ● **Opening Hours** | 10:00-22:00 ● **Website** | www.wismamerdeka.com



# The culture of Sabah and Tribe Lifestyle

Sabah has about 2 million residents. Around 30 ethnic groups using over 80 unique languages are living in Sabah. While the official language is Malay, people are using the language of their own tribes when they meet for the first time. One of the characteristics of Sabah is the peaceful and harmonious life of its diverse ethnic groups with their slightly different languages and cultures keeping the traditions of each other.



## Mari Mari Cultural Village 11

A village showing the life of the representative tribes of Sabah is a great attraction for those who want to experience the local culture. It is currently used as a tourist attraction. Pass the entrance to village and the suspension bridge around 30m long hanging on the trees, then you will see the village with its long houses in the forest. You can learn and experience the dwelling culture and life style of tribes including Kadazandusun comprising 70% of the Sabah residents, Bajau and Murut. In particular, the people in the aborigines' clothing welcome the tourists. It is very interesting to taste aborigine food and experience the cultures as moving from village to village. Let's go to the Mari Mari Cultural Village where time flies fast because of the many things to see.



## Monsopiad Cultural Village 12

The village was named after 'Monsopiad', the legendary warrior and hunter of Kadazan. You can look around traditional houses, appliances and folk performance that the Kadazans used here. After watching a dance performance reproducing the folk dance and hunting method of Kadazan, you can enjoy traditional dishes of the aborigines. It is worth visiting the skeleton exhibition hall keeping the heads of patriarches after winning wars.

- Address | Borneo Legends, Myths & Tours Sdn Bhd P.O.Box 218, Penampang, Kota Kinabalu Sabah ● TEL | 088-77-4337 ● Opening Hours | 09:00-18:00 ● Fee | MYR65, MYR40 (students) \*including guide tours and welcome drinks ● How to Get there | Take a shuttle bus. It takes around 30 minutes by car from downtown
- Website | [www.monsopiad.com](http://www.monsopiad.com)

## >> Mari Mari Cultural Village Experience



### 1 Bajau's Traditional Dessert, Kuih Jala

Kuih Jala' is the traditional dessert of Bajau. 'Jala' means net in Bahasa Malaysia. It was named because of its closely-woven shape looking like a net. Mix coconut in sugared water and thicken it. Strain it through a sieve and fry in oil. It is crispy and sweet so that it is good for a snack.



### 3 Montoku Rice Wine

Montoku, traditional grain wine of Rungus included in Kadazandusun, is rice wine. Lungus mainly supported their life by rice farming and the enjoyed the grain wine in bamboo cups. It is wine but has only very few alcohol in it. But be cautious of drinking too much because of its mild taste and sweet taste after drinking.

### 5 Making Fire without matches

Rungus who supported themselves in the forest are experts of making fire. They can make fire within one minute only with a thick and a thin bamboo stalk that works as a flint. You will feel the culture of the tribe that should survive in the wild nature. You can see how to make fire in the long house of Rungus.



### 2 Fashionista Lundayeh

Lundayeh made clothing with the bark of a tree. Peel off the bark of the tree and after cutting off the rough parts constrict it as much as possible. Then the warm and chic clothing is made. The vivid aborigine look is completed by making patterns with the threads in various colors.



Lundayeh used the bark of a tree for various purposes including clothing, baskets, nets and ornaments.

### 4 The Dance Floor of Murut's Longhouse

It is said that Murut hunted human beings in the past. Murut is famous for its distinguished hunting skills using poisonous arrows and spears. In the center of long house, the congregate housing, is the tumbling called 'dance floor'. Move to the rhythm of elastic tumbling and snatch the welcome presents on the ceiling by jumping. It seems easy but no one wins over Murut up to now.



Tip >>

### Sound ringing the soul, Kulintangan

The traditional musical instrument of Kadazandusun, one of aborigine tribes in Sabah. The rich reverberation after the clear sound gives mysterious feeling. The instrument consists of a set of about eight to nine small brass kettle gongs. Each sounds a different pitch when struck. The gongs are arranged horizontally in a row on a low wooden bed-like frame. The player sits down on the floor in front of the gongs and beats them with two small wooden mallets. It is played with other traditional percussion instruments for festivals, weddings and religious events.



# Home of the Spirits the Dead

Hotels, resorts and a variety of marine sports are not the only reason for continuing visits of people to Kota Kinabalu. Unpolluted natural resources are the driving force making the residents of Kota Kinabalu live and the power to protect them.

## Kinabalu National Park 13

A drive for about 2 hours from the downtown of Kota Kinabalu, and you will see the Mountain Kinabalu, the grand tropical rain forest that seems to touch the sky. The dominant peak made of granite creates a magnificent landscape in the harmony with the clouds. Mountain Kinabalu is called 'Home of the Spirits the Dead' by Kadazandusun, the aborigine of Kinabalu. Its soaring peak at the height of 4,100m above the sea level is secondary to the Himalayas of Nepal. There are tropical plants on the lower level, temperate plants on the middle level and a coniferous tree forest and alpine plants on the higher level.

In particular, you can see a Rafflesia, the biggest flower in the world called the 'Treasure of Jungle'. It remains as the bud for around 15 months and burst into blooms only in a week. Thus, you have to be there at the right time to see the Rafflesia. While it is difficult to observe because it emits bad odor, do not miss the opportunity because it is a rare plant that you will never see elsewhere. The group of Proboscis monkeys, which the residents call Casanova, on the trees is another pleasure that you can enjoy in Kinabalu. The best time to go up the mountain is March and April, the dry season. It is better not to go in November and December, during the monsoon season with torrential rain. If you are not accustomed to climbing or have a heavy bag to carry, you can make a reservation for trekking guides or porters in Sabah Parks or Kinabalu Nature Resort.

- Address | Sabah Parks Lot3, Block K, Sinsuran Complex, 88806 Kota Kinabalu ● TEL | 6088-212719,211881 ● Opening Hours | 07:00~22:00
- Website | www.sabahparks.org.my

## Place of Relaxation at Kadazandusun, Poring Hot Spring 14

Kadazandusun has been supporting themselves by rice farming in the village called 'Kampungs' on the slope of the mountain as the aborigines who settled down on the fertile land in Kinabalu. The place that they believe has the healing power for diseases is an outdoor hot spring, Poring, half way up the mountain. It is a place where all tourists after trekking as well as and aborigines can enjoy a bath in the hot spring.

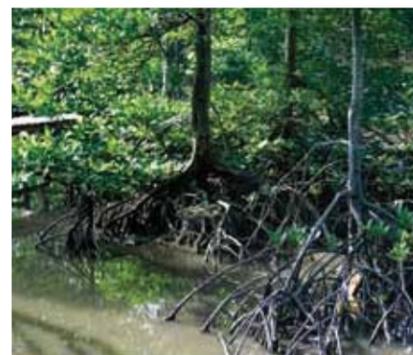
- Opening Hours | 07:00~21:00 ● Fee | MYR15



## Wetland Centre 15

The extensive mangrove habitat of 24 hectares became a nature learning center. You can observe a number of wetland animals including crabs, snakes and lizards and around 80 species of migratory birds as walking on the log deck on the wetland. Let's have real views on birds by borrowing the spectacles in the office at the entrance. You have to bring hats or umbrellas to block the sunlight because it is very hot.

- Address | 88400 Likas, Kota Kinabalu, Sabah, Malaysia ● TEL | 088-24-6955 ● Opening Hours | 08:00~18:00(TUE to SUN, closing on holidays) ● Fee | MYR10 How to Get Take a bus No. 1 from the downtown (MYR2 for one way)
- Website | www.sabawetlands.org



Tip >>

## Golden Leaf from Mountain Kinabalu, Sabah Tea



Let's try the Sabah tea from the Kinabalu tropical rain forest with the long history of 130 million years. Sabah tea is a black tea made with only the leaves harvested in Mountain Kinabalu. It doesn't use any chemical substances including pesticides. You can taste the best taste of the tea because it has only the youngest leaves are selected and the tea is made by hand.

- Website | www.sabahtea.com

# Water Sport & Resort

Kota Kinabalu has a number of places to enjoy marine sports from the marine park only 20 minutes away from the downtown to the Sipadan island extolled as the best diving site by diving enthusiasts. In particular, the Tunku Abdul Rahman Park with 5 big and small islands greets the ceaseless line of tourists as the most popular place.

## Tunku Abdul Rahman Park 16

Tunku Abdul Rahman Park is a marine park including 5 islands that are in the distance of 20 minutes away by ferry from down town. As 5 islands, Gaya, Sapi, Manukan, Mamutik and Sulug are closely placed, there is a ceaseless line of tourists visiting it because of the good location to enjoy marine sports including snorkeling and scuba diving all the year round. Gaya island with the highest number of residents is the largest one of the 5 islands, but it is Manukan and Sapi that are good for tourists because of its great facilities for marine sports. In particular, Manukan is good for tourists who will stay longer as enjoying marine sports because the accommodations and restaurants are closely located.

- Fee | MYR10 (adults), MYR6 (below 18 years old) \*Fee include the admission price for all islands in marine park ● Opening Hours | 08:30~17:00



## >> Enjoy Marine Sports in Tunku Abdul Rahman Park



### Snorkeling

Manukan and Sapi are the best places for snorkeling. You can see corals in various colors set and tropical fishes. Corals look beautiful but you have to be cautious not to get scratches on your body or sole of foot because corals are very strong like stones. Snorkeling is one of the marine sports that you can easily enjoy also with a life jacket.



### Sea Walking

While the outfit like a space suit looks ridiculous, sea walking is one of the most popular sports among tourists. After the several



instructions including safety rules, put on the special outfits equipped with oxygen tank and go down into the sea. It is not dangerous or difficult because an expert is always next to you.

## Sutera Harbour Resort 17

The Sutera Harbour Resort with the best facilities in Kota Kinabalu is a 5 star resort in the 10-minute's away by car from the downtown. It comprises 4 independent facilities, Pacific Sutera, the business hotel with a modern and magnificent interior designs, Magellan Sutera, the general resort with the qualified relaxation facilities, Sutera Harbour Marina and Country Club, and Sutera Harbour Golf and Country Club.

- Address | 1 Sutera Harbour Boulevard, Sutera Harbour Resort, 88100 Kota Kinabalu, Sabah, Malaysia ● TEL | 60-88-318888
- Website | www.suteraharbour.com



## Shangri-La's Tanjung Aru Resort & Spa 18

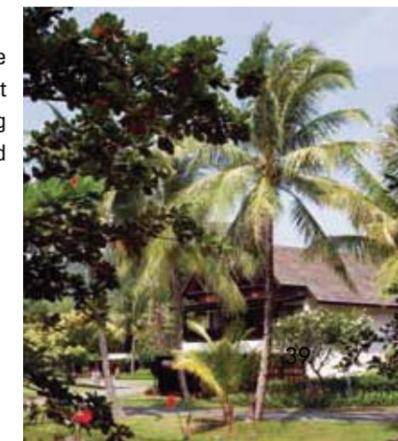
Shangri-La's Tanjung Aru Resort and Spa is at the beautiful tropical rain forest along the South China Sea. It takes about 10 minutes from Kota Kinabalu Airport or downtown. The guest rooms are in two buildings, Kota Kinabalu Wing and Tanjung Wing. 500 guest rooms including Sweet Room have balconies. A variety of water sports scuba diving, para sailing and wind surfing as well as sports including tennis, bicycles and golf are available.

- Address | 20 Jalan Aru, Tanjung Aru 88100 Kota Kinabalu, Sabah, Malaysia ● TEL | 60-88- 327888 ● Room Rates | MYR470-3000
- Website | www.shangri-la.com

## Nexus Resort & Spa Karambunai 19

The Nexus Resort and Karambunai, 28km away from the downtown, is a 5 star beach resort in the tropical rain forest with the history of hundreds of years and an extensive long 6km beach. It has 485 rooms in Luxury Villas, Borneo and Ocean style and Luxury Villas suitable for families.

- Address | Off Jalan Sepangar Bay, Locked Bag 100, 88993 Kota Kinabalu, Sabah, Malaysia ● TEL | 60-88-411222 ● Room Rates | MYR880 for Ocean Deluxe, MYR980 for Borneo Deluxe
- Website | www.nexusresort.com





# Three Treasures Presented by Jeju Island

Jeju, famous for abundant women, wind and stones, is reborn with new things to see. It is because its interesting elements including Mt. Halla and Manjang Cave listed as the World Natural Heritage, Jeju Olle, the trekking course, and its unique Jeju dialect attract the tourists. The tourist attractions that you have to visit if you go Jeju Island this winter urging you to go Jeju.

## Part I. Jeju City, Best Attraction

While it takes one hour on a domestic flight from Incheon International Airport or Gimpo International Airport to Jeju Island, Jeju gives you an exotic atmosphere totally different from Seoul. With the subtropical climate with the annual average temperature of 16°C you can always enjoy outdoor activities in any season. If you want a substantial tour in Jeju within a limited time, firstly, look around Jeju City, the nearest area from the airport.



### Nature

#### Hallim Park, Tourist Attraction of Jeju favored by tourists map A



The park filled with a variety of themes including the Subtropical Botanic Garden, Decorative Tree Garden, Artistic Stone Park and Birds Garden. Hyeopjae Cave and Ssangyong Cave, the lava tubes in Jeju, and Jaeam Folk Village reproducing the folk village are the place you should visit.

- Address | 2487, Hyeopjae-Ri, Hallim-Eup, Jeju City ● TEL | 064-796-0001-4
- Business Hour | 08:30~18:00 in summer, 09:00~17:00 in winter ● Admission Fee: 6,000Won for adults, 4,500Won for teenagers, 3,000Won for children
- Homepage | www.hallimpark.co.kr(English available)

#### Biyang Island, A thousand island map C

In accordance with the records on the Donggukyeojiseungram (Augmented Survey Geography of Korea) that the mountain soared from the sea and emitted red water for over 5 days, the festival was held to celebrate the thousand year anniversary of the Biyang Island in 2002. Since then, Biyang Island was called "Thousand Island." Biyang Peaks including 6 peaks, 2 craters, fantastic rocks and stones around the island, and the salt marsh with unique topographical structure are well preserved.



- Hallim Harbor Passenger Terminal | 064-796-7522 ● Departure | Hallim Harbor (09:00, 15:00), Biyang Harbor (09:15, 15:15) ● Return Ticket | 3,000Won for adults, 1,800Won for teenagers

#### Udo, Untouched clean island map B



It takes around 15 minutes by boat from Seongsanpo Harbor to Udo, the largest island of the 62 islands affiliated to Jeju Island. It is called Udo because it looks like a lying cow. Without a car, you can look around the island by borrowing a bike a motor bike or an one-day tour bus. Seobinbaeksa with the most beautiful white sand and blue sea, Udo Olle and sea fishing are what you have to see or try.

- Seongsan Harbor Passenger Terminal | 064-782-5671 ● Return Ticket (including ferry charge, admission ticket and terminal charge) | 5,500Won for adults, 4,800Won for teenagers, 1,700Won for children.

#### Jeju Jeolmul Natural Recreation Forest, Space for relaxation in the downtown map D



With the cedar of 40 to 45 years old accounting for over 90% of total 300ha area, the Jeju Jeolmul Natural Recreation Forest provides time to relax with a variety of facilities including walk, mineral spring, pond, turf, folk game facilities, sports facilities and amusement facilities. You can make a round trip to the walk of a relatively gentle slope and the hiking trail 697m above the sea level within one hour. You can also drink mineral water good for neuralgia and gastroenteric disease at the in Jeolmul Spring.

- Address | 550 Myeongrim-Dong, Jeju City ● TEL | 064-721-7421 ● Admission Fees | 1,000Won for adults, 600Won for teenagers, 300Won for kids
- Homepage | http://jeolmul.jeju.go.kr

### Museum

#### Jeju National Museum, All about Jeju! Open Culture Space map E



As the archaeology and history museum are systematically displaying, protecting and researching the history and cultural heritage of Jeju, the Jeju National Museum is the place that all tourists shall visit. The exhibition halls are filled with the relics, ruins and donations of the prehistoric age and the Tamla/Goryeo/ Joseon age. The outdoor exhibition pavilion and experience corner offering opportunities to experience restoration of cultural properties and coloring of reproduced fossils.

- Address | 11, Samsaseok-Ro, Jeju City ● TEL | 064-720-8100 ● Business Hours | 09:00~18:00 from Tuesday to Friday, 09:00~19:00 (weekends and holidays) (open until 21:00 every Saturday from March to Oct.) Closing every Monday Free admission on New Year's Day ● Homepage | http://jeju.museum.go.kr(in English, Japanese and Chinese)

#### Jeju Dinosaur Park, Dinosaur Theme Park with true-to-nature dinosaurs map F

At the Jeju Dinosaur Park, opened in 2007, visitors can observe dinosaurs that they could see only in books. There are many things to see including the Brachiosaurus of 28m high, a 3D theater, Dinosaur Cave Ecology Experience Center and a Natural History Museum.



- Address | 2677-1, Gwangryeong-Ri, Aewol-Eup, Jeju City ● TEL | 064-746-3060 ● Business Hours | 09:00~18:30 in the winter season(Nov. to March), 09:00~22:00 in the summer season(April to June, Sep. to Oct.), 09:00~21:00 in the busy season(July to Aug.) ● Admission Fee | 12,000Won for adults, 9,000won for teenagers, 7,000Won for children
- Homepage | www.jdpc.co.kr

#### Jeju Stone Park, Wow, what a surprising Dolharbang! map G

Jeju Stone Park is formed according to the legend of Seolmuldae Halmang, the guardian goddess who created Jeju Island as well as stones, soil, trees, iron and water, and Obaekjanggung Stone. Dolharbang is the unique basalt sculpture of Jeju, with a wide and big nose, baggy eyes and hands on the belly. As in Jeju dialect grandfather is meaning made of stone, the legend says that if you rub your nose, you will have a son.

- Address | San 119, Gyorae-Ri, Jocheon-Eup, Jeju City ● TEL | 064-741-0382 ● Business Hour | 09:00~18:00 ● Admission Fee: 5,000Won for adults, 3,500Won for teenagers, free for under 12
- Homepage | www.jejustonepark.com(in English, Japanese and Chinese)



### Amusement

#### Jeju Love Land, World of sex filled with pleasure and humor map H



A theme sculpture park focusing on sex. Around 80 artistic works with sex as the main theme are displayed by section on the land of 29,000m<sup>2</sup>. As walking along the path of action for about 40 minutes, you can see the exhibitions such as <Wooden Penis Exhibition> and <Toys for Adults> as well as sculptures describing sexual act.

- Address | 68026, Yeon-Dong, Jeju City ● TEL | 064-712-6988 ● Business Hours | 09:00~24:00 ● Admission Fee | 7,000Won for adults (adults only, except the minors with their guardians)
- Homepage | www.jeju Loveland.com(English, Japanese and Chinese available)

#### Roe Deer Ecology Park, Where you can see a wild roe deer of Jeju at any time! map I

As walking along the observation path of 2.6km around the Oreum of 500,00m<sup>2</sup> for about one hour, you can meet the wild roe deer of Jeju. If it is hard to walk along the observation path, you can also just feed roe deer at the observation pavilion. There are exhibition halls and a multimedia center.

- Address | 66, Bonggae-Dong, Jeju City ● TEL | 064-728-3611 ● Business Hours | 09:00~19:00 in summer season(March to Oct.), 09:00~18:00 in the winter season (Nov. to Feb.) ● Admission Fee | free



#### Gimnyeong Maze Park, Quiet English-style maze park map J

It is the first maze park in Korea, which was planned and designed by Frederic H. Dustin, the American who lived in Jeju for a long time. The overall look of maze originated from the coast line of Jeju Island. From the sky, it is designed with 7 symbols of Jeju representing the history and geology of Jeju. You can have a bird's eye view on the maze from three bridges and an observatory.

- Address | San 16, Gimnyeong-Ri, Gujwa-Eup, Jeju City ● TEL | 064-782-9266 ● Business Hour | 08:30~18:30 ● Admission Fee | 3,300Won for adults, 1,650Won for teenagers, 880Won for children
- Homepage | www.jejumaze.com(in English, Japanese and Chinese)

## Part II. World Natural Heritage Guide



Mountain Halla, the prominent mountain in the legend and myth having 368 Oreums, "Geomun Oreum Lava Tubes" hiding the mystery of ancient times, and "Seongsan Ilchulbong" with the most beautiful sunset as well as the global site for hydroclastic volcano research is a representative tourist attraction of Jeju designated as the World Natural Heritage by UNESCO in 2007 for the first time in Korea. You can fully enjoy the beauty which is not well known to the public.



### Seongsan Ilchulbong



Seongsan Ilchulbong on the east coast of Jeju is called "Sun rising Oreum" by presenting the magnificent spectacles with the rising sun. Tuff cone, Seongsan Ilchulbong, was formed by the eruption of the hydroclastic volcano under the shallow sea about 5,000 years ago. It has significant geological value

because it provides the basis to analyze the eruption of hydroclastic volcano and sedimentation history in the world as well as past volcanic activities. It is about 963m from the entrance to the top. It is easy for children and the elderly to go up because of the trekking steps until the top. However, you need to bring a jumper because of the strong wind on the top.

● TEL | 064-783-0959 ● Business Hours | 1 hour before sunrise to 20:00 in the winter season (Nov. to Feb.) 1 hour before sunrise to 21:00 in the summer season (March to Oct) ● Admission Fee | 2,000Won for adults, 1,000Won for teenagers and children ● Homepage | <http://jejuwnh.jeju.go.kr>

### Geomun Oreum Lava Tubes

"Geomun Oreum Lava Tube System" is a geographical feature of several caves formed as the lava from Geomun Oreum (Natural Monument No. 444 designated in 2005), one of 367 parasitic cones in Jeju, flowing northeast along the topographical incline and reaching the coast about 100,000 to 300,000 years ago. The caves included in the tube system have very unique and diverse features in length, structure, configuration and elements.



#### ▲ Manjang Cave

Designated as the Natural Monument No. 98, the Manjang Cave is the largest in the Geomun Oreum Lava Tube System, which is about 7,416m long. The second gate opened to the public is about 1km one way. A variety of geological features and products from lava from Geomun Oreum provide a unique scene, rather than diverse stone pillars frequently observed in the limestone cave.

● TEL | 064-783-4818 ● Business Hours | 09:00-18:00 ● Admission Fee | 2,000Won for adults, 1,000Won for children and teenagers ● Homepage | <http://jejuwnh.jeju.go.kr> (in English, Japanese and Chinese)

#### ▲ Mt. Halla Natural Ecology Exploration Path

##### ? A Trail of History : Hallason's Oreum Tour

On the top, you can see Baekrokdam and Ninety Nine Go (valley). When it is clear, Biyang-Do on the west and Seongsan Ilchulbong are seen.

● Place | around Eorimok Square, Eoseungsaengak (Nature Guide : 10:00, 14:00 every day) ● Time | 1 hour (1.3km)

##### ? Hallasan Through the Valleys

The best course for forest ecology exploration among 3 natural ecology exploration paths. You can learn the features of development process of river.

● Place | Gwaneum Temple Camping Site to Gurin Cave (Nature Guide : 10:00, 14:00 every THU-SAT) ● Time | 1 hour (1.5km)

##### ? Introduction to the Flora and Fauna of the Alpine wetlands

It's good to walk with children because of the short distance as the place to see the features of the high mountain and wet land in Jeju.

● Place | around 1100 Road Resting Place (Nature Guide : 14:00, 15:00 every day) ● Time | 1 hour (540mm) ● Homepage | [www.hallasan.go.kr](http://www.hallasan.go.kr) (in English, Japanese and Chinese)

### Mt. Halla National Park



Mt. Halla formed by a volcanic eruption (Natural Monument No. 182 designated in 1966) presents various appearances with diverse geographical features of a volcano while it looks simple at a glance. With around 40 Oreums including Baekrokdam, the crater lake on the top of Mt. Halla, and Yeongsil Giam (Jusangjeolli (columnar jointing) formed as lava rapidly cools down) showing a spectacular view of steep cliff with a fantastic rock, Mt. Halla shows an unique landscape by direction because the lava having various kinds of properties.

● Place | around 1100 Road Resting Place (Nature Guide accompanied at 14:00, 15:00 every day) ● Required time | 1 hour (540mm) Reservation in homepage, by phone or fax (064-747-5997) ● TEL | 064-713-9950-3 ● Homepage | [www.hallasan.go.kr](http://www.hallasan.go.kr) (in English, Japanese and Chinese)

## Part III. Jeju Olle

"Olle" in Jeju dialect means the path from the inner court of the house to the street in a village. The small and narrow paths that are clearly included in a small town are organized into 14 courses with the name "Jeju Olle." If you want to feel the real Jeju and feel the wind and the sea by your body, how about exploring Jeju Olle courses?



### Jeju Trekking Course in the Mountains and the Sea



One of the pleasures in walking Olle is to appreciate the stone wall making a boundary among field, house and tomb. Each course has one or more stone wall of Jeju. Winding path is the element completing the color of Jeju along with dingy stones never moved even by strong wind, blue sea, yellow rape flowers and broad-leaved trees boasting green all the year round. Now, we start the guide on the Olle course and you will feel it's worthy spending time to fully understand Oreums. The olle from the 1st to 11th course in total 14 courses that are introduced up to now are starting from Seogwipo City. The olle from the 12th to 14th course opened in 2009 starts from Jeju City. The followings are the newly introduced 12th, 13th and 14th course.

● Homepage | [www.jejuolle.org](http://www.jejuolle.org) (in English and Japanese)

#### Olle Course Guide >>

##### ● 12th Course

Mureung to Hangyeong Olle 17.6km

The 12th course is the first Olle from Seogwipo City to Jeju City. It is difficult to find the ecology experience valley, the starting point. So it's better to take a taxi rather than public transportation. The taxi fare is about 7,000 to 8,000 Won. There are a number of places to visit including the Jagu Inner Port where the Sindo sea and wind turbines present a beautiful scenery like a picture in a postcard and the Saeng-e-gijeong rocky road.

##### ● 13th Course

Yongsu to Jeoji Olle 15.3km

The map of Jeju Olle along the coast turns into the inland. This course is the starting point of forest Olle. You can see the sea only the Yongsu Port, the starting point. At the course goes up to the mountainous area. You will see Nakcheon-Ri, the small village after the Yongsu Reservoir and forest and go up to Oreum and forest again.

##### ● 14th Course

Jejoji to Hallim Olle 19.3km

Stone wall road, field path, forest path, riverside path, coastal path on the wooden deck, coastal path covered with small pebbles, fine sand path and village path come one by one so that you won't feel bored at all. The course stretches over 19.3km. The Biyang Island, the beautiful island on the sea, accompanies you all the way during the course.



# Climate Change and Tourism

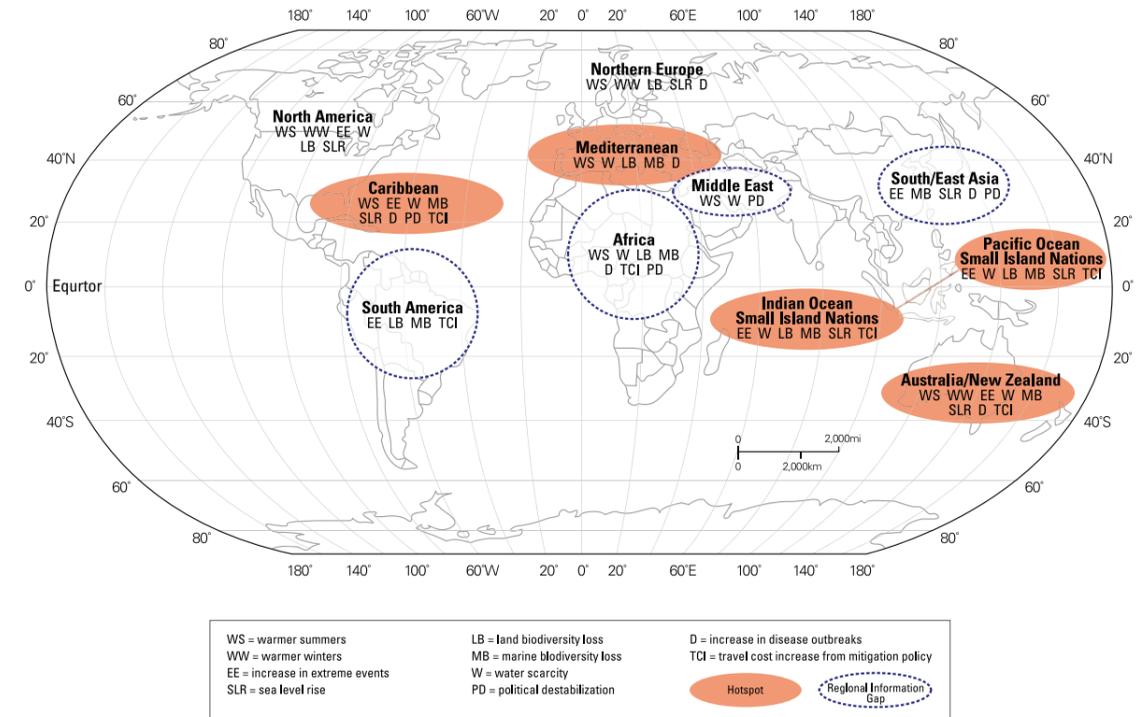
Luigi Cabrini,  
Director, Department of Sustainable Development of Tourism (UNWTO)

## Introduction

The tourism sector is especially sensitive to climate variability and changes. Tourism in many regions relies on the climate, which defines the length and quality of tourism seasons, playing a major role in destination choice and tourism spending. This article presents on how the tourism sector might be affected by global warming, stressing the importance of taking not only adaptation strategies but also mitigation measures in order to reduce its contribution to this phenomenon. Its content is based on publications and researches undertaken by UNWTO and especially on the publication "Climate Change and Tourism Responding to Global Challenges" undertaken with the support of a group of experts on climate change and tourism and in partnership with the United Nations Environment Programme and the World Meteorological Organization.

## Tourism in the Era of Global Climate Change

The competitiveness and sustainability of tourism destinations might be affected by four broad categories of climate impacts  
 Direct climatic impacts : Climate co-determines the suitability of locations for a wide range of tourist activities. It is a principal driver of global seasonality in tourism demand, and has an important influence on operating costs, such as heating-cooling, snow-making, irrigation, food and water supply and insurance costs.  
 Indirect environmental change impacts : Changes in water availability, biodiversity loss, reduced landscape aesthetic, coastal erosion, sea level raise and the increasing incidence of vector-borne diseases, among others, might impact tourism to varying degrees.  
 Impacts of mitigation policies on tourist mobility: Seeking to



Geographic distribution of major climate change impacts affecting tourism destinations.  
 Source: UNWTO, UNEP and WMO (2008)

reduce GHG emissions, national or international mitigations policies are likely to have an impact on tourist flows. They will lead to an increase in transport costs and may foster environmental attitudes that lead tourists to change their travel patterns (e.g., shift transport mode or destination choices).  
 Indirect societal change impacts: Climate change is thought to pose a risk to future economic growth and to the political stability of some nations. A reduction of global GDP due to climates changes would reduce the discretionary wealth available to consumers for tourism.  
 Changes in temperatures and other important features of the climate will manifest themselves differently across the regions of the world, generating both negative and positive impacts in the tourism sector. The implications of climate change for any tourism business or destination will also partially depend on the impacts on its competitors. There is a limited understanding of how regional climates may change. However, the IPCC predicts that intense precipitation events in parts of South and East Asia are very likely to increase their frequency while hot weaves in summer are expected to be of longer duration, more intense and more frequent in East Asia. It is very likely that extreme high daily temperatures will be more frequent in Australia and New Zealand and extremes of daily precipitation are very likely to increase in most of the region, except provably in the areas of significant decrease in mean precipitation. Figure 1 provides a summary assessment of the most at-risk tourism destinations for the mid-to late-21st century in the Asia-pacific region. Due to the very limited information available on the potential impacts of climate change in some tourism regions, this qualitative assessment must be considered with caution.

As the figure above shows, Asia-Pacific, Australia/New Zealand and Indian Ocean, are considered as highly vulnerable destinations, especially Small Island Nations. Water scarcity, increase in climate extreme events, biodiversity loss, sea level rise and increase in travel cost due to the application of mitigation policies are, among others, some of the threats that these regions might have to face.

## Contribution of Tourism to Climate Change

The tourism industry uses energy in several activities such us transportation and accommodation. As in many other economy sectors, most energy use in tourism is based on fossil fuels. Therefore, the tourism sector is not exempt from contributing to the process of global warming.  
 Carbon dioxide (CO2) is greenhouse gas that contributes the most to climate changes, accounting for an estimated 60% of the





The four major mitigation strategies for addressing GHG emissions from tourism are:

- Reducing energy use. It can be achieved by changing destination development, management practices as well as altering transport behavior.
- Improving energy efficiency: The use of new and innovative technology can significantly reduce emissions and energy demands.
- Increasing the use of renewable energy: It is particularly important in islands destinations.
- Sequestering CO2 through carbon sinks: Carbon compensation or carbon offsetting, which means that an amount of greenhouse gas emissions equal to that caused by a certain activity will be reduced elsewhere (e.g., through reforestation).

Developed by a team of experts, several scenarios considering different mitigation options showed that, in case of the 'business-as-usual' scenario, CO2 emissions in the global tourism sector may experience a growth of 161% by 2035 while under the most effective mitigation projection, using a combination of technological efficiencies and energy reduction, the 'business-as-usual' scenario emissions in 2035 could be reduced by 68%. This would imply a reduction of 16% of emission compared to the year 2005.

**Adaptation in the Tourism Sector**

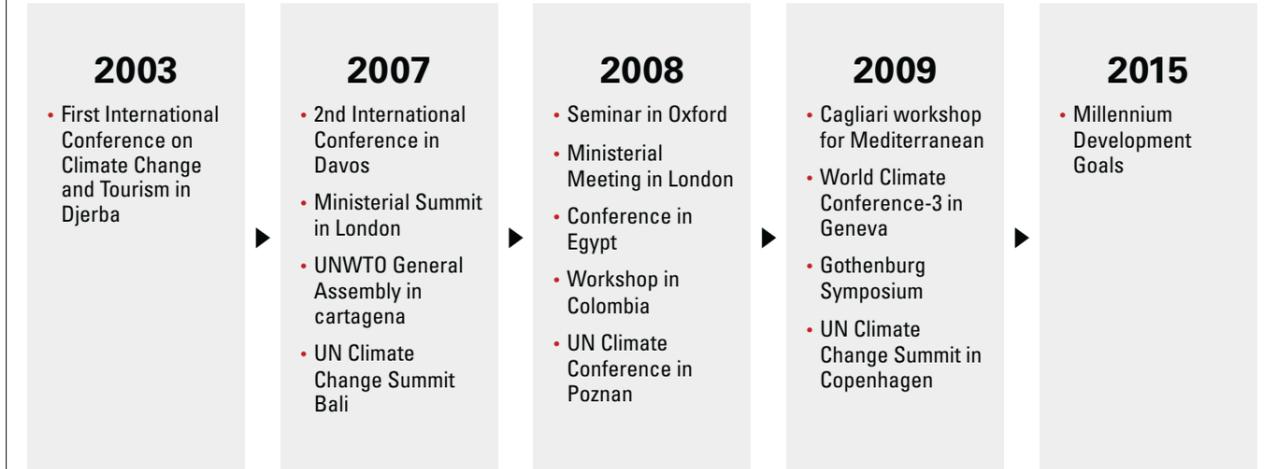
Although the capacity of the tourism sector to adapt to climate change is relatively high due to its dynamic nature, adaptive capacity varies substantially both within and between stakeholder groups, depending on financial resources, technical knowledge and capacity to move in most favorable areas. Due to their relative freedom to avoid destinations impacted by climate change or to shift the timing of travel to avoid unfavorable climate conditions, tourists have the greatest adaptive capacity (depending on money, knowledge and time). Large tour operators, who do not own the infrastructure, are in a better position to adapt to changes at destinations because they can respond to clients demand and provide information to influence clients' travel choices. Suppliers of tourism services and tourism operators at specific destinations have less adaptive capacity. On the other hand, destination communities and tourism operators with large investment in immobile capital assets have the least adaptive capacity.



warming caused by greenhouse gas emissions. Emissions from tourism, including three main sub-sectors-transportation, accommodation and activities-are estimated to represent close to 5% of global CO2 emissions in 2005. From the total of CO2 emissions contributed by tourism in that year, transport generated around 75% with approximately 40% being caused by air transport alone. 21% is caused by the accommodation sector, mainly for its energy use.

**Mitigation Policies and Measures**

Climate change mitigation relates to technological, economic and socio-cultural changes that can lead to reductions in greenhouse gas emissions. As the emission reductions required for tourism to contribute meaningfully to the broader emission reduction targets of the international community are substantial, mitigation should ideally combine various strategies, such as voluntary, economic, and regulatory instruments. These can be targeted at different stakeholder groups, including tourists, tour operators, accommodation managers, airlines, manufacturers of cars and aircraft, as well as destination managers. Instruments could also be applied with a different emphasis to different countries, so as not to jeopardize the development and poverty reduction opportunity offered by tourism in developing countries.



Main events within the Davos Process Source: UNWTO

**The Davos Process**

To achieve an efficient and coordinated response to climate change, close cooperation between international organizations and all the stakeholders involved in tourism is required. Responding to this need, and building on the outcomes of the First International Conference on Climate Change and Tourism (Djerba, 2003), a second conference was held in Davos, Switzerland, in October 2007. The Davos Declaration recognizes the importance of tourism in the global challenge of climate change and encourages the sector to progressively reduce its GHG contribution through a long term strategy. The Davos Process aims to widely spreading knowledge and stressing the importance of taking measures against the climate change through capacity building initiatives and awareness raising events at global and regional level. (See figure 4).

**Conclusion**

Our lifestyles, economies, health and social well-being are all affected by the climate change. All nations and economic sectors will have to face the challenges of climate change. Tourism is not an exception and, indeed, it is considered to be a highly climate-

sensitive economic sector due to its close connections to the environment and climate itself. However, tourism not only suffers on the effects of climate change, but also contributes to it through the emission of Greenhouse Gases, mainly CO2, to the atmosphere. This interaction demands adaptation and mitigation strategies aimed to prevent and adapt tourism destinations to climate change consequences and to reduce the contribution of the tourism sector to this phenomenon. However, the importance for the tourism sector to identify measures to address climate change should not jeopardize its role in contributing to the achievement of the United Nations' Millennium Development Goals (MDGs), especially poverty alleviation. A meaningful and effective response to the challenge of climate change must be integrated within the broader agenda of sustainable development.

**References**

Alejandro Calvente, Department of Sustainable Development of Tourism (UNWTO) has collaborated in the preparation of this article. The main report on which this article is based, as well as other references and useful documents on climate change and tourism, are available on-line at UNWTO Sustainable Development of Tourism Department's Website: <http://www.unwto.org/sdt/>



# Medical Tourism, The Crown Jewels

Many countries around the world started to set their eyes on medical tourism. In terms of national competitiveness, the high-value added medical tourism industry has been seen as 'the goose that lays the golden egg.' After all, the world is opening a door to a new world for the sick.



## Why is medical tourism so promising and appealing?

Recently, medical tourism has emerged as a global phenomenon. It is new-concept tourism through which recreation, leisure and culture can be enjoyed along with exquisite medical services. Due to its various advantages, the medical industry has sharply grown these days, and many countries have actively developed and nurtured medical tourism as a part of enhancing their national competitiveness. In general, medical tourists tend to stay for a long time accompanied by their family. In addition, their friends and relatives often visit them for consolation. Therefore, the expected revenue per medical tourist is very high. That's why medical tourism has drawn great attention from the world as a high-value added industry.

Most medical tourism host countries advertise with their low medical cost and substantially short surgery waiting times. In addition, the doctors and medical facilities in Southeast Asia are almost as competitive as those in advanced countries. Furthermore, convenient overseas travel thanks to diverse air routes and specialized medical technology in developing countries have accelerated the trend of medical tourism.

Deloitte said that among 45 million Americans without health insurance, 750,000 people got the medical treatment they needed in a foreign country last year alone. The major international consulting firm forecasted that the figure would increase up to 10 million within the next four years. Because a patient can get high-quality medical treatment with low cost and enjoy tourism at the same time, more people have set their eyes on overseas medical tourism. The Asian developing countries such as Singapore and

Thailand have earned approximately USD 2.1 billion annually in medical tourism.

## Successful medical tourism in Southeast Asia

Recently, Southeast Asian countries such as Thailand, India and Singapore have been popular for medical tourism. In Thailand, medical tourism industry started to form in the 1980s and accelerate since the late 1990s in nursing and care services. To be differentiated from its rival, Singapore, Thailand has focused on medical services for the aged. It has targeted rich old people who want to exquisite medical services at low prices along with tourism. As a result, the number of elderly tourists has continuously increased. In close cooperation between government agencies (ex: Dept. of Export Promotion, the Tourism Authority of Thailand, Thai Board of Investment, etc.) and private hospitals, Thailand has been making its best efforts to become the medical tourism hub in Asia in medical service and health care services such as spas and massages by 2010.

In medical tourism, India is advantageous in communication skills, highly developed IT industry and various traditional medicinal practices. Under the direct control of the government of the United Kingdom, Indian people were forced to learn English. Therefore, medical services are available in English in India. The highly developed IT industry has strengthened online advertisement and systematized an Indian medical tourism system. The traditional medicine such as Ayurveda has offered medical tourists an option to experience alternative medicine. As a result, Indian medical tourism industry has grown by 25%

annually. About 10% of the patients in large hospitals in India are foreigners. Empowered by recent unprecedented prosperity in medical tourism, it is forecasted that India would earn approximately Rs 10 billion in medical tourism in 2010.

Singapore has enhanced the competitiveness of public medical agencies by introducing a competing evaluation system. The public medical agencies that account for about 80% of total medical services are divided into the west (NHG) and the east(Singhealth). The national financial support is differentiated according to the result of the annual performance evaluations. As a result, efficiency has been improved through competition. Furthermore, high-quality medical services are provided through the establishment of an international network. Under the motto of 'The Biopolis of Asia,' Singapore has attracted major international pharmaceutical companies, established joint R&D centers and cooperated with the world's renowned medical agencies and colleges to improve the quality of medical services. In addition, Singapore offers total services which include reservation for medical examination, air ticketing, hotel reservation, airport pickup and translation through a medical tourism service center.

As a result, the nation was able to attract 270,000 foreign patients and earn USD 290 million in 2004. Singapore is aimed to attract 1 million foreign patients annually, earn USD 3 billion (1% of GDP) and create 13,000 jobs by 2012.

## Current status of medical tourism in Korea

As the hospital brokerage bill (against foreigners ONLY) passed in April 2009, medical tourism has become legal in Korea as well. The Korean medical industry, tourism industry and government have a great expectation for medical tourism. Many cities such as Busan, Daegu and Jeju are willing to join the medical tourism project.

In Busan, for example, the leading hospitals in the city advertised medical tourism in Busan at the 3rd OECD World Forum which was held from October 27 to 30 at BEXCO. Busan City announced that the number of annual foreign medical tourists already reached 10,000 as of July this year. So far, 54 hospitals have been registered as the medical clinic for foreign patients. This figure is over 20% of the national total, which is very high considering that the population of Busan is just about 7%. The hospitals registered for foreign patients are mostly plastic surgery clinics, skin care clinics, dental clinics and oriental hospitals. Some general hospitals have also been registered as a hospital for foreign

patients. The municipal authority plans to develop the Seomyeon Medical Street in which registered hospitals are clustered into a medical tourism package in cooperation with travel agencies, hotels and airline companies. It appears that Busan has been able to take the lead in medical tourism thanks to a great number of hospitals (approximately 4,200 clinics), convenient transportation and abundant tourist resources. The lower medical cost compared to Seoul is another reason that makes Busan more special.

Daegu City also visualizes an integrated high-tech medical city called 'MEDI CITY.' Yeungnam University Medical Center has signed an agreement with Global Assistance Partners (GAP) for attraction of foreign patients and provision of medical services. In addition, Korean government has chosen the Sinseo Innovative City in Daegu along with the Osong Bio-Technopolis in Chungbuk as the candidate cities for a high-tech medical complex. With a total investment of KRW5.6 trillion, a lot of modern R&D facilities such as a new drug development support center, state-of-the-art medical equipment development center and high-tech clinical trial center will be constructed in the two cities by 2038.

The biggest strength of Korean medical tourism lies in excellent medical technology. In particular, Korea is highly competitive in beauty care, cosmetic surgery, oriental medicine, medical checkup and spine surgery. According to the market survey on Korean medical tourism by Korea Tourism Organization, 48.4% of total foreign medical tourists to Korea last year pointed out, 'Excellent Doctors.' In other words, almost a half of all foreign patients in Korea praised the excellent medical technology of Korea. However, it can be understood that Korea is not that attractive in terms of medical tourism without high-level medical technology. In fact, Korea is now very poor in terms of infrastructure for medical tourism. Furthermore, Korea is very new in the world of medical tourism. Therefore, it is necessary to improve related systems, organize a PR department, set the standards for service standardization and clearly divide the roles among government, local authority and hospital in order to facilitate domestic medical tourism. In addition, government support at an early stage will be essential to draw active participation from private hospitals. Based on the result of this survey, the Korea Tourism Organization plans to establish a one-stop medical tourism service system and strengthen the ground to evolve into a medical tourism hub in Asia by attracting 100,000 foreign medical tourists annually from 2012.



# Industry News\*



## 20th Anniversary Exhibition of Yokohama Museum of Art

With 'Japanese Kitchen' 'Japanese Commuter Train' 'public convenience' and more, the contemporary artist Tabaimo drew animated videos of the fragmentary landscape of contemporary Japanese culture, and with them composed three dimensional installations. The results of her work gained Tabaimo international acclaim. Right after her debut, in 2001, Tabaimo entered the first Yokohama Triennale as the youngest participating artist. Ten years later, Tabaimo returns to Yokohama with five new video installations to open her largest solo exhibition yet.

## Mega Fam Trip to Boost Winter Arrivals From Russia and Its Neighbouring Countries

Nearly 70 travel agents and media representatives from Russia, the Commonwealth of Independent States, and the Central Asian Republics are visiting Thailand between 24 October - 1 November, 2009, for a 'mega fam trip' designed to attract more visitors from one of Thailand's most important source markets. The 58 travel agents, tour operators and 11 media hail from many of Russia's key cities; such as, Moscow, St. Petersburg, Novosibirsk, Krasnoyarsk, Yekaterinburg, Rostov-na-Donu, Vladivostok and Khabarovsk, as well as countries such as Ukraine, Kazakhstan, Belarus, and Uzbekistan. They have been invited to visit Thailand and survey the new tourism products and services in preparation for their package tours in winter of 2009-2010. In 2008, Russian visitors to Thailand totaled 319,587, up 14.23% over 2008, and generated 16.24 billion Baht in tourism income. During 2002 to 2008, Russian visitors to Thailand grew by an annual average of 28.79% while expenditure grew by an annual average of 32.76%. However, due to the recent global financial crisis and economic slowdown, Russian visitor arrivals to Thailand fell to 29.43% during January to April 2009. Hence, the TAT Moscow office is seeking to revive this market by launching the 'Welcome to Thailand Mega Fam' programme. During their stay here, business to business meetings organised by TAT gave the visiting agents, operators, and media the chance to meet with 134 local Thai operators. TAT estimates that this mega fam trip will generate 293,000 visitors from the Russian market alone, generating roughly 14.03 billion baht in tourism income over the winter season, most of it during this year. Russians are getting the visa on arrival in Thailand. Most visitors from Russia travelled to Thailand for holiday, especially to popular beach resorts like Pattaya and Phuket, which are attracting Russian charter traffics. In addition, as of October 2009, six direct scheduled weekly flights are being operated between Moscow to Bangkok by Thai Airways International and Aeroflot Russian Airlines. Many Russian visitors are also coming via Doha and Dubai on Emirates airlines and Qatar Airways. In accordance with the TAT marketing plan, potential customer market segments are high-end tourists, MICE delegates, combined package tours with neighbouring countries, and stopover tourists in Bangkok.



## Garuda Assures Flight to Europe in June 2010

PT Garuda Indonesia (Garuda) will ensure the flights to Europe as of June 1, 2010, following the lifting of EU ban on flying the airline since July 2009. The launch made by the Director of PT Garuda Indonesia, Emirshah Satar was accompanied by Miss Universe 2009 and Stefania Fernandez, Miss Indonesia 2009 Qori Sandioriva. Also present in the occasion of Venezuela's Ambassador to Indonesia Menzones Mary Virginia Liccioni. Pujobroto explained, that the Jakarta-Amsterdam route will be serviced once each day with a stopover in Dubai, United Arab Arab. Jadi, plane departed from Jakarta at 9pm. Despite drop, said Pujobroto, Garuda on the reopening of this route to provide more competitive so that businesses deserve to enjoy it too. However, later in 2010, this route will be served with a new aircraft the A-330-200 with the concept of Garuda Indonesia Experience. When the route is still served, Garuda before 2004 that use the A330-300 and B747-200 with a stopover in Singapore and Bangkok. With the A330-200, can carry as 222 passengers consisting of 36 passengers in business class and 186 passengers in economy class. The aircraft can travel distances of up to 12,500km and passengers in business class seats can lay up to 180 derajat. Not only that, the latest aircraft had been painted with a new logo that Garuda Indonesia having the spirit of nature's wing and equipped with the latest inflight entertainment. more comfortable because of features personal TV on each seat is also equipped with Audio & Video on Demand (AVOD) in a variety of TV entertainment choices, music, and games during the flight.



## Make the Global Tourism City

Gangneung embarks upon a G3+N3 project in order to realize livable and rich Gangneung as the global city of health and relaxation in 2020. G3 means globalization of the Gyeongpo tour (Grade up), brandization of the Gangneung tour (Green) and globalization of Gangneung Danoje (Global). N3 means the new driving force industry as the exemplary green city of low carbon, the R&D city



focusing on the international exchange in the Pacific rim and the logistics hub city in the East Sea rim. To this end, the tourism theme park will be formed along the seashore with large-sale five star hotels, condominiums and international level resorts around Gyeongpo as a part of globalization of Gyeongpo tour. Brandization of pine tree focused on three projects, pine tree tour project, culture project and tour program development project. The formation of the pine scent botanical garden, pine scent park and pine scent resort, exploration of historic and cultural values and pine festival development will be promoted. The globalization of Gangneung Danoje set the strategy to develop it as a global deluxe festival by the World Intangible Cultural Heritage Festival in 2012 and Asia Dano Festival in 2010 as well as the formation of the Dano culture creation city. Furthermore, Gangneung municipal government aims to predominate the position as the logistics base by the construction of double track line between Gangneung and Wonju, 2nd Yeongdong Highway and track line between Gangneung and Jeju as the master plan to be the logistics hub city in the Pacific rim. In addition, the Gangneung government will strengthen the institutional growth basis by the designation of R&D special zone in Science Industry Park, lead the green growth, the global paradigm, and develop the area around Gyeongpo as a famous tourists' site.





**Riding on Success of TV Drama, Kaohsiung Stepping Up Publicity**

The Kaohsiung City government hopes to cash in on the star power of TV drama series to promote its tourism industry after the production dominated the 2009 Golden Bell Awards, a municipal official said on Sunday. Lin Kun-shan, director general of the city's Tourism Bureau, made the comment after the drama series 'Black & White' won five Golden Bell awards, including the most coveted best drama award. Kaohsiung has encouraged local filmmakers to produce TV programs, movies and commercials in the city as part of its efforts to enhance its profile and attract tourists from home and abroad to help inject some vitality into its sluggish economy. The city government has offered considerable administrative and financial support to the 'Black & White's production team, and many of Kaohsiung's landmark buildings, including major stations of its new mass rapid transit(MRT) lines, have been featured in the popular drama series. Lin said his bureau has made the drama series a major theme in its tourism promotion literature and programs. As Chinese tourists have boycotted Kaohsiung over the city's screening of a documentary featuring the Uighur activist Rebiya Kadeer, the city's tourism sector has seen its business decline significantly in recent weeks. To date, he said 16 of the 35 films produced in Taiwan this year have been shot in Kaohsiung. Adding that filmmaking personnel have so far contributed much to the city's hotel and retail sectors.



**Vietnam Regulates on Granting of APEC Business Travel Cards**

Prime Minister Phan Van Khai signed a decision to issue regulations on granting and controlling APEC Business Travel Cards(ABTC). Accordingly, ABTC holders will be eligible for exemption from visa and resident registration procedures. They can use express immigration lanes at airports, come in and out of ABTC member economies and stay for a maximum of 60 days each visit. Using ATBC, Vietnamese businesses can make business journeys to other ABTC-participating economies and vice versa, and businesses from ABTC members will be provided with favourable conditions when entering and staying in Vietnam.



**Opening International Medical Center**

The Hang Kenh Joint-Stock Company has just established the International Medical Center at No.28 Nha Thuong Street, Le Chan District. Mr. Hoang Van Ke, Vice Chairman of the People's Committee of Hai Phong City attended the opening ceremony. The International Medical Center with a total investment of nearly 40 billion VND fully consists of 14 specialities, such as: internal medicine, surgery, obstetrics, pediatrics, cardiology, dentistry and orthodontics, ear-nose-throat(ENT), ophthalmology, X-ray, diagnostic laboratory, orthopedics, pharmaceuticals, etc. The center has a professional and skillfull staff group of 70 doctors, nurses, and orderlies; possesses a fully and modern system of medical equipment, such as: digital X-ray system, automatic biochemistry analyzer, 18-parameter hematology analyzer, Aloca 4D colored ultrasound scanner from Japan and South Korea. as well as a synchronic system of emergency means. Besides, an advanced standard software on hospital management had been early applied in order to quickly approach and accomplish the work of comprehensive administrative management of center's activities towards a scientific and effective way and creating a professional management style before the hospital was officially completed. The center provides services of disease diagnosis and treatment for local people as well as foreigners at their demands, services of regular disease diagnosis and treatment for people holding medical guarantee card, periodic healthcare for organs and enterprises in the city area; associates and cooperates in disease diagnosis and treatment with professors and doctors of central hospitals; diagnoses and treats diseases under humanitarian and charitable programs of domestic and foreign organizations. The guideline of center's activities is 'Modern, professional, and wholehearted for everyone's health'. The construction of the International Medical Center is a new progress of Hang Kenh Joint-Stock Company towards diversifying fields of business, enhancing activity effectiveness, guaranteeing jobs and incomes for employees, and contributing to the city's budget. It is also a flexible application of the city's policy of medical socialization, significantly contributing to reduce the overload of disease diagnosis and treatment in higher-level hospitals.



# Organization News\*

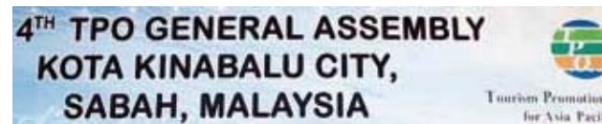
## Special Report on the 4th TPO General Assembly

The 4th TPO General Assembly came to a successful conclusion on September 30, 2009 in Kota Kinabalu, Malaysia. Approximately 200 delegates from 30 TPO member cities of eight countries participated in this three-day event, including 17 mayors and vice-mayors from member organizations.

This General Assembly witnessed significant resolutions made by the participating members. The election of Guangzhou City(China) as the new TPO President City is one of those important issues. As a result, the Mayor of Guangzhou will replace the Mayor of Busan(Korea) to perform the duty as the TPO President, with Fukuoka City of Japan continuing as the TPO's Vice-President City. Another important resolution was the adoption of the strategic plan of the TPO for the next 10 years. The plan, titled BRIGHT VISION 2020, sets out six strategic goals and suggests specific plans for each stage to pursue together with the TPO members. The Declaration on Climate Change and Tourism also was signed by all the participating representatives to show the determination of TPO member cities to join global efforts to cope with the challenges of climate changes.

Proposed revisions of the TPO Statutes, one of the most important documents of the TPO, also were approved by the participating representatives. Two of the approved revisions deserve our special attention. One is the redefinition of alliance members, which states that except for the city government, the TPO membership category of government covers governments at all levels wishing to promote tourism cooperation and exchange with cities and tourism businesses in the Asian Pacific region. The other important revision concerns the Article of the Executive Committee, which adds that when a country has more than ten city members, the Executive Committee may appoint additional city members of the country as members of the committee by common consent. Therefore, starting next meeting, the Executive Committee might see more than one member city from Korea, China, and Japan.

The ceremony awarding the TPO Best Award 2009, a climax of the General Assembly, was held at the farewell dinner party, with ten member cities honored in nine categories. The winners of the Best Print Advertisement were Gyeongju(Korea) and Penang(Malaysia), the Best Broadcast Advertisement Dalian(China), the Best Tourism Photo Ho Chi Minh(Vietnam), the Best Promotion CD Qingdao(China), the



Best Tourism Brochure Iksan(Korea), the Best Web site Fukuoka (Japan), the Best Public Relations Campaign Yogyakarta(Indonesia), the Best Marketing Event Sanya(China), and the Best Destination Manager Guangzhou(China).

Other programs, like the Mayors' Roundtable, a Seminar on Tourism Trend by TPO Members, TPO Workshop, Seminar on Climate Changes and Tourism, Tourism Photo Exhibition of TPO Members, and the 15th Executive Committee Meeting(see the following report), not only provided participating members opportunities to promote their tourism industry but also enhance communication and friendship with each other.

The next TPO General Assembly will be held in Dalian City of China in 2011, but before that, TPO members will meet in Vladivostok(Russia), where another big event, the 4th TPO Forum, is scheduled to be held in September 2010(time is subject to change).



## The 15th TPO Executive Committee Meeting in Kota Kinabalu

The TPO Executive Committee had its 15th meeting during the 4th General Assembly in Kota Kinabalu, Malaysia. Representatives from Busan(Korea), Guangzhou(China), Fukuoka(Japan), Ho Chi Minh(Vietnam), Ipoh (Malaysia), Vladivostok(Russia), and MCM Group Holdings, Ltd.(USA) participated in the meeting.

In this meeting, the Executive members approved the new membership of Busan Jung Gu. Unlike previous city government members, Busan Jung Gu is a district of Busan City, and it also is a special tourism zone with many most well-known Busan attractions both at home and abroad, like the Jagalchi fresh seafood market and the nearby Yongdusan Park. With the membership approval of Busan Jung Gu, the number of government members of the TPO has increased to 65. The Executive members also agreed to recommend Guangzhou City of China as the next TPO President City candidate for election by all the participating government representatives at the General Assembly the next day. Proposals regarding the operation of the TPO Secretariat also were examined and approved, including the reemployment of the current Secretary General and revisions of the Operational Regulations of the TPO Secretariat. And finally, the Executive members approved the TPO activity and budget plans for 2010. TPO activities for 2010 soon will be sent to our members to help them make their own budget plans for the coming year.



## TPO Youth Multi-Media Camp 2009 Concludes with Success

The TPO Youth Multi-Media Camp 2009, a pilot program of the Student Travel Exchange Project(STEP) of the TPO, came to a successful conclusion on August 21, 2009.

Two groups of 91 students from 18 middle schools in three countries participated in the 12-day camp. The camp aimed to provide young people with an opportunity to experience different history and cultures in the Asian Pacific region and to strengthen friendships and exchanges among students from member cities. During the camp period, representatives of tourism authorities and middle schools of participating member cities convened to discuss the STEP's sustainable development plan. The TPO Secretariat presented the delegates the STEP plan for the next year and expressed the hope that member cities will be able to take an active part in STEP activities.



## TPO Secretary General Receives Appreciation Plaque from BTA

TPO Secretary General Hwan-Myung Joo was honored with an appreciation plaque by Chairman Keun-Hu Lee of the Busan Tourism Association(BTA) at the 36th World Tourism Day event held at the Commodore Hotel, Busan on October 13, 2009. The plaque was to recognize the Secretary General's deep understanding of the significance of tourism and his great contribution to the development of tourism of Busan City, as well as to development of the BTA.



## TPO Secretary General Visits Chinese Member Cities in Shandong Province



TPO Secretary General Hwan-Myung Joo paid an official visit to the Chinese member cities of Yantai, Weihai, and Qingdao August 18~21, 2009. His business trip to the three cities focused on the promotion of the TPO Travel Card(TTC) project in Shandong Province, which boasts convenient transportation to the Korean Peninsula. During his stay in China, Mr. Joo also traveled to Jinan, the capital city of the Shandong Province,

where he met with the Director General of the Jinan Tourism Administration and discussed such issues as Jinan's TPO membership and future cooperation between the two sides. All three Chinese member cities have demonstrated their intention to participate in the TTC project by agreeing to officially sign a MOU during the 4th TPO General Assembly to be held September 28~30 in Kota Kinabalu, Malaysia.

# Best Tourism Product\*

## China >>

### Shanghai

#### 2010 Shanghai Expo

First day, go to the Shanghai World Expo Zone, and visit Chinese Exhibition Hall, European and American Exhibition Hall. In the evening, take a cruise along the Huangpu River to enjoy the night sceneries of the Bund. Next day, Go to the Shanghai World Expo Zone again in the morning and visit the Asian Exhibition Hall, Exhibition Hall about Life. In the afternoon, visit the architecture designed by Hudec and enjoy the Golden times of old Shanghai and its architecture and arts



### Dalian

#### Oriana Liner

"The world's only deluxe liner-theme Park"

A Splendid Emperor's Palace on the Sea & A Floating Convivial Resort

As one of the four global famous ocean liners, Oriana was built by the same ship-builder as the noted Titanic, and was launched at the same port as it, yet the White Princess was much luckier. It was in service from 1906 to 1986, and has navigated through over 100 major harbors of the world, passing by such famous sites as the Cape of Good Hope in Africa, the Silver Sand Beach of the Mediterranean Sea and the Statue of Liberty in the US. In 1986, the liner crashed with an US aircraft carrier. The carrier was severely damaged yet on Oriana only the power system was damaged. The repair was too costly to bear and after that she was mothballed in Japan, and then Shanghai. In July of 2002, she was renovated and sent to Dalian.



### Dalian

#### Polar Aquarium

A trip to polar regions shall be an unimaginable experience to average people, yet visitors coming here to the Polar Aquarium to find themselves in a crystal ice-snow world anytime of the year. The aquarium was opened in 2002, animals both from the south polar and the north polar regions, including polar bears, penguins, polar belugas and sea elephants share neighborhood here. Altogether the aquarium has 11 species of 153 polar animals and it also boasts of 3000 fish. Standing in a 360 channel one seems to live together with the multitude of fish. A showcase of 300-odd sharks and performances by dolphins also deserve high recommendations as well. In the sea animal section, people can touch fur seals, sea dogs, and sea lions. It is currently the largest polar aquarium in the world.



### Guangzhou

#### Chen Clan Academy

The Chen Clan Academy also named Chen Ancestral Hall, is a Guangdong folk craftwork museum located near to the Chen Clan Academy metro station in Zhongshan Qilu, Liwan District. The academy was built in 1890 with the donations of members of the Chen family from an amazing 72 different counties in Guangdong Province! The structure is grand in scale, with all kinds of carving on its doors, windows, screens, walls and balusters cementing its status as a magnificent folk art and architectural treasury.



### Shenyang

#### Mukden Palace

We automatically think about Beijing when being asked where is the capital of China. However, Beijing was not the capital of China through out the whole history. Nurhachi established the Qing dynasty in 1625 and designated Shenyang as the capital. As playing pivotal roles in China for 20 years before Beijing became the capital in 1644, the first place to visit in Shenyang was the royal palace. Mukden palace built by Nurhachi and King Taejong in the Qing Dynasty was similar to Zijin Cheng(Forbidden City) in Beijing. The ancient place of Shenyang, the origin of Zijin Cheng, is selected as one of two existing palaces in China and designated as the World Heritage of UNESCO. While Zijin Cheng is far more excellent than the Mukden palace, the ancient palace of Shenyang is more charming and exceptional and better kept. Completed in 1635, the palace was used only for 8 years as a palace. After the capital was changed to Beijing, the palace was used as the summer house or sacrificial service place for emperors.



## Indonesia >>

### Jakarta

#### Ragunan Zoo

With over three million visitors visiting the zoo each year, the zoo is the most visited place. It's built and designed based on an open zoo concept. It has an animal collection of 3000 and consists of 270 species, where 90% are native to Indonesia. Each animal is exhibited in their natural habitat so that visitor can be close to them. It has a success in captive breeding program. Many animals have successful breeds, such as white tigers, Sumatran tigers, pythons, komodo dragons, and other birds, like cockatoos, parrots and cassowary. Over 50,000 specimen in the park lives in neighboring atmosphere, which is cool and comfortable for animals and visitors. The first public zoo named "Planten En Dierentuin" in Batavia(Jakarta) officially opened in 1864 on a site known as the Cikini area, Central Jakarta, operated by the Association of Flora and Fauna Lover at Batavia(Culturule Vereniging Planten en Dierentuin at Batavia). The area is 10 hectares and granted by Raden Saleh, a famous painter of Indonesia. After Indonesia gained freedom from the Dutch, its name changed to Cikini zoo in 1949. The site at Cikini area had become too small and was not suited to the vision. A new site for the zoo was sought. In 1964 the Jakarta Government granted 30 hectares of land south of the Jakarta suburb in Ragunan, Pasar Minggu. Ragunan zoo was officially opened on June 22, 1966 by Governor of Jakarta City named Taman Margasatwa Ragunan(Ragunan Zoological Park). The management of the zoo went to an animal lover, Benjamin Gaulstaun, who was its first director.



### Jakarta

#### Pasar Seni Ancol ( Art Market )

This colorful open-air market located at the Ancol Amusement Park provides a unique experience not just through buying quality Indonesian arts and craft, but also a through watching and meeting the artisans at work. You can watch puppet makers, wood-carvers, painters, and many other craft makers from throughout the archipelago cheerfully working on their creations.

At this art and handicraft market, visitors get to watch Indonesian artists creating their masterpieces. Hundreds of artists from all over the country congregate here to exhibit their work, making the spot a fascinating place for tourists and art connoisseurs. You can even get a portrait of yourself done. Both traditional and modern art and crafts are on display, including paintings, sculptures, traditional Indonesian wayang kulit(leather puppets), gemstone jewelry and many other artistic products. Art performances are frequently held at the Art Market(Pasar Seni) inside the Jaya Ancol Dreamland on Jakarta's beach. They normally range from wayang kulit shadow plays to folk dances and modern drama. Open Monday to Saturday, from 2 p.m. to 9 p.m.; Sunday, from 10 a.m. to 9 p.m.





**Surabaya**

**The Taman Dayu Club**

The Taman Dayu Club is a heavenly escape, set in the lush green foothills of Mount Welirang that has for centuries offered tranquility in an incredible unique and natural beauty. Located in the resort area of Prigen, East Java, within one hour drive from Surabaya, Indonesia's second largest city and capital of East Java, the Taman Dayu Club is Indonesia's most impressive and challenging 18 hole golf course.

Opened in 1995, the club has been established as an outstanding private golf and country club to meet the highest expectations for individuals, families, business professionals and their international partners. The course is part of an integrated resort that covers 600 hectares of prime land including exclusive residential homes and villas, spa, waterpark and clubhouse facilities. The Taman Dayu Club has achieved an International recognition as The Best Golf Course in Asia and ranks on place 50 amongst the 100 Best Courses outside the U.S(2005-2006) by the Golf Digest Survey. And also the Club has been voted as one of The Best Golf Course in Indonesia and one of The Best Clubhouse in Asia by Asian Golf Monthly Readers in 2002.



**Surabaya**

**Balai Pemuda Surabaya**

About 96 years ago, the building in Jl. Pemuda Surabaya was built by the architect Westmaes. It was said that the building functioned as a meeting room for Dutch people. It was named Simpang Societeit. In that era, the Simpangsche Societeit was very exclusive. Here the Dutch people nestled, played three balls snooker or wood ball bowling. Some people said that the building was a club for the white people, meaning that the building was closed for native people.

It is also said, that made native Surabaya aggrieved, Dutchman in Simpangsche Societeit have said, "Natives and dog may not step into here". This sentence clearly hurt their feeling. Moreover, that sentence was written on a monument in Balai Pemuda. Simpangsche Societeit firstly addressed on Jl. Simpang. Nowadays it changed to Jl. Pemuda and then to Jl. Gubernur Suryo 15. Built above 17.000 square metres, an entertainment amusement building exists on the westside, the Societeit office as the main building with the double dome facing Jl. Pemuda and beverage warehouse on the eastside. Nowadays, the beverage warehouse was unloaded several times till finally become the Mitra21 cinema. The snookers and bowling building north of the main building has a similar form to the entertainment amusement building on the westside. Simpangsche Societeit is also provided with a manager housing at the north side, facing Jl. Yos Sudarso. In the year of 1988, this building was the office of LVRI(Veteran Association), boy scout office, and Tourism office. Entering the independence period, Balai Pemuda was used as a meeting point for nationalist young fellows. Officially, this building became the Headquarter of PRI(Young fellow Indonesia Republic) in November 1945. The movement young fellow at that period was very dynamic. Each moment, strategic issue related to struggle of independence was discussed on the building. It included information from Jakarta, Bandung, and even abroad. Based on this note, Balai Pemuda was declared as a cultural pledge of Surabaya. Balai Pemuda is one among 163 ancient buildings and sites enlisted in Pemkot Surabaya.



**Japan >>**



**Osaka**

**Shitenno-Ji**

Shitenno-ji is a Buddhist temple in Osaka, Japan. Prince Shotoku is said to have constructed this temple in 593. It is the first Buddhist and oldest officially administered temple in Japan, although the temple building has been rebuilt over the centuries. Most of the present structures are from when the temple was last completely rebuilt in 1963. One of the members involved in the initial construction of the temple in the 6th century has later established the firm Kongo Gumi, specialized in temple and shrine buildings over centuries. Prince Shotoku was known for his profound Buddhist faith when Buddhism was not widespread in Japan. The Shitenno are the four heavenly kings. The temple Prince Sh-toku built to honor them with four institutions, each to help the Japanese attain a higher level of civilization. This Shika-in was centered around the seven-building garan(the complex inside the walls), and included a Kyoden-in(Institution of Religion and Education), a Hiden-in(Welfare Institution), a Ryobyoin(Hospital), and a Seiyaku-in(Pharmacy) to provide essential care to the people of Japan.

The garan consists of a five-story pagoda, a main Golden Pavilion(Kondo) housing an image of the Nyorai Kannon, and a Kodo(Lecture Hall) under a covered corridor holding three gates(the Deva Gate, the Western Gate, and the Eastern Gate). Surrounding this central complex is the Great South Gate(Nandaimon), and the Great East Gate. To the west is the Great West Gate, also known as the Gokuraku-mon.

**Fukuoka**

**Ohori Park**

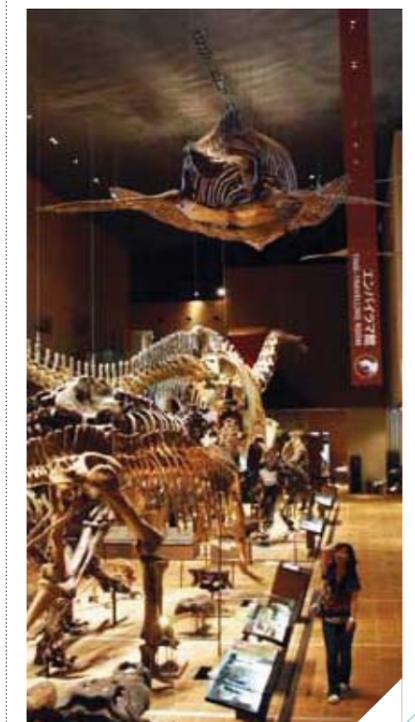
The name Ohori means trench and it derives from the fact that Kuroda Nagamasa, the old lord of Fukuoka, reclaimed the land called Kusagae which was facing Hakata Bay made a trench for the Fukuoka castle. The present park was re-constructed by Fukuoka City, modelled after the West Lake of China, and opened in 1929. This park is one of the most beautiful water parks in Japan and loved by local people as a relaxation spot. A fireworks festival is held here in summer.



**Kitakyushu**

**Yahata-Higashida and Hobashira**

The Higashida Area attracts the most attention in Kitakyushu today. A representative site in this area is the Space World, where visitors can enjoy various attractions and theatrical shows. The Kitakyushu Museum of Natural History & Human History, where visitors can trace the 'History of life' for human beings and nature, from the beginning of the earth 4.6 billion years ago to the present day, is also in this area, as the Kitakyushu Environment Museum, which provides information on the history of Kitakyushu is overcoming pollution and environmental problems. From the Higashida Area, visitors can view Mt. Sarakura, 622 meters above sea level, rising in the hilly sections. The mountain also features the longest cable railway in Kyushu, with a sky lift that carries the passengers to the summit, which offers a 360-degree panoramic view. The night view of the panorama that gleams as though studded with jewels is a 'million dollar night view.'



Korea >>



**Gangneung**

**Geumin Kure House**

Geumjing hot spring water is unique and contains selenium with a distinguished ability for antioxidation and best minerals in the world. The mineral concentration of the Geumjin hot spring water is much higher than that of general sea water and deep sea water. In particular, while the concentration of calcium or magnesium of deep sea water has almost no difference from that of sea water and magnesium is 3 times higher as the calcium in both deep sea water and general sea water, Geumjin hot spring water has the most ideal ratio of calcium to magnesium to be absorbed into the human body. Geumjin hot spring water contains a quantity of rare minerals as well as essential minerals. The concentration of rare minerals including strontium, manganese, zinc and vanadium effectively dropping the blood sugar level is very high. Geumjin hot spring water also contains a quantity of selenium that is known to have anticancer effect. As such ingredients and efficacy are widely known, a number of laboratories in Korea has been conducting the clinical tests on animals in order to identify the effects including anticancer, transition or inhibition of H1N1 virus. Cosmetics and soaps using Geumjin hot spring water have been developed and commercialized. In particular, the most attractive feature of the Geumjin hot spring is the beautiful view of the sea from any point inside the hot spring. The hot spring is located on the best place to watch the blue sea of the East Sea, from any places, in the bath or the lounge on the 2nd floor named 'Tea Cafe'.



**Iksan**

**Sinjak-ri Pinus Thunbergii**

Gomsol(Pinus thunbergii) a member of the family of the Pinaceae was named like this because its leaves are stronger than the pine leaves. The winter bud of pine tree is red but the Gomsol is light gray. Since it grows along the seashore, it is also called 'Haesong(sea pine)' and 'Heuksong(black pine)' because its stem color is darker than that of the pine tree. It is planted as a windbreak forest or tide-water control forest blocking the wind from the sea because it is very strong against wind and salt. Sinjak-Ri Gomsol in Iksan is estimated to be around 400 years old. It is 15.0m high and 3.77m in circumference on the breast-high level. The thick side branch stretch long and wide toward the ground. There is a big knot below the stem. It is said that a vagabond who was well acquainted with the theory of divination based on topography planted Gomsol because he knew this place was the ideal spot. Since this Gomsol was on the boundary between Chungcheongnam-Do and Jeollabuk-Do, people in both regions performed religious services in front of the Gomsol at the end of December by the lunar calendar long time ago. Gomsol in Sinjak-Ri, Iksan, has a great cultural value including the role of unifying the residents in Chungcheongnam-Do and Jeollabuk-Do. Furthermore, it is worth of studying the Gomsol in terms of geographical distribution because it grows far away from the seashore. Later it was designated as a natural monument.



**Busan**

**Beomeosa Temple Stay**

The Beomeosa temple, located downtown in Busan, is frequently visited by the residents in Busan longing for the nature. Also it is favored by foreigners visiting Busan, the harbor city, to experience beautiful traditional culture. The most attractive feature of a temple stay in Beomeosa temple is the meeting with Bulmudo(Korean martial art of the Buddhist monks). You can learn Bulmudo as breathing the vitality of Mt. Geumjeong on the wide lawn in front of the Hyuhyujeongsa. It is by no means inferior to other trainings as the experimental training method relaxing the tension of body and mind pinched in the daily life and reviving the exhausted energy. Also there is a program in which the participants pray for hope as holding a small cup lamp that they made by themselves while walking around the tower. Hyuhyujeongsa, an exclusive place for temple stay, was a 'Lifelong cloister' where the monks trained themselves not long ago. It is embedded with strong pledge and resolution that the monks would never go out until they see the nature and achieve Buddhahood when they get into the lifelong cloister. Only staying in such place with disciplin will have unique impact to those who are harassed by passions. At the Beomeosa temple, a number of Zen monks devote themselves to self-discipline temple to study and practice Zen meditation.



Malaysia >>



**Penang**

**The Sire - House of Yeap Chor Ee**

The Sire - House of Yeap Chor Ee is the first museum restaurant ever set up in Penang. Its concept, a mixture of different cultural influences, the old and the new was also the former home of Yeap Chor Ee, a prominent businessman and philanthropist in Penang, before he and his family moved to Homestead, now because the Wawasan Open University. The building which has been restored and beautifully refurbished with high ceilings and stained glass has been turned into a museum cum restaurant oozing elegance and charm, serving delicious old and new world cuisine. The gallery above has portraits of Yeap Chor Ee and his family members, how they used to live in Homestead, photographs of his grand and magnificent home, furniture and artefacts that have been with the family for generations and the genealogy of family members. The gallery also serves as a tangible reminder of the many wonderful qualities Yeap Chor Ee has brought to his family and to the people of Penang. Also in this gallery, the Yeap family genealogy is set up as a platform to keep the family tree recorded for generations to come. The Sire, the fine dining restaurant on the ground floor, is managed by the same owner of Ferringhi Garden. Though the menu has been developed differently for each restaurant respectively, their Executive chef, Mr Yeoh Woei Liang, also runs the kitchen in Ferringhi Garden. One can pay a visit to the gallery without ordering any food but ordering for RM10 a cup of fine coffee while enjoying the rich history within its deep enclaves.

Vietnam >>



**Haiphong**

**Phu Xa Temple**

Phu Xa Temple worships Hung Dao Vuong Tran Quoc Tuan - the famous general of Tran Dynasty who made the great victory of defeating Chinese Mongolian aggressors in the thirteenth century. Also at the location of this ancient temple, local people are worshipping a woman named Bui Thi Tu Nhien who was responsible for ordnance supplies and provisions management for the Tran Dynasty military at that time. In a legend it is said that, when aggressors were defeated, Ms. Bui Thi Tu Nhien settled here to help the local in producing and constructing the village. In 1320, the village was devastated by a deluge, local people had to travel to another places to earn their living. When the water level went down, people came back to reconstruct their village, Ms. Bui Thi Tu Nhien mobilized them to repair the Tran Quoc Tuan worshipping temple. The Phu Xa village originally was named Phu Luong, later renamed as Phu Xa under the reign of King Tu Duc (1848-1882) to avoid similarity to the posthumous name of Ms. Bui Thi Tu Nhien's husband. Initially, Phu Xa Temple was very small and made from bamboos, tree-leaves; and up to now, after many times of reconstructions, Phu Xa Temple becomes an architectural work with 'noi cong, ngoai quoc' design in which engraving decorations are representing the style of the Nguyen Dynasty in the late nineteenth century to the early twentieth century.

# Bright Vision 2020 A Strategic Plan



## I The goals of the plan

The global tourism industry has grown rapidly in the last 20 years and the long-term growth potential is considered very positive. The tourism industry of the Asia-Pacific region has grown more than 6% every year, and its share of the global tourism market is no less than 20%. It is forecasted that in 2020 the number of international tourist arrivals in the Asia-Pacific region will reach about four hundred million. This forecast has been backed by numerous statistics and reports. At least, the belief of such continuous growth was firm until the first half of 2008.

However, regardless of the continuous growth and development, the tourism industry is also very sensitive to changing economic conditions and circumstances. Since its establishment in 2002, the TPO also has experienced many challenges and adversities. Endless disasters such as SARS, tsunamis, the financial crisis, the energy crisis, climate changes, and H1N1, have threatened the tourism industry. The financial crisis which started in the USA in 2008 has spread to the rest of the world, and the growing tourism industry in the Asia-Pacific region recorded also negative numbers.

The TPO has a mission to restore the tourism industry from the crises. Among many requirements to rescue the tourism business, what we need to do first is to revitalize the travel trade between

the member cities. In order to revise the trade, the TPO should encourage cooperation and solidarity between the members. TPO also needs to provide a future vision in long term and to present directions for specific cooperative activities.

BRIGHT VISION 2020 is a strategic plan to prepare the coming decade while looking back the past at the same time. The strategy will set clear goals in each stage, and suggest specific plans to pursue together with the members. While working together for these plans, our members will spread the culture of participation, and improve friendship with each other.



## II TPO activities

### Meetings

The TPO has been holding various meetings required for the operation of organizations such as the General Assembly and the TPO Forum. The meetings are systematic frames designed to hear members' opinions and reach a democratic consensus on issues. For these meetings, the TPO prepares various programs to provide opportunities for training, networking, and information exchanges. The followings are TPO's primary meetings:

- TPO General Assembly
  - Goals : to decide major policies and directions of organizational activities
  - Contents : general meeting, training, networking between the members, exchange of information
  - Frequency: held once every two years in a rotating member city
- TPO Forum
  - Goals : collecting ideas from working-level staffs of member organizations
  - Contents : discussions by working-level staffs, training programs, networking, business meetings
  - Frequency : once every two years in a rotating member city
- TPO Executive Committee Meeting
  - Goals : planning TPO activities, deliberating on the budget, and reviewing immediate issues
  - Contents : executive Committee meeting and networking with related persons
  - Frequency : two times per year in a rotating member city.

### Tourism information service

In addition to running an internal information network to inform the members about organization's activities and managerial works, the TPO also develops a variety of media to provide tourist information to travelers all over the world.

- TPO Website : <http://www.aptpo.org>
  - Goals : to inform TPO activities and provide detailed information about its members to travelers throughout the world
  - Contents : Introduction of the TPO, its members, and organizational projects
  - Published in Korean, English, Japanese and Chinese versions which are updated frequently
- TPO Intranet : <http://office.aptpo.org>
  - Goals : to provide members with information of activities and management of the organization
  - Contents : information about the TPO's operation, and many different kinds of data
  - It is published in English and is updated frequently
- Magazine : Tourism Scope
  - Goals : to public the member cities' tourism resources in the tourism business communities of the Asia-Pacific region
  - Contents : introduction of the member cities' tourist destinations, and analysis of the trends in the tourism industry
  - The magazine is published in English three times per year, and

distributed to 85 cities worldwide, in addition to the member cities.

- Newsletter : Tourism News Patrol
  - Goals : publicize activities of the TPO and exchange information about the member cities
  - Contents : information about the TPO's activities, the member cities, and the tourism businesses
  - The newsletter is published in the four languages : Korean, Japanese, Chinese, and English, and sent out by email once a month.

### Tourism promotion and marketing

The TPO performs various marketing activities in major tourism markets and also in publicity activities in order to support members' promotion and marketing. The following are the TPO's major marketing activities:

- TPO tourism exhibition
  - Goals : to enhance tourism business in the member cities
  - Contents : exhibition booths for member cities and travel-trade meetings, folk performances, etc.
  - Frequency : held once every two years in the city that holds the General Assembly
- Joint tourism marketing events
  - Goals : directing marketing targeting overseas tourism markets
  - Contents : video presentation about tourism resources, exhibition booths, and travel-trade meetings
  - Frequency : held once per year in major tourism markets.
- Joint participation in international travel fairs
  - Goals : to reduce costs and maximize results through joint participation
  - Contents : operating group exhibition booths for the member cities
  - Participation : participate frequently after getting member's application

### Exchange activities between members

The TPO does not only support cooperation among the members in tourism promotion activities, but encourages a wide range of exchanges to foster friendship between them.

- Mutual visitation arrangement project
  - Goals : to promote visitation between member cities
  - Contents : offering administrative support for mutual visitation between the members and promoting exchange activities

### Joint projects

The TPO has designated several projects, which have significant impact on the growing tourism industry in the Asia-Pacific region, as joint projects to be participated in by its members. Besides these overseas joint marketing projects, there are three official joint projects.

- TPO Travel Card Project
  - Goals : to increase the exchange of visitors between the member cities
  - Contents : issuing travel cards and providing information about member stores offering discounts in the member cities

- Student Travel Exchange Project (STEP)
  - Goals : to promote student exchanges between member cities and to develop the tourism industry of those cities
  - Contents : developing educational programs and building a multi-party exchange system
- Project of Cruise Route Development
  - Goals : to expand the travel businesses by developing cruise routes touring the member cities
  - Contents : standardizing services, developing a cruise brand, developing a matrix of cruise destinations

**Education**

To improve the productivity of employees working for the members, the TPO has developed a variety of training programs. In addition to holding training seminars discussing urgent matters, regular training programs are also offered.

- TPO Tourism School
  - Goals : to improve specialties of staffs working for member organizations.
  - Contents : tourism policies, development of tourism facilities, tourism marketing, and other professional fields
  - Frequency : three days' program is offered every year in a member city.
- Seminar and symposium
  - Goals : to improve the understanding of current issues related to the tourism industry by the staffs of the member organizations
  - Contents : trends in the tourism industry, changes in the market environment, and major issues facing the tourism business sector
  - Frequency : held many times every year in member cities

**III Growth of the TPO**

**Internal growth**

With prominent growth and development since its establishment in 2002, TPO members have become proud of their membership, and are participating actively in the TPO. The TPO still has a long way to go, but internally it has grown significantly, as shown below:

- Starting from only 24 in the beginning of 2003, it has grown four fold to now a 103 member strong organization.
- With respect to information services offered to the members, at first there was only one English language website, but now we offer several sources, like the Tourism News Patrol, Tourism Scope, the TPO website and the intranet.
- As regards the size of the staff and the budget, in the beginning there were three staff members in the secretariat office and the budget was four hundred million won (about 320 thousand USD), but now there are six staff members and the budget has grown to 6.3 hundred million won (about 504 thousand USD).
- As regards project promoting cooperation between the member cities, there was only one project to publish a member directory in 2003, but now there are several, including the student travel exchange project, the travel card project, the cruise route

development project, the joint marketing, and training programs. The member-oriented operation of the organization has been settled by successful holding of the General Assembly, TPO Forum, and other events.

**External growth**

In addition to internal developments, the TPO also recorded a remarkable external growth. We could describe in detail the content of many different areas which were developed, but they can be summarized as follows:

- TPO has secured trust and support by city governments in the Asia-Pacific region, and the degree of participation by the member cities has been continuously increasing.
- The global recognition of TPO has increased through cooperative activities with central organizations for the world tourism industry such as the UNWTO, UNESCAP, PATA and WTU, and the TPO has been successfully introduced to the tourism industry and other tourism-related international societies.

**IV BRIGHT VISION 2020**

**TPO activities for the future**

Although the global tourism industry has recently faced multiple crises, the TPO has managed to keep developing in many areas. To overcome crises that may come in the future, and realize the vision of "Becoming the most influential international tourism organization in the Asia-Pacific region," proposed in the first General Assembly in 2003, the members need to actively participate in TPO's activities and unite together. The following constitute the future directions of our activities:

- Growing the tourism industry in the member cities through

- mutual cooperation and solidarity among the members.
- Sharing knowledge and experiences that can help us overcome the crises of today and those of the future.
- Expanding contributions to the development of the tourism industry in the Asia Pacific region.

**BRIGHT Vision 2020**

To realize our vision of "Becoming the most influential international tourism organization in the Asia Pacific region" by 2020, we will establish six strategic goals and ten core projects, as shown below, and pursue them strongly and systematically.

- Big body : large-scale international organization
  - Goals : to develop into a large-scale international organization with the most city government members in the Asia Pacific region
  - Core project 1 : doubling membership
    - » Project content : Securing 200 city members by expanding membership and the member areas
    - » Short-term goals (2011) : 80 city members, 80 private members
    - » Mid-term goals (2015) : 100 city members, 100 private members
    - » Long-term goals (2020) : 200 city members, 200 private members
- Real power : power and influence in reality
  - Goals : exercising real power and influence in the Asia-Pacific region's tourism industry by organizing key persons running the tourism industry while also establishing and managing a large tourism development fund
  - Core project 2 : establishing a tourism development cooperation fund
    - » Project content : forming a ten million dollar fund to support tourism development of member cities
    - » Short-term goals (2011) : to start raising a fund and secure two million dollars
    - » Mid-term goals (2015) : to accumulate a five million dollar fund
    - » Long-term goals (2020) : to accumulate a ten million dollar fund
  - Core project 3 : building business cooperation networks
    - » Project content : building a business cooperation network around the TPO for each business sub-sector
    - » Short-term goals (2011) : to organize a city tourism policy cooperation committee and establish a network
    - » Mid-term goals (2015) : to organize an Asia Pacific travel agency cooperation committee and build a network
    - » Long-term goals (2020) : to organize a cooperation committee for each of ten business sub-sectors of the tourism industry in the Asia-Pacific region and establish networks there between
- Infinite intelligence : infinite knowledge and information
  - Goals : to develop the TPO as the center of information about the Asia-Pacific region's tourism industry by producing and distributing high quality information and knowledge required for making tourism industry policies and growing tourism business.
  - Core project 4 : building databases of tourism industry information
    - » Project content : building a tourism industry database necessary for creating tourism industry policies
    - » Short-term goals (2011) : to conduct a regular statistical survey on the member cities' tourism industries
    - » Mid-term goals (2015) : to build databases of ten sub-sectors of the tourism industry in the Asia Pacific region
    - » Long-term goals (2020) : to build a comprehensive database of the general tourism industry of the Asia-Pacific region
  - Core project 5 : researching the tourism market.
    - » Project content : carrying out a research project forecasting the changing tourism market in cooperation with related research centers
    - » Short-term goals (2010) : to conduct a project evaluating tourist sites and to announce the best tourist city
    - » Mid-term goals (2013) : to conduct a research to forecaste the tourism market and designate five cooperating research centers
    - » Long-term goals (2020) : to open a TPO Tourism Industry Research Institute
- Gainful marketing : marketing bringing profits to members

- Goals : as the biggest destination marketing organization in the Asia-Pacific region, to perform marketing activities throughout the world to increase the tourism revenues of the member cities
- Core project 6 : overseas joint marketing
  - » Project content : holding effective tourism marketing events for the members
  - » Short-term goals (2011) : to globalize and subdivide the TPO Travel Trade event
  - » Mid-term goals (2015) : to hold the Asia Pacific Travel Trade event regularly
  - » Long-term goals (2020) : to hold a 'World Travel Trade 2020'
- Core project 7 : e-marketing development
  - » Project content : to develop an e-marketing system to support e-marketing activities of member cities
  - » Short-term goals (2011) : to develop and distribute a TPO e-marketing platform
  - » Mid-term goals (2015) : to hold a 'TPO E-Travel Fair'
  - » Long-term goals (2020) : to develop and distribute a general TPO e-marketing system to member cities
- Highlighting education : focusing education on current issues
  - Goals : to provide high quality training for staffs of member organizations to improve their work performance and capabilities responding to changes in the market by focusing on central issues facing the tourism industry
  - Core project 8 : establishing a tourism school
    - » Project content : development and operation of training programs for the member organizations
    - » Short-term goals (2011) : to organize a sub-committee for education under the executive committee, and provide one regular course at the TPO Tourism School which is to be operated by a cooperating institute
    - » Mid-term goals (2015) : to open five courses in the TPO Tourism School which are operated by cooperating institutes
    - » Long-term goals (2020) : the establishment of a TPO Tourism University
- Tangible cooperation : cooperation producing actual results
  - Goals: to develop and distribute a variety of tourist businesses in which member cities participate to promote cooperative activities between the members and provide a direct contribution to the growth of the tourism industry of the member cities
  - Core project 9 : to developing joint projects
    - » Project content : development of joint projects that member organizations can participate and which promote the tourism industry
    - » Short-term goals (2011) : to complete the first three joint projects
    - » Mid-term goals (2015) : to pursue five joint projects (3 existing + 2 new projects)
    - » Long-term goals (2020) : to pursue ten joint projects
  - Core project 10 : designating the visit member city year
    - » Project content : strengthening cooperation among members by designating the "visit member city year" every year
    - » Short-term goals (2011) : to announce the visit member city year and develop supporting events
    - » Mid-term goals (2015) : to have at least 50 member cities visit to a selected city for the project
    - » Long-term goals (2020) : to have 100 member cities visit to a city selected for the project

Summary of the BRIGHT 2020 plan

Six strategic goals	10 core projects	10 core businesses
Big Body	① Doubling the embership	Short-term : 80 city members, 80 private members Mid-term : 100 city members, 100 private members Long-term : 200 city members, 200 private members
Real Power	② Establishing a tourism development cooperation fund	Short-term : Starting raising a fund, and securing a basic two million dollar fund Mid-term : Accumulating five million dollars Long-term : Accumulating a ten million dollar fund
	③ Building business cooperation networks	Short-term : Organizing a tourism policy cooperation committee and build a network Mid-term : Organizing an Asia Pacific travel agency cooperation committee and build a network Long-term : Organizing a cooperation committee for each of ten sub-sectors in the Asia Pacific region and building networks
Infinite Intelligence	④ Building a database of tourism industry information	Short-term : Conducting a regular statistical survey on the member cities' tourism industry Mid-term : Building databases of ten sub-sectors in the Asia-Pacific region Long-term : Building a comprehensive database of the general tourism industry of the Asia Pacific region
	⑤ Researching the tourism market	Short-term : A project evaluating tourist sites and announcing the best tourist city Mid-term : A research project forecasting the tourism market and designating five cooperating research centers Long-term : Opening a TPO tourism industry research institute
Gainful Marketing	⑥ Overseas joint marketing	Short-term : Globalizing and subdividing the TPO Travel Trade event Mid-term : Holding the Asia Pacific Travel Trade event regularly Long-term : Holding a 'World Travel Trade 2020'
	⑦ E-marketing development	Short-term : Developing and distributing a TPO e-marketing platform Mid-term : Hosting 'TPO E-Travel Fair' Long-term : Developing and distributing a general TPO e-marketing system to members
Highlighting Education	⑦ Establishing a tourism school	Short-term : Organizing a school committee, and opening one course in the tourism school Mid-term : Opening five courses in the TPO Tourism School (a cooperating school) Long-term : Establishing a TPO Tourism University
Tangible Cooperation	⑧ Developing joint projects	Short-term : Completing the first three joint projects Mid-term : Pursuing five joint projects (3 existing + 2 new) Long-term : Pursuing ten joint projects
	⑨ Designating a Visit Member City Year	Short-term : Carrying out a project designating a visit member city year. Mid-term : Developing visiting programs and getting 50 cities to participate Long-term : Inviting 100 member cities to participate in the project

Measures needed for the strategy

Securing continuing funding

As the number of members increases, we need to secure sufficient fund that are necessary for managing the membership effectively and propel projects in which the members will participate. Until now, we have experienced difficulties in maintaining a stable operation of the TPO, because our budget has been small and we have relied too much on one city for our finances. For example, 81% of the 2009's budget depends on subsidies from the Busan Metropolitan City, and if its policy should change, the TPO would suffer greatly. Therefore, we're planning to find multiple financial sources as follows:

- To increase revenue by increasing the number of members and their annual membership fee
  - To increase the city member's annual fee by 150%

- To secure 100 city members by 2015 with the project of doubling membership,
- To promote the contribution of cash and goods by the members
  - To promote contribution of the magazine and other printing materials
  - To promote the publishing of advertisements for supporting official events and publications
  - To collect administrative fees for joint projects and registration fees for events including the General Assembly and the TPO Forum
- To develop revenue-producing businesses
  - To develop long-lasting businesses in partnership with private businesses
  - To conduct business related with meeting, marketing, consulting, and training



Improving the Secretariat

In addition to its general administrative works, the TPO Secretariat currently handles all work including policy development, management of agenda proposal, and project development. As we expect the work load on the Secretariat to continuously increase and functions of the office to be expanded in the future, we need to re-design its structure and increase its capacity. In particular the following should be pursued for reinforcement of its functions.

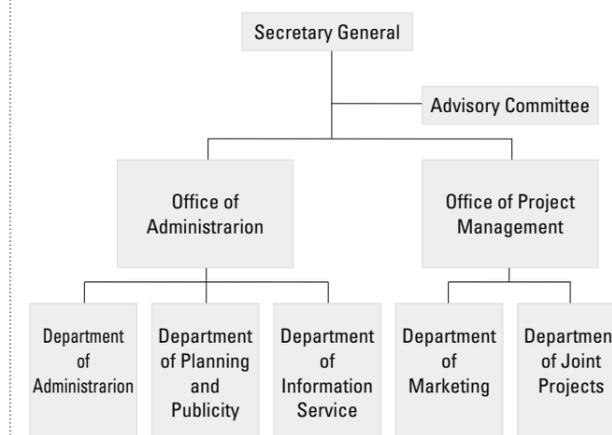
- To globalize the office administration
  - To produce all documents and accounting reports in English from 2010
  - To improve communication among members by hiring and inviting foreign workers
  - To strengthen the training of the staff for international administrative work
- To secure professional workers
  - To secure high quality professionals who effectively handle office work
  - To secure about 15 staffs by 2015
  - To invite staffs from member cities and interns from overseas universities
- To strengthen the management of core tourism policies
  - To improve the management of policies related to the operation of the organization and the tourism industry
  - To survey current issues about organization's activities and the tourism industry through continuous monitoring
  - To form public opinions and seek agreements on current issues through active negotiations
- To increase public relations activities
  - To produce a mailing list of major media organizations, and distribute reports to them regularly
  - To advertise the TPO to the tourism business community and its related institutions through active participation and the support of international events sponsored by major overseas institutions

Organizational responses

To effectively promote the BRIGHT VISION 2020 plan, we need to improve the existing business capacity, and to organize new working units that are required to perform various missions. The following are the first steps in our organizational responses for the plan.

- To open the TPO marketing center
  - To open the TPO Marketing Center in the Asia-Pacific region's major tourism markets in order to support the organization's joint projects and marketing works of the member cities.
  - To open the first marketing center inside the Secretariat office, which will be separated when enough fund and staffs are secured.
  - Marketing Centers opened in the member cities will assume the role of TPO's regional offices.
- To designate TPO cooperative research centers
  - To select research center of excellent universities as cooperative institutions to strengthen the TPO's function of knowledge and information creation
  - To designate a research center in Korea as a cooperative research institution, and later designate more in other countries
  - To get designated research centers to perform market surveys and to conduct commissioned researches on the current issues facing the tourism industry
- To expand the secretariat
  - Expand the organizational structure of the Secretariat to strengthen its ability to work with outside parties and its capacity to propel organization's projects
  - In response to the growth of the TPO and the increasing work load, the Secretariat should be reorganized from the current three team system, which covers planning, publicity, and joint projects, to the one having two offices and five departments, including the department of administration, the department of planning and publicity, the department of information service, the department of marketing, and the department of joint projects.
  - Complete the restructuring by 2015 by adapting to the financial and business environment

Organization Chart of the Secretariat in the Future





# 2010年广州国际旅游展览会 GUANGZHOU INTERNATIONAL TRAVEL FAIR 2010

2010年3月25-27日  
广州锦汉展览中心  
25-27 March 2010  
Guangzhou Jinhhan Exhibition Centre, China

## TPO Members 65 city members, 39 industry members

### City Member



### Industry Member

- China**
  - China Comfort Xi'an 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
- Japan**
  - 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
- Korea**
  - 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)
- Russia**
  - Vladivostok
- China**
  - Chengdu
  - Dalian
  - Guangzhou
  - Hangzhou
  - Qingdao
  - Sanya
  - Shanghai
  - Shenyang
  - Suzhou
  - Tianjin
  - Urumqi
  - Weihai
  - Yantai
- Chinese Taiwan**
  - Kaohsiung
- Korea**
  - Andong
  - Busan
  - Busan Jung-gu
  - Buyeo
  - Changwon
  - Chuncheon
  - Daegu
  - Daejeon
  - Donghae
  - Gangneung
  - Geoje
  - Gimhae
  - Gwangju
  - Gyeongju
  - Hadong
  - Iksan
  - Incheon
  - Jeju
  - Jeonju
  - Namhae
  - Pohang
  - Sokcho
  - Seongnam
  - Tongyeong
  - Ulsan
  - Yeongju
- Japan**
  - Fukuoka
  - Kagoshima
  - Kitakyushu
  - Kumamoto
  - Miyazaki
  - Nagasaki
  - Oita
  - Osaka
  - Sasebo
  - Shimonoseki
  - Yokohama
- Thailand**
  - Bangkok
- Vietnam**
  - Danang
  - Hai Phong
  - Hanoi
  - Ho Chi Minh
- Philippines**
  - Manila
- Malaysia**
  - Georgetown
  - Ipoh
  - Kota Kinabalu
  - Melaka
- Indonesia**
  - Jakarta
  - Surabaya
  - Yogyakarta
- Malaysia**
  - Diethelm Borneo Expeditions SDN. Bhd.
  - Malaysia Association of Hotels Perak Chapter
  - Sabah Hotel Association
  - Sabah Tourist Association
  - Taiping Tourist Association
- Mongolia**
  - Ancient Nomads Tour Agency
- Russia**
  - Breeze-Tour
- U.S.A**
  - Hawaii Visitors & Convention Bureau
  - MCM Group Holdings, Ltd.
- Vietnam**
  - Haiphong Vanhoa One Member Limited Corporation
  - Haiphong Vocational College of Tourism
  - Vietravel
- Other**
  - Haeundae Centum Hotel
  - INTRAVEL Ltd.
  - JB Tour
  - Korea Geographic Network (KGN) Inc.
  - Lee Convention
  - SR Company
  - TOURJAPAN CO., LTD.