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# TOURISM



# SCOPE

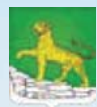
- China >> Guangzhou
- Japan >> Kumamoto
- Korea >> Geoje
- Philippines >> Manila



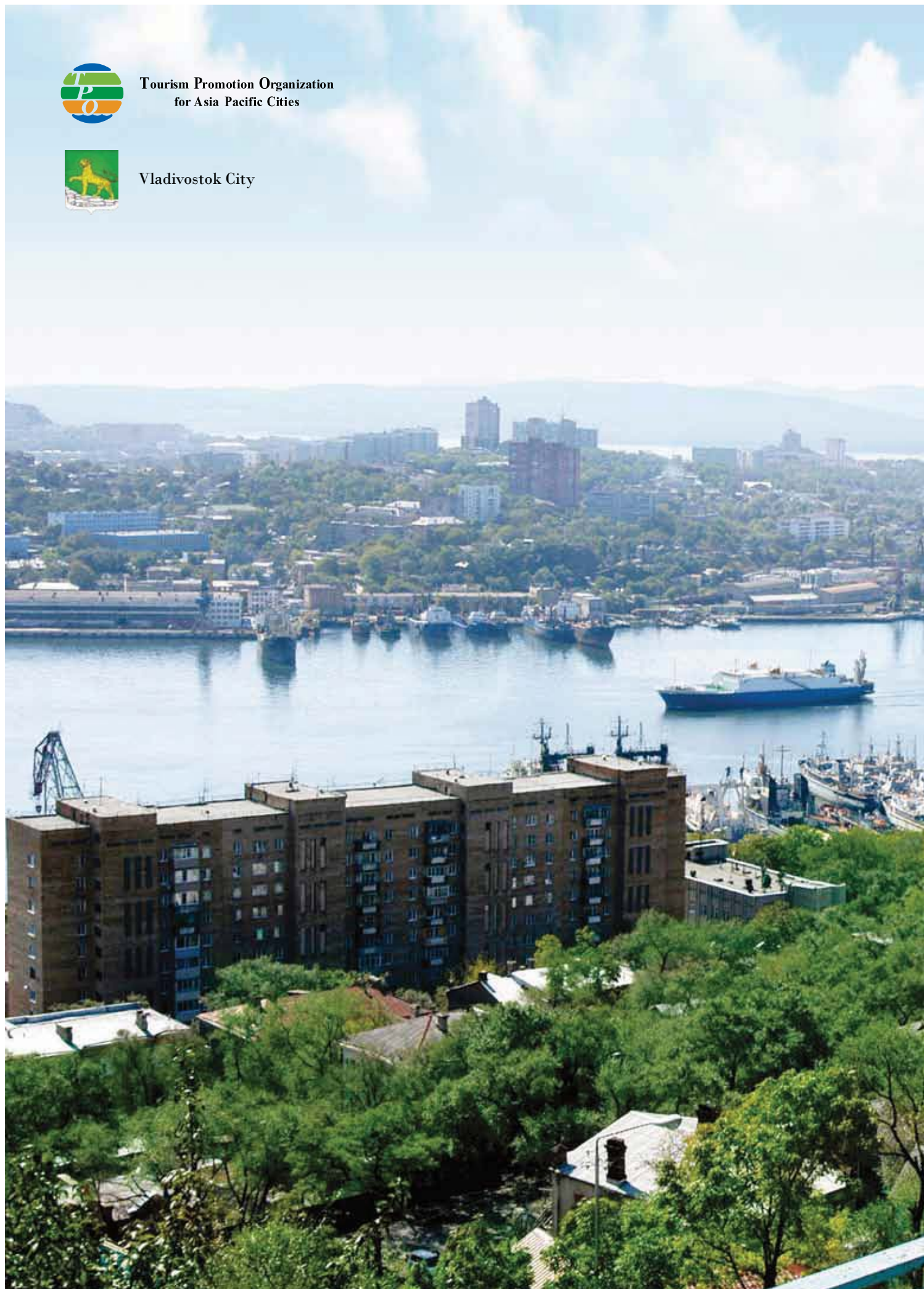




Tourism Promotion Organization  
for Asia Pacific Cities



Vladivostok City



## TPO Members

65 city members, 36 industry members

### City Member

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Shandong Channel International Travel Service Co., Ltd.  
The Garden Hotel, Guangzhou

**Mongolia** Ancient Nomads Tour Agency

**Russia** Breeze Tour

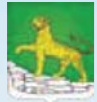
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Tourism Promotion Organization  
for Asia Pacific Cities



Vladivostok City

# TPO Forum 2010

“How to Overcome the Economic Recession  
in Tourism Industry”

**Date**

25 ▶ 27 August 2010

**Place**

Hyundai Hotel, Vladivostok, Russia





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#### Rediscovery of Guangzhou

It does not take a long time to judge a tourist attraction by first impression. The little things such as airport hallway, taxi driver and restaurant play a significant role in forming the image of a city. Guangzhou reminds of Hong Kong and Singapore with charm and modern facilities. In addition, the classical lattice doors and red lanterns create a romantic and dreamy atmosphere. For those who love urban lights and exotic urban circumstance, Guangzhou will be the best choice in China.

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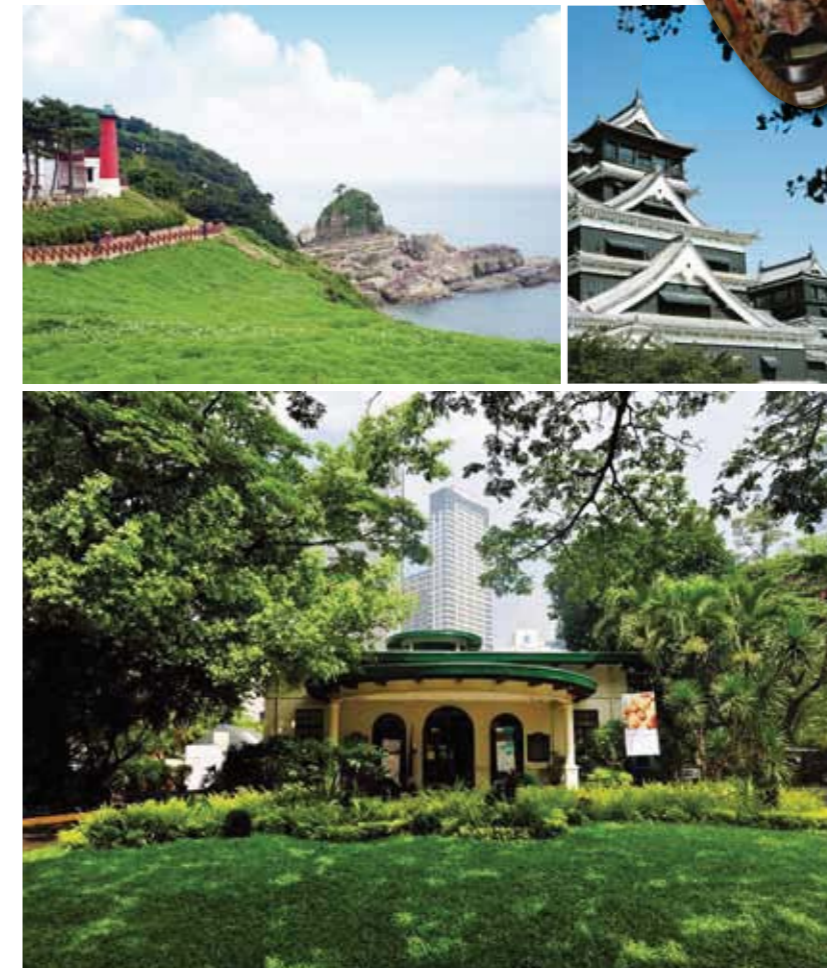
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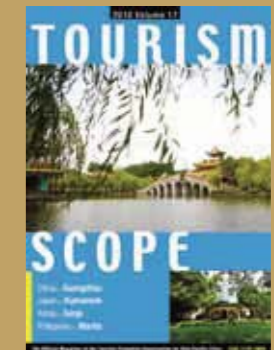
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Exploring Hawaii of the East

# Sanya, Jewel of Hainan, China

In Hainan, an island that lies just off the coast of Vietnam, is Sanya, the most popular tropical resort city of China. Roughly on the same latitude as the island of Hawaii, this hidden jewel of China's southernmost island boasts warm sunny weather, white sandy beaches and majestic mountains with deep forests and rivers which makes it a destination for a special vacation. Not just relaxing in the beach-front resort there are plenty of things you can expect in Sanya.

## Where to go

### ● Yalong Bay

The crescent-shaped bay is 25 kilometers away from Sanya and about 7.5 kilometers long. With its beautiful scenery, white sand beach and coral reefs abundant of colorful fish, the beach is one of the most beloved places for travelers to linger on. After enjoying sunbathing and marine sports, fresh seafood served in beach-front restaurants will delight you with mouthwatering dishes. There are well-managed resorts, hotels, villas located around the Yalong Bay, and in the center you can find a 27-meter totem pole of local Gods and legendary features.

### ● Tianyahaijiao

Tianyahaijiao is a famous scenic spot on Hainan Island. Located at the southwest seaside of Sanya, the name literally means the end of sky and the rim of the sea. Stroll along the beautiful coast at Tianyahaijiao like Chinese poets in ancient times. The azure blue sea, the sky and numerous rocks of various sizes and shapes will entertain your eyes.

### ● Nanshan Tourism Zone of Buddhism Culture

The 108-meter Bodhisattva Guanyin statue standing on a huge lotus-shaped platform on the sea is one of the most impressive things you can find in Sanya. Inside the Nanshan Tourism Zone of Buddhism Culture, the tallest statue of Guanyin in the world looks down the South China Sea with merciful smile . 40 miles west of Sanya, a turtle-shaped Nanshan Mountain will tell you the stories of Buddhism monks of ancient time.

### ● Wuzhizhou Island

Wuzhizhou Island, lying in Haitang Bay, 30 Km away from the center of Sanya. With an irregular butterfly-like shape and a total coastline of 5.7 km (3.54 miles), it is said to be "No. 1 bay under the sun" on the south, and the island itself is a paradise with soft white sand, crystal clear blue sea, and coral reefs. Tourists can also visit and see the Goddess Matsu Temple, Lover's Bridge, Sunrise Rock, Gold Turtle Stretching toward the Sea, Lover's Island and the Life Well.



## What to do

### ● Water Sports

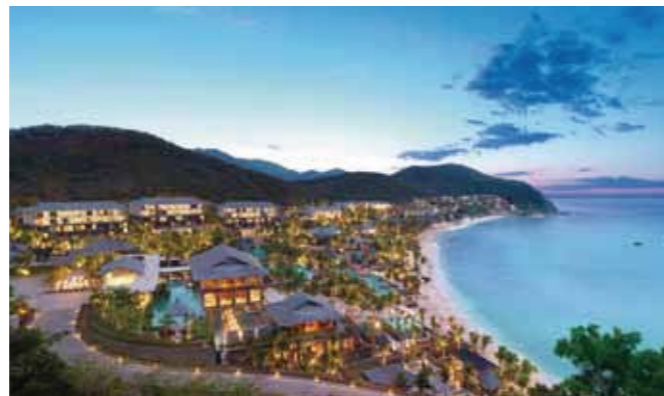
Snorkeling, surfing, parasailing, diving, yachting...Sanya is a place to visit if you love sun and the sea. Mandarin Oriental Hotel, one of the luxurious accommodations you can choose in Sanya, especially recommends you to dive in Dadonghai which is known as China's Golden Coast. Riding a bamboo raft in the Wanquan River valley can also be your selection during your stay. Sanya boasts state-of-the-art golf courses, so if you're not into water sports, you can always enjoy the warm weather on the green field.

### ● Hot Spring

Why miss extra care for your soul, muscle and skin? You can visit natural hot springs rich in minerals and trace elements in Sanya where you want a relaxing moment and expect a medical solution for your pains. Chinese Physical Therapy like healing herbal spa, foot massage, Chinese massage, acupuncture, cupping or even Taichi practice is available for your health and restoration.

### ● Wilderness Adventures

Hainan province is slightly larger than Hawaii, and here you can explore a cave or visit a tropical forest if you want, if not enjoy the white sand beach or modern entertainment. The Luobi Cave in Lizhigou Town or the Ganshiling Tropical Forest can be perfect places where you can reveal and satisfy your spirit of adventure. Find a new world!



A Destination of Arts and Romance

# Irkutsk , Russia

Irkutsk is the only city in Siberia that has a long history spanning over 350 years. Those of us who have simply thought of the city as just a gateway to Lake Baikal, or 'Pearl of Siberia', now need to get to know the city has by far more than that. The traditional European-style buildings that you see built along the Angara River while your flight approaches its airport are only the beginning of what the city has to offer.

Occupying a good majority of the Northern Hemisphere, Russia spans as many as 11 time zones. Having a three-hour time difference from Vladivostok and five hours apart from Russia, Irkutsk is situated slightly to the east of Russia. It takes almost three days to reach Vladivostok from the city by the Trans-Siberian Railway. The foundation of the city dates back to 1615 when the Cossack Cavalry Corps that led the Russian attempt to conquer Siberia began to build a small town along the Angara River. Since then, the town continued to grow as a strategic foothold of the eastern Siberia region for the conquest campaign to be promoted to a city in 1686, and in the early 18th century, the campaign resulted in conquering over 80% of the entire Russian territory and the city emerged as the center of traffic, cultural, trade and educational activities. The Dekabrist revolt, or the December revolt in English, was a milestone in the development of Irkutsk as a modern city.

## Irkutsk – The Paris of Siberia

Many Russian army officers and their family members were sent into exile to Irkutsk for their part in the failed Decembrist Revolt against Tsar Nicholas I after the Napoleonic Wars, but in this place of exile, they continued to maintain their noble life style they had led in Moscow. As they had a high cultural and artistic consciousness and intellectual pride, Irkutsk became the major centre of intellectual and social life for these exiles, and much of the city's cultural heritage comes from them.

The city center, situated in the lower right-side reaches of the Angara River, has the principal administrative and municipal offices, commercial buildings, theaters, galleries, museums and other buildings, attracting tourists to the city around the year. The true spirit of the Russian Revolution could become a lot easier to understand if we approach it through novels. Volkonskiy Manor is the place on which Leo Tolstoy based his epic 'War and Peace', while the Dekabrist Museum is where the leaders of the Decembrist revolt like Trubetzkoy and Volkonskiy used to live and worth visiting. The other must-see places include Spasskaya Church, which is the oldest building in the city, Saviour Church, the Okhlopkov Drama Theatre, Znamenskij Nunnery, and the statue of Tsar Alexander III.

Besides the historical monuments and places of famous literary works a total of 700, Irkutsk boasts of the antique churches with high steeples and European-style buildings tourists can see spread across the city.



## Lake Baikal – The Blue Heart of Siberia

With its deepest point being 1,714m, Lake Baikal is the world's deepest freshwater lake and was declared to a UNESCO World Heritage Site in 1996. Looking as blue as a turquoise stone, the lake in the summer exudes refreshing smell of lush trees surrounding it and demonstrates a mystic appearance of a frozen lake showing lapping waves in the winter. Lake Baikal hosts about 1,000 species of plants and about 2,500 species and varieties of animals. One of the most famous animals living in the lake is Nerpa, a nickname for the smallest but longest-living freshwater seals native to the lake.

In order to properly appreciate the lake, tourists need to begin their itinerary at Olkhon, an island eight hours distant from Irkutsk by bus. The island is one of the 27 islands located within the lake, and is the best place to appreciate all around the lake. For those with a very limited tour schedule, a visit to Listvyanka is recommendable, which can be reached in an hour by car from Irkutsk. Listvyanka, a village situated where the Angara River meets Lake Baikal, is the site of the Baikal Limnology Museum and is where one can enjoy a fascinating combination of Omul fish specialties and vodka.





# Expected Effects of Tourism Expo: A Case-Based Approach



Along with the Olympics and the World Cup, the World Expo is one of the three pillars of international events. In terms of economic effect (ex: length of the event, number of tourists, etc.), the World Expo is greater than the Olympics and the World Cup. In general, the World Expo (science technology / cultural events) is held for 6 weeks to 6 months. Hence, this study has attempted to review the achievements of the World Expo in the past and discuss the development of the expo tourism against TPO cities based on specific numbers and statistical data.

## Osaka Reborn into a Tourist City Through the world Expo 1970 in Osaka, Japan

Osaka, TPO member city, is one of the most successful cities with the World Expo. In the past, the city was famous for a coastal industrial complex. In 1970, however, urban infrastructure and connectivity with neighboring cities were greatly improved to host the first World Expo in Asia. In particular, the 100km-long coastal drive from Osaka to Kobe via the Kansai Airport has been the major route for tourism and logistics between two cities. After the World Expo, the Akashi Kaikyo Bridge (3911m, the world's longest suspension bridge) was constructed. With a scenic ocean and tourist attractions, Osaka has maintained its high reputation as a tourist city. The city has also played an important role in terms of the manufacturing industry. The logistics system which connects Osaka with Kobe has been significantly expanded with improvement of its industrial substructure. In addition, local competitiveness has been enhanced by developing the tourism industry based on marine tourism sources. Empowered by great support from the Japanese government, the Osaka Expo attracted 64.2 million visitors for six months.

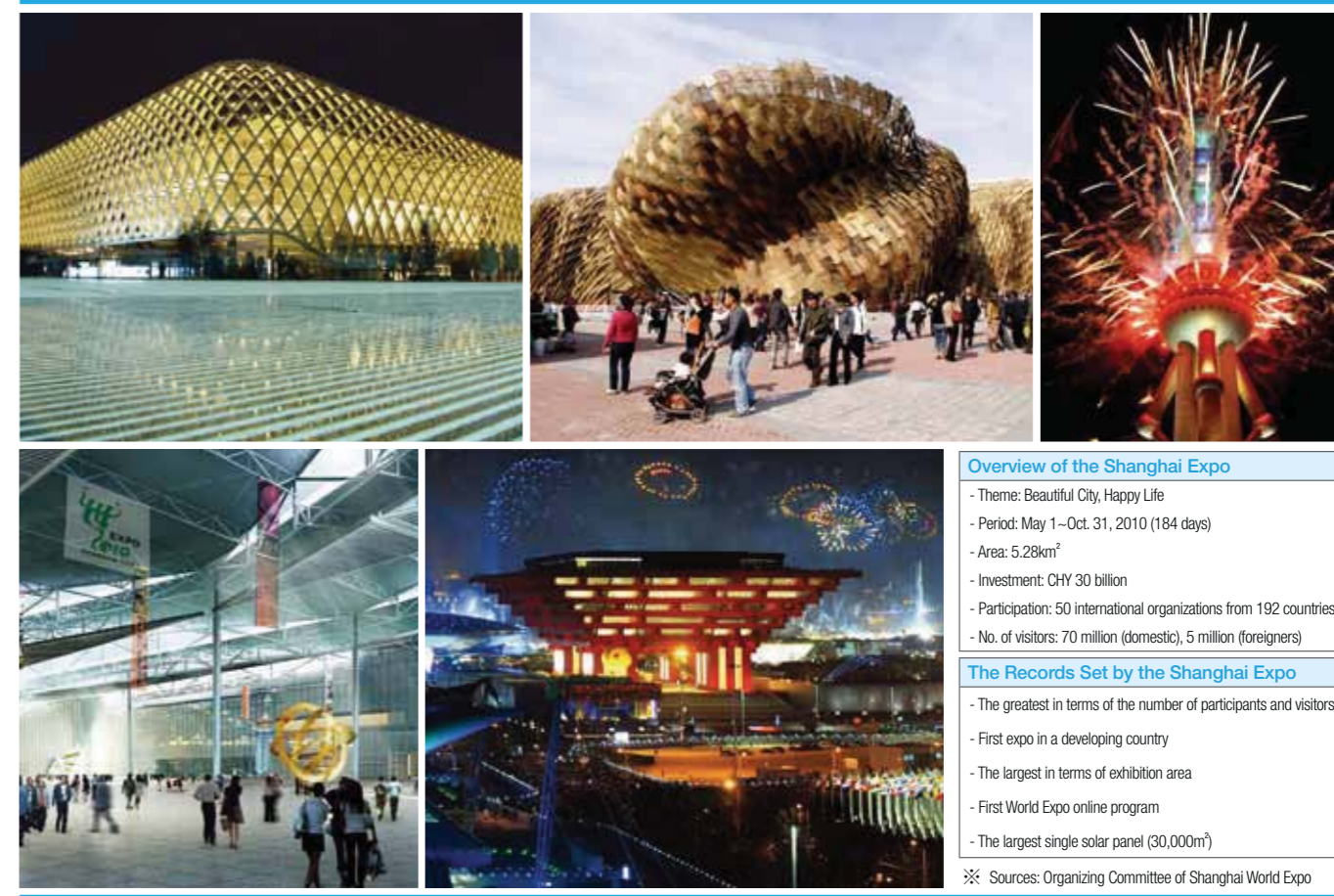
## Keyword in Recent World Expo – ‘Theme’ Expo 2010 Gwangju, Korea

The World Photonics Expo 2010 Gwangju which ended in early May was directed by the world's renowned lighting designer 'Alain Guilhot' who has designed lightings for famous facilities around the world such as the Eiffel Tower in Paris, Twin Towers in Kuala Lumpur and urban lighting in Cannes. For 38 days, approximately 1.48 million people visited the World Expo. In fact, it had been planned to attract 1.3 million tourists. A variety of programs under a unique theme such as an exhibition of industrial development have greatly appealed to visitors and tourists. The World Expo which has been prepared for two years is significant expanding the fields of its exposition by covering the lighting world in living, industry, advanced science and art in 9 exhibition halls under the theme of 'Light' and 'Photonics Industry.'

In this festival which was held across the city, the concept of 'City Art' which sees the entire city as an art center was first introduced. As a result, the city attracted over 470,000 tourists. The organizing committee of the World Photonics Expo 2010 Gwangju said that approximately 500,000 people from areas other than Gwangju and the Chonnam Area and 84,000 foreigners visited the World Expo. After all, the World Photonics Expo 2010 Gwangju has become a prime example of the success of the World Expo, showing its positive effect on local economy and industry.

## Economic Effects 3.49 Times Greater than the 2008 Beijing Olympics and Shanghai Expo 2010

The Shanghai Expo 2010 in which 57 organizations from 189 countries participated opened on May 1. The Shanghai Expo Bureau said that the accumulated number of visitors to the World Expo exceeded 20 million at the end



Overview of the Shanghai Expo
- Theme: Beautiful City, Happy Life
- Period: May 1–Oct. 31, 2010 (184 days)
- Area: 5.28km <sup>2</sup>
- Investment: CHY 30 billion
- Participation: 50 international organizations from 192 countries
- No. of visitors: 70 million (domestic), 5 million (foreigners)
The Records Set by the Shanghai Expo
- The greatest in terms of the number of participants and visitors
- First expo in a developing country
- The largest in terms of exhibition area
- First World Expo online program
- The largest single solar panel (30,000m <sup>2</sup> )
※ Sources: Organizing Committee of Shanghai World Expo

of June. It has forecasted that the figure would reach up to 70 million by October 31. Cheonsinkang, the director of the World Expo Economic Research Institute at the Shanghai University of Finance and Economics, predicts that the Shanghai World Expo would be 3.49 times greater than the Beijing Olympics with CHY 79.477 billion in terms of economic effect and reach CHY 46.864 in terms of consumption. It is also forecasted that about 35% of the visitors to the World Expo would tour the neighboring cities. Thanks to the expo, the tourism revenue (direct revenue: CHY 11 billion, indirect revenue: CHY 80 billion) will dramatically increase (by 50%) this year. While preparing the World Expo, the City of Shanghai has focused on improving accommodations. The Shanghai Expo Bureau plans to keep promoting homestay programs (ex: rural village, college dorm, etc.) and improving the tourism infrastructure. The infrastructure (ex: road, subway, airport, etc.) which has been developed for the expo is also very important for promoting the local economy and tourism industry. The municipal authority has newly developed 39 roads (110km in total) around the expo site to reduce traffic congestion, improved water tunnels (17 in total) such as Xi Zhang Nan Lu and significantly expanded subway lines. Shanghai only had three subway lines in 2002 when its bid for the Expo 2010 was finally accepted. Thanks to the World Expo, the subway lines increased up to 9 lines. The Hongqiao Airport in which CHY 36 billion has been invested is evolving into a hub of transportation. Featuring a high-speed train, maglev train and subway, the airport can handle 650,000 passengers (up to 1.1 million passengers) per day.

## Yeosu is Next, Potential for the Yeosu Expo 2012, Korea

It is forecasted that the Yeosu Expo 2012 would create KRW 10.03 trillion of production inducement effects. In addition, it is estimated that about 8 million tourists will visit Yeosu and neighboring cities during the World Expo (for three

months).<sup>1)</sup> If the Yeosu Port is developed into a tourist and leisure port after the World Expo, in particular, Yeosu will be able to emerge to a pivotal city for the Namhaean Tourism Belt Project. In addition, Gyeongnam and Jeju as well as Jeonnam will be further developed as well. After all, Namhaean will become a hub of marine and tourism industry with its rich and abundant marine resources and make a big contribution to national balanced development. Jeollanam-do has decided to invest a total of KRW 12 trillion until 2011 to develop the infrastructure for the World Expo such as the Jeonju-Gwangyang Highway and access road to the Yeosu National Industrial Complex. This year alone, KRW 2.2 trillion will be spent to accelerate the preparation of the major international event.

## Future Directions and Challenges

The World Expo does not always guarantee success. According to a study on the expos which went into the red with the low number of tourists, they failed to set a specific and consistent goal in the process of planning and policy making. In addition, profitability and publicity are also important along with a goal-oriented mind. For this, it is desirable to separate the exhibition area into two areas; area for profit and area for public benefits. For example, Brisbane in Australia developed the Expo area (396694m<sup>2</sup>) into Citizens Park (165289m<sup>2</sup>), Convention & Exhibition Center (66115m<sup>2</sup>) and apartment complexes and a concert hall (198347m<sup>2</sup>). After the Seville Expo 1992, Seville (Spain) also developed the exhibition area (2148760m<sup>2</sup>) into a Science & Technology Area, Urban Culture Area and Administrative Service Area (1652892m<sup>2</sup> in total). It could be one solution for the success of the World Expo to divide the exhibition space into several sections and group them with diverse purposes.

<sup>1)</sup> Korea Maritime Institute (KMI), 2010



# Seong Un Hwang

Director, International Tourism Division  
Ministry of Culture, Sports and Tourism, Republic of Korea



Since this year, the first year of 'Visit Korea Years (2010 to 2012)', many people have worked hard to attract more tourists from around the world. I had an interview with Seong-Un Hwang, the director of International Tourism Division of Ministry of Culture, Sports and Tourism, who has made his best efforts to develop tourist products and advertise Korea to the world.

## What is the role of the International Tourism Division?

Please briefly describe its activities so far.

The International Tourism Division of Ministry of Culture, Sports and Tourism is aimed to advertise Korea to the world and attract more tourists. For this, it has developed and advertised fun and exciting tourist products, trained English-speaking guides and improved tourist information systems. Recently, it has paid great attention to high value-added medical tourism and the MICE industry.

## Last year, tourism industry went through a lot of difficulties due to unfavorable market conditions. Briefly describe current status and prospect of the global tourism industry.

Last year, the tourism industry went through a rough phase around the world due to the global economic crisis. Korea also experienced a dramatic decline in the number of foreign tourists due to the economic slowdown and outbreak of the H1N1 flu. On the contrary, the number of inbound tourists significantly increased (over 7.8 million tourists) because of favorable foreign exchange rates and the charm and beauty of Korea. With a rapid economic recovery, the tourism industry has a bright prospect this year. In Korea, the number of outbound tourists as well as inbound tourists has greatly increased as a sign of economic recovery.

## You have designated and supported travel agencies that have accomplished great achievement in attracting foreigners. Are there any other projects you are working on?



The biggest project right now is the 'Visit Korea Years' campaign from 2010 to 2012. We have worked hard to develop fun and exciting Korea with diverse interesting events such as the Hallyu Festival and the Korea Food & Tourism Festival. It is highly recommended to participate in a variety of unique and distinctive local festivals to experience Korea. Korea also offers 'One More Night' program through which a tourist can receive one free night for every three nights booked. During off-seasons in summer and winter, we also plan to launch the Korea Grand Sale.

## Is there any role-model city or project to promote international tourism?

Recently, many countries around the world have increased their investment in tourism. Among them, Singapore has especially stood out. Huge modern resorts such as the Marina Bay Sands and Resort World Sentosa are very fascinating. In fact, Singapore has spent a lot of money on the construction of large resorts taking tourism as the nation's key industry. We also need to understand the impact of tourism on the national economy and its potential and possibility. I hope that we would be able to expand the tourism market by promoting large-scale development projects.

## Some tourists except for those from Asia see Korea as just a stopover on their way to China or Japan. What is the biggest obstacle in attracting foreign tourists, and what efforts have you made to get over it?

We have to admit that it is not easy to visit Korea from Europe and the U.S. Therefore, we have focused on attracting tourists from neighboring countries such as Japan and China. We have advertised the Korean culture and tradition in Europe and the U.S. We have also planned to develop and advertise tourist products which connect Korea, China and Japan such as the Korea-China-Japan Cruise.



## Is there any project which can promote the tourism industry in cooperation with the Asia-Pacific region?

It is necessary to promote a mutual-visit program among the Asia-Pacific countries. In particular, we need to speed up international cooperation program between Korea, China and Japan. It is also a good idea to promote joint marketing in alliance with one or more countries in Europe and the U.S.

## Briefly mention your plan for 2010 as a director of the International Tourism Division at the Ministry of Culture, Sports and Tourism.

I will keep making my best efforts to create a comfortable and pleasant environment and attract more foreign tourists. In particular, I aim to successfully finish the first year of 'Visit Korea Years' and establish the ground to develop medical tourism and the MICE industry by the end of this year.

# Kiyotaka Nakagawa

Director of International Affairs Division  
Shimonoseki City



Located at the western extremity of Yamaguchi Prefecture, Shimonoseki faces Moji Port on the neighboring Kyushu Island, across the Kanmon Strait. The city has one of the nation's top six ports and ranks No.1 in terms of blowfish catching in Japan. I had an interview with Kiyotaka Nakagawa, Director of International Affairs Division of Shimonoseki City.

## What is the biggest attraction in Shimonoseki as a tourist destination?

The biggest attraction can mean different things to different people. Shimonoseki is the center for creativity and innovations of the fourth largest country in the world and an exciting spot to mix business with pleasure. It's the complexity, the contrariness and authenticity that make Shimonoseki such a thrilling place to be.

## What are the total number of international visitors to Shimonoseki City in 2009? And what is the total tourism revenue of your city in 2009?

The annual number of tourists visiting Shimonoseki reaches approximately 6 million. Considering the city population (290,000), the number of tourists is about twenty times greater than its population. Even though no specific data on inbound travelers are available, Shimonoseki has annually attracted over 100,000 foreign tourists with ferry routes which connect Korea and China.

## What is the main purpose of travelers visiting your city?

Most travelers visit Shimonoseki because of its beautiful nature including the strait. Unique ancient architectures and Japanese traditional culture which are easily found across the city have also been very appealing to them. In addition, a variety of fresh seafoods such as the blowfish and anglerfish are available. In addition, Fukushima (blowfish Sashimi) is especially popular because of its exquisite taste and decoration in various styles such as chrysanthemum, crane and turtle.

## Where is the top international market of your city? And what is your role as the Director of International Affairs Division of

## Shimonoseki?

Since a long time ago, Shimonoseki City has been a prosperous fishing city with the most abundant catch of seafoods such as the blowfish and anglerfish. Entering the 21st century, the number of tourists visiting Shimonoseki has dramatically increased. As a result, tourism as well as fisheries has become very important in Shimonoseki. The role of the International Affairs Division is to promote international exchange and help adolescents grow into global experts. We have also promoted tourism using the international network for four years.

## There are many beautiful harbor cities in the world including Sydney, Napoli and Busan. Do you have a role model city of Shimonoseki as a global harbor city?

Actually, we do not have a particular role model city. We just aim to become a world-class harbor city by taking advantage of its scenic nature such as the strait. The Shimonoseki Strait and Tsunoshima Island have often appeared on TV soaps and movies because of its picturesque landscape. Tsunoshima has even been called, 'the Island Nearest to Heaven'. You can also meet a healthy and clean river and enjoy a fun Firebug Tour. In addition, our safe and tasty tap water has even been aired on national TV.



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

The Shimonoseki Aquarium located in front of the Kanmon Strait and Shimonoseki Fish Market have attracted about 3 million tourists every year. In addition, there are many other fascinating tourist attractions such as Chofu (samurai town) and Ganryujima Island where the greatest swords duel happened in 1612. The Shimonoseki Aquarium which opened in 2001 is slated to be remodeled this year. In addition, Penguin Village (7,005 tons), the world's largest penguin exhibition facility, has recently opened.

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

As a part of international exchange and international tourism policy, Shimonoseki has offered Kitsuke (the art of wearing a kimono). Under this program, foreign tourists can experience Japanese culture in person and get along with locals. Shimonoseki is a small remote city. Therefore, we are going to promote marketing (ex: making brochure and DVDs, etc.) and develop more fascinating and attractive tour programs in cooperation with other cities such as Fukuoka and Kyushu.





# 08 Aug



Busan, Korea



Jeju, Korea



Qingdao, China



Kumamoto, Japan



Incheon, Korea



Yogyakarta, Indonesia

## Busan, Korea

Aug. 1 to 9

### Busan Sea Festival

Venue: Haeundae beach and other 5 beaches in Busan, Busan Yatching Center  
Different art festivals, cultural festivals and events will be held at beautiful beaches in Busan including the well-known tourist spot, Haeundae. The festival begins on 1 of August every year. The opening ceremony is held at Haeundae beach, Gwangalli Beach, Songdo Beach, Dadaepo Beach, Songjeong Beach, Ilgwang Beach and the Busan Yatching Center are the other festival venues. About 40 high-quality events such as an opening ceremony, international events, performance, experiencing events, marine sports events, municipal events will be included in the program. Especially, the opening ceremony will give you an exquisite memory of star singers, fire works, Busan International Hip Hop Festival and Busan International Rock Festival.

## Jeju, Korea

Aug. 12 to 20

### Jeju Internatinal Wind Ensemble Festival

Venue: Jeju Culture and Art Center, Jeju Seaside Arts Center, Seogwipo Cheonjiyeon Falls Outdoor Stage  
Jeju and brass music. Brass music is preferred for outdoor concerts. 20 teams from 8 countries will participate in ensemble concerts while participants will take part in the Street Parade, Welcoming Concert and Brass Music Camp. Furthermore, the Jeju International Wind Ensemble Festival is one of the World Federation of International Music Competitions to prove its quality. The winner of the festival will have a chance to play with the Jeju philharmonic orchestra.

## Shimonoseki

Aug. 13

### Kanmon Kaikyo Fireworks Festival

Venue: Aruka Port area to the entire Kanmon Kaikyo (channel) coast  
The fireworks festival lights up the summer night sky at the Kanmon Channel. More than 13,000 fireworks are set off from both Shimonoseki (Honshu) and Moji (Kyushu). The fireworks display is set against the beautiful night skyline of Kanmon Kaikyo. This fireworks festival has become one of the most famous in all of Japan and attracts a huge audience.

## Qingdao, China

Aug. 14 to 29

### Qingdao International Beer Festival

Qingdao International Beer Festival was initiated in 1991, and opens in the second weekend of August each year for 16 days, which is the golden tourism season in Qingdao. It is held by the national relevant ministries and commissions and the People's Government of Qingdao Municipality. It is the large national festival combined with tourism, culture, sports, economy and trade. The theme slogan of the Beer Festival is Qingdao Toasts with the World! After 16 Beer Festivals, the Qingdao International Beer Festival has gradually become a bright city name card of Qingdao-the beautiful seaside city, with a well-known reputation and influence in China and the world.

## Kumamoto, Japan

Aug. 15 to 16

### Yamaga Toro Matsuri (Yamaga Lantern Festival)

Venue: Center of Yamaga City  
This festival held at the Omiya-Shrine is one of the three greatest summer fire festivals of in Kumamoto, known as the Land of Fire. Its rivals are the Hi-no-Kuni Matsuri, or the Land of Fire Festival, held in mid-August in Kumamoto City and the Kikusui-machi Kofun Matsuri, or the Kikusui-machi Burial Mounds Festival, held at the beginning of August in Kikusui-machi, Tamana-gun. Its origins lies in the ancient legend of how the Emperor and his suite, hindered by fog, were received by villagers holding pine torches to illuminate their path. Also known as the 'festival held throughout the night', the Sennin Toro Odori on the second day refers to 1,000 women, dressed in cotton summer kimono and bearing lighted gold and silver lanterns on their heads, dance all night long as they sing 'Yoheho-bushi' in a very slow tempo. As for the men, they reproduce the scene of welcoming the Emperor and line up in a Pine Torch Procession in ancient costumes.

## Incheon, Korea

Aug. 25 to 28

### Incheon International Airport Sky Festival

The Incheon International Airport Sky Festival first began in 2004 and it holds the 7th festival this year. Citizen, residents and staff at the airport of the Northeast Asian hub can enjoy Sky Music Festival, Youth Football Game, food market, movie premier, airport experiencing program. Other tourist spots, including YoungJong bridge, Incheon bridge, YoungJong beach and Mooi beach are easy to access from the airport.

## Kaohsiung, Chinese Taipei

Aug. 24 (7<sup>th</sup> 15, Lunar Month)

### Ghost Festival

Just as the West has Halloween for ghosts and ghouls, so also does Taiwan have a holiday to fete the departed spirits of the underworld. Prior to the official start of kungpu, lantern poles are hung to call the ghosts and in some parts of Taiwan salvation lanterns are placed to illuminate the road for the outcast spirits. For the ghosts of those killed by drowning, water lanterns are released on waterways to lead the way to shore. The ghost Festival is more modest than in the past both in grandeur and scale as the government encourages more frugal forms of prayer in folk customs. This kind of economy is an apt realization of virtuous action that the festival has always meant to foster.

## Yogyakarta, Indonesia

Aug. 25

### Labuhan Ceremony

Venue: Parang Kusuma Beach, the Summits of Mount Merapi, Lawu  
The Labuhan ceremony is a very auspicious ceremony and is actually a ritual meant to commemorate the long relation between the Sultan of Yogyakarta and the Goddess of the South Sea, Kanjeng Ratu Kidul. The people of Yogyakarta also go on to see other Labuhan ceremonies being celebrated. These events are celebrated at Kraton and other places like Mt.Merapi, Mt. Lawu.

## Gwangju, Korea

Sept. 3 to Nov. 7

### Gwangju Biennale 2010

#### — Ma In Bo (10000 Lives)

The 8<sup>th</sup> Gwangju Biennale is a research project about relations between people under the theme of "10,000 Lives". More than 100 artist who have been working since 1901 will be participating and especially prepared new works will be exhibited. The biennale will take the form of a temporary museum with exhibition of art works and cultural creative works. Different people, symbols, faces, masks, idols and dolls will be composing a unique exhibition list.

## Irkutsk, Russia

Sept. 7 to 10

### Baikal Economic Forum

The 6<sup>th</sup> Baikal Economic Forum will be held in Irkutsk from 7<sup>th</sup> to 10<sup>th</sup> of September. It is one of the largest Russian business affairs, the key event in economic and political activities of such regions as Siberia and Far East. BEF is held in Irkutsk once in two years, and its participants are Russian top-leaders and representatives of national as well as foreign elite of business. By the time of the realization of BEF theaters and culture centers of the Irkutsk region will have prepared special programs, and the museums will have open new expositions devoted to the region's history. One more important permanent element of the BEF cultural programs is the festival in the architectural-ethnographic open air museum 'Talcu'. Current cultural program in 'Talcu' which is called 'We are Siberians' will contain theater performances realized by nations living in the Irkutsk region; crop exhibition and two new interactive expositions.

## Ho Chi Minh, Vietnam

Sept. 15 to 19

### Pride of 1000 years of Thang Long

#### — Ha Noi Traditional Values Festival

Venue: 30 April Park, Ho Chi Minh City  
Festival celebrating 1000th Grand Anniversary of Thang Long with performance re-creating development process of 1000 years of traditional values of Ha Noi — Vietnam. Models of Ha Noi capital — 36 districts, Ho Chi Minh Mausoleum, Uncle Ho's house, One Pillar Pagoda are on display. Hanoi cuisines and folk games are available.

## Fukuoka, Japan

Sept. 17 to 26

### Fukuoka International Film Festival

Being geographically located closest to the Asiatic mainland with a long history of having served Japan as its gateway of exchange to the continent, the City of Fukuoka attaches great importance to her Asian ties as she positions herself in the image of an 'energetic urban center of Asia'. Fukuoka began putting on 'Asian Month' in 1990, as a mean to further deepen the circle of exchanges developed through the 'Asian-Pacific Exposition' held in 1989 to commemorate her centennial. Every September, 'Asian Month' holds over 50 events that relate to the culture, learning and arts of Asia. Inaugurated in 1991, the 'Focus on Asia-Fukuoka International Film Festival is one of the major events of 'Asian Month'.

## Buyeo, Korea

Sept. 18 to Oct. 17

### 2010 Great Baekje World Festival

Venue: In and around Buyeo and Gongju  
Great Baekje, hub of vigorous cultural exchanges in the East Asia for 700 years from 18BC to 660 AD. Great Baekje, which has been forgotten for more than 1300 years, is now reviewed with the opening of "Baekje History Reproduction Complex" in Chungcheongnam do. Various hidden relics of Baekje will be released to public. Moreover under the theme of 'World historical cities & festivals and the ancient cultural exchange between Korea, China & Japan and the future of cultural exchange of 21st century', experts from various countries will be invited and be encouraged to reinterpret the history of Baekje.

## Surabaya, Indonesia

Sept. 22

### Full Moon Festival

Venue: Kenpark Kenjeran Surabaya  
The Chinese ethnics have never skipped this celebration on day 15<sup>th</sup> month 8<sup>th</sup> in the Chinese calendar, which is usually around late September or early October in the Gregorian calendar. It is a date that parallels to the autumnal equinox of the solar calendar, when the moon is supposedly at its fullest and roundest. The traditional food of this festival is the mooncake, in many different varieties. Traditionally on this day, Chinese family members and friends will gather to admire the bright mid-autumn harvest moon, and eat moon cakes and pomelos under the moon together. Nowadays, this celebration is called Full Moon Festival. Some activities like the moon cake festival, fireworks, Kim Sin parade, lantern festival, barongs show, and various dances will light up the festive celebration. For this year, some activities which will be held are the Reog Festival, Art Performance and Barongs Show.

## Guangzhou, China

Sept. 22 (8<sup>th</sup> 15, Lunar month)

### Mid-Autumn Festival

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

## Vladivostok, Russia

Sept. 24 to Oct. 3

### Pacific Meridian Film Festival

This is the only festival in Russia having filmmakers from Asia Pacific region among its participants. The statistics shows the growing popularity of the event. Thus, the 1st Pacific Meridian Film Festival held in 2003 welcomed participants from 12 countries. Last year the audience could watch 200 movies from 35 countries. World famous movie star Catherine Deneuve was a special guest at the 7th Pacific Meridian Festival. Russian and American astronauts presented the special movie project 'Different focus, Space'.

# Sep 09



Irkutsk, Russia



Ho Chi Minh, Vietnam



Fukuoka, Japan



Buyeo, Korea



Surabaya, Indonesia



Vladivostok, Russia



# 10 Oct



Jeonju, Korea



Shanghai, China



Incheon, Korea



Nagasaki, Japan



Ho Chi Minh, Vietnam



Gyeongju, Korea

## Jeonju, Korea

Oct. 1 to 5

### Jeonju International Sori Festival

Venue: Sori Arts Center of Jeollabuk-do, Jeonju Hanok Village

The Jeonju International Sori Festival is a global music festival centered around Korea's sori (sounds of voice and music). It is a top performing arts festival where Korean and global music come together in harmony. The festival stages various performances, from fringe performances featuring artists in any genre of music, to master performances of world renown artists. The Jeonju International Sori Festival is a 'pan' which everybody can join, a joyous festival of nature and people.

## Shanghai, China

Oct. 1 to Nov. 30

### Shanghai International Arts Festival

Shanghai is one of the important cities of the Peoples Republic of China. The city is one of the leading centers of art and culture in Shanghai. China boasts of a rich heritage and culture that can be traced back to more than 6000 years. Shanghai celebrates a number of important festivals and the Shanghai International Art Festival is an important event in the calendar.

The Shanghai International Art Festival is approved by the State Council of the People's Republic of China. This festival is recognized as the only national level arts festival in the country. The festival is sponsored by the Ministry of Culture and organized by the Shanghai Municipal People's Government. Shanghai International Arts Festival has progressed for 11 years successfully since 1999 when it first held. It has become one of the top festivals for foreign cultural exchange and has won the award as China's most influential festival. During the festival, tourists can enjoy fantastic performances from all around the world, including world classics from prestigious groups, drama and mime from at home and abroad, all of which are full of originality and exploration.

## Nagasaki, Japan

Oct. 7 to 9

### Nagasaki Kunchi

This is an autumn festival held at the Suwa Shrine which has a history of 370 years. Today, this festival is held every year for three days starting on October 7th in accordance with the solar calendar, drawing large numbers of tourists from both inside and outside Nagasaki Prefecture. The greatest highlight is the Hono-Odori in which the towns in charge, called Odori-cho, take turns every year to perform dances. Each Odori-cho takes charge once every 7 years. The Hono-Odori is also performed in the square in front of the City Public Hall, at the sacred resting-place for gods during the festival parade and at the Yasaka Shrine.

## Incheon, Korea

Oct. 7 to 10

### Incheon Soraepogu Festival

Soraepogu, Incheon attracts 5million tourists a year thanks to the abundant seafood resource. The Incheon Soraepogu Festival was established in 2001 and it celebrates the 10<sup>th</sup> anniversary this year. The festival began to introduce to the people the cheap but good-quality seafood of the only conventional fishing port in the metropolitan area. The uniqueness of the port area, long port history, Soraie wetland eco park and beauty of a port at the Yellow Sea attracts more and more tourist every year.

## Busan, Korea

Oct. 7 to 15

### Pusan International Film Festival

Pusan International Film Festival became the most dynamic movie festival and the biggest movie festival in Asia since its inception in 1996. The festival has been serving as a driver of the development of Korean movie industry through improving production and distribution conditions, while the movie festival also escalated the image of the art city Pusan and Korean movies on the international stage. Movies of different regions and different genre invited to the festival are providing chances to foresee the trend of the movies around the world. In addition, talented Asian directors and outstanding movies are supported to widen visions for Asian movies.

## Ho Chi Minh, Vietnam

Oct. 8 to 10, 13 to 16

### Oktoberfest Vietnam

Venue: Windsor Plaza Hotel

Established under the patronage of the German Consulate General, Oktoberfest has been bringing the spirit of Munich to Saigon for 18 years. Beginning on October 8th, enjoy all the same great fun as last year's event with authentic German music and all-you-can-eat cuisine also many more ways to keep you entertained including all-you-can-drink beer, traditional German games, and nightly lucky draw prizes. During the celebration, chefs at the hotel will create thousands of sausages for the party people.

## Gyeongju, Korea

Oct. 8 to 10

### Silla Cultural

The Silla Cultural is an exuberant three-day festival, one of Korea's biggest and most impressive, to celebrate the country's ancient Silla Kingdom. The celebrations are held in Gyeongju, the capital of the Silla Kingdom, and throughout the Gyeongju Valley, where there is a great treasure of historic buildings: the Sukgulam Grotto, one of Asia's finest Buddhist shrines with a granite dome; Cheomseongdae, a seventh-century bottle-shaped stone structure that is the world's earliest known extant observatory; royal tombs; palaces; and pleasure pavilions. The Silla Kingdom in the southeastern portion of what is now Korea flourished from 57 B.C. to 935 A.D., and defeated two rival kingdoms, unifying all three in 676 A.D.. The Unified Silla Period is considered as the golden age of Buddhist arts and especially of granite Buddhist sculptures. The festival features concerts, wrestling matches, Buddhist pagoda dancing, games and contests, and lavish processions with elaborate floats.

## Yogyakarta, Indonesia

Oct. 16

### Jogja Java Carnival

The Jogja Java Carnival is a night carnival event which is held in order to celebrate the anniversary of Yogyakarta. This annual international event is on view in an extraordinary and spectacular performance of creative art. Presenting art potential from all over the world, however, still is the Javanese Culture the main contents. In the third performance, the year of 2010 will be brought the theme of 'HARMONIGHT': harmony in night, night in harmony. The main attractiveness of the Jogja Java Carnival is being the only cultural carnival which is held at night, thus it will add liveliness and merriness of carnival parties in Yogyakarta with its bright and glorious lights.

## Jakarta, Indonesia

Nov. 1 to 30

### Art Summit Indonesia(ASI)

ASI is an international contemporary art festival presenting performing groups from foreign countries. The Art Summit Indonesia is a forum for cultural interaction among nations in contemporary arts through art performances, exhibitions and seminars. The festival occurs every three years. The event's programs take place in various; cultural centers performing theaters, throughout the capital, such as Gedung Kesenian Jakarta, Taman Ismail Marzuki, Teater Utan Kayu and the Goethe Institute.

## Jeju, Korea

Nov. 11 to 13

### Vitamin Jeju Orange Festival 2010

The Jeju Orange Festival aims to promote the qualities of Jeju mandarin oranges, a local specialty of Jeju Island. Organized since 1981, it is recognized as the most representative festival of Jeju. Held at the same time as the Jeju Agriculture Fair means there is even more to see and enjoy. The festival offers double pleasure, as visitors can enjoy the beautiful scenic vistas of Jeju Island while savoring abundant mandarin fruits.

At the Jeju Orange Festival, Miss Mandarin Orange Pageant will be held to select an Ambassador of Jeju's mandarin oranges. Another fascinating program is the fashion show featuring dark red clothing dyed according to Jeju's traditional dyeing methods. There is also a show of the year's harvested mandarin oranges and an exhibition of the winners. The fruit-sampling corner is expected to draw a large crowd. From morning till evening, a variety of performances and shows are planned at the central stage of the World Cup Stadium, including Samulori performance (traditional Korean percussion), and a Nongak(farmer's percussion) performance. The indoor exhibition gallery at the World Cup Stadium will feature mandarin oranges from other parts of the world and environment-friendly agricultural technology.

## Kagoshima, Japan

Nov

### Ohara Festival

The Ohara Matsuri began as a festival to celebrate the 60th anniversary of the founding of the Kagoshima City Government in 1949. The Annual Ohara Festival began on a Friday night with the banging of hundreds of drums up and down the main street of the city. The 2-day festival is arranged around traditional dances performed by thousands of citizens and guests. The three general dance sessions alone involved more than 10 thousand people, while intervals featured marching bands, modern dance troupes, musicians and percussionists. About 20,000 people from approximately 260 dance associations participate from home and abroad. It is the largest autumn festival in South Kyushu where participants dance through the main street.

## Shanghai, China

Nov. 18 to 21

### Shanghai International Travel Mart

CITM is an annual event that is held in Shanghai and Kunming alternatively. As the largest professional travel mart in Asia, CITM has drawn the attention of people in the tourism industry worldwide. Participants in CITM come from all sectors of the travel industry including international

and domestic tourist organizations, travel agencies, hotels, airlines and related travel companies. The CITM Organizing Committee is sparing no effort to invite, through various channels, buyers with strong competitiveness from China (including Hong Kong SAR, Macao SAR, and Taiwan Province) and other countries and regions in the world, to participate in the mart. Strict participation conditions and invitation procedures will guarantee the quality of buyers, so that the participants will surely enjoy great benefits at CITM. Professional trade days will be arranged exclusively for registered delegates so to ensure your participation in CITM is valuable. The CITM Organizing Committee will also invite a large number of correspondents of domestic and overseas media to cover the mart extensively.

## Osaka, Japan

Nov. 22 to 23

### Shinnosai Festival

Venue: Sukunahikona Shrine

The Shinnosai Festival is dedicated to the guardian god of Doshomachi, Osaka's medicine district, and to Shinnou, the divine founder of medicine from China, Sukunahikona Jinja Shrine. It is originated when drug wholesalers in Doshomachi created new pills and offered paper tigers before the altar to pray for the eradication of the rampant cholera in 1834.

## Bangkok, Thailand

Nov

### Beer Garden Festival

November is the start of Thailand's annual beer garden season, where tables and chairs are brought out onto the street and Singha, Heineken, and a welter of other beers are available on tap. Many places make tremendous effort to make this time of year to be a great experience, with many venues setting up a stage and offering live music (including pop and jazz) and spectacular sound and light shows.

## Daegu, Korea

Nov. 25 to 28

### Daegu Fashion Fair

The Daegu Fashion Fair is an international event to activate the region, make Daegu a hub of fashion and to support the fashion industry in Daegu. Everything about the Asian fashion industry, including apparel production, design, logistics and marketing can be all seen at the fair. Fashion designers and foreign buyers have more chances to do business and numerous Korean brands will be introduced. The Daegu Fashion Fair will be hosted to raise up textile and fashion industry. All people related to the textile & fashion business will visit the Fashion Fair & Textile Machinery show and synergy effect will be increased.

## Georgetown, Malaysia

Nov. 27 to Dec. 5

### Penang Floral Fest 2010

Venue: Penang Botanic Gardens

The Penang Floral Festival 2010 is expected to draw some 50,000 local and foreign visitors to Penang Botanic Gardens. Workshops, contests, exhibitions and various classes on floral related topics will be held during this floral festival. Remember to bring along your camera to take photos of trees and plants that are bountiful in the gardens.

# Nov 11



Jakarta, Indonesia



Jeju, Korea



Kagoshima, Japan



Shanghai, China



Osaka, Japan



Bangkok, Thailand



Mayor of Melaka Historical City Council

# Datuk Yusof Jantan

Melaka is a small historical city located on the southwest of Malaysia facing the Straits of Melaka. Despite its low popularity, the city is meaningful from a historical point of view. The entire city has even been named as the UNESCO world heritage site. I had an interview with Datuk Yusof Jantan, mayor of Melaka, and explored the unknown charm and potential of Melaka which has long been a hub of marine transportation and east-west trade.



**How many visitors arrived in Melaka city and how much did they bring to your city's revenue in 2009?**

Since 1999 till 2009, a total of 47.25 million tourists visited Melaka with an average increase of almost 20% per annum and an average length of stay about 1.89 nights. During eleven years, 76.6% came to Melaka were domestic tourists and the balance 23.4% is composed of foreign tourists. In

2009 alone, we have received a total of 8.9 million tourist arrivals compared to 7.2 million tourists in 2008 and an increase of 23.6% during a remaining stay of 1.89 nights.

In the same period, emerging markets have been identified in addition to the traditional markets. The five significant emerging markets are India, the United States, United Kingdom, Japan and Thailand where their numbers has now reached a total of 17,000 people to 34,000 people. In 2010, the state government is targeting that a total of 8.2 million tourists will visit Melaka and stay 3.0 nights. The State Government is confident that this figure could be achieved unless no factors outside our power prevent their coming to this country. This achievement can be reached because Melaka is indeed popular among tourists with its rich tourism products, places of interest to visit, meet and do recreation. A total tourist expenditure estimated for this year will achieve an increase of MYR 5.0 billion, 11.11% more than 2009, which only recorded an expenditure of MYR 4.5 billion.

**How large is the portion of the tourism industry in the entire economy of Melaka?**

In terms of portion of the tourism industry, this industry managed to contribute 70.10% or MYR 11.2 billion in year 2009.

**What is the main purpose of the travelers visiting your city?**

The main thing for visitors when they think about Melaka is History. So they come to see the 600 years old history. From the early Malay Sultanate, the omission of Portuguese, Dutch and British. Now Melaka is moving towards another sector – A Theme Park State for all families. Starting with A Famosa Water World, Taming Sari Gyro Tower, Eye on Melaka, River Cruise, Duck Tour and now Melaka Wonderland.

**Could you introduce Melaka city to us?**

Melaka is the third smallest Malaysian state, after Perlis and Penang. It is located in the southern region of the Malay Peninsula, on the Straits of Malacca. It borders Negeri Sembilan to the north and the state of Johorto to the south. The capital is Melaka Town. This historical city centre has been listed as a UNESCO World Heritage Site since 7 July 2008. Although it was



the location of one of the earliest Malay sultanates, the monarchy was abolished when the Portuguese conquered it in 1511. The Yang di-Pertua Negeri or Governor, rather than a Sultan, acts as the head of state. Melaka is administered by its State Assembly and Executive Committee (EXCO). The State Assembly represents the highest authority in the state and decides on policy matters. The EXCO is responsible for the State Assembly and comprises members who are appointed every five years by the political party in power. It is headed by the Governor (Yang Di-Pertua Negeri) who is appointed by the Yang di-Pertuan Agong of Malaysia.

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

The biggest attraction in Melaka are the heritage sites in Banda Hilir, Melaka. In terms of statistics in 2009, the biggest attractions are Museums, the Taming Sari Tower, Melaka River Cruise, Zoo Melaka and the Proclamation of Independence Memorial.



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

The city of Melaka is known for its connection to the history of the Malay Sultanate of Melaka, its origin traced back 600 years ago. During the 16th Century, Melaka became famous due to its strategic location as a major regional commercial port. This has made Melaka a coveted possession among the western powers of that era and was subsequently seized by the Portuguese, Dutch and English. Presently, the Melaka State Government has taken initiatives to preserve buildings and artifacts left by the colonizers and transform these as major historical sites that will attract both domestic and international tourists.

**How do we get to Melaka City?**

**By Road**

Melaka is only 144km or a two-hour drive from Kuala Lumpur and 224km or 2 hours 30 min. from Johor Bahru. The North-South Expressway runs through the state and provides easy access to its attractions. The new bus and taxi terminal, Melaka Central, is about 6km from the city. Buses, air-conditioned

coaches and taxis are here. The transportation hub also has a shopping arcade and a bazaar.

**By Sea**

Melaka is a favorite stop-over destination for cruise ships. Ferries also ply between Melaka and Dumai in Sumatra.

**By Air**

Batu Berendam, a small airfield, 9km from Melaka city accommodates light aircrafts. For those arriving by air at the Kuala Lumpur International Airport, it is possible to take a taxi or a coach to Melaka. Melaka can be accessed from 3 toll exits via Ayer Keroh, Simpang Ampat, Alor Gajah and Lipat Kajang, Jasin as well as other interstate routes. The most popular route is Ayer Keroh and with a straight route it will bring any traveler to the heart of the town (18km).

**Do you have any new strategies or plans to develop tourism products in the future?**

Promoting Melaka as a must visit tourism destination with the theme of 'Visit Historic Melaka Means Visit Malaysia' and 'Melaka World Heritage City UNESCO'. Various promotions through Mission Sales, Travel Marts, Roadshows, Fam Tours and Festival Tourism have been implemented in Melaka, other states in Malaysia, and in countries with traditional markets such as Singapore, Indonesia, China, Taiwan and Hong Kong.

Enhance promotion through distribution of materials such as brochures, books, corporate video, websites and publicity through media.

Implement promotion programs by organizing and participating in the travel events held in Melaka or in other countries at national and international level.

To sustain the tourism development in Melaka with strong market penetration, new technology such as the green technology and enhance services at an international level.

**In what field do you think TPO should make more efforts to develop the organization into a leading tourism organization in the Asia Pacific region?**

Increase the level of tourism product awareness by introducing niche products and to encourage product distributors and operators to develop services and products suitable for international markets.





# Rediscovery of Guangzhou

It does not take a long time to judge a tourist attraction on its first impression. The little things such as the airport hallway, taxi driver and restaurants play a significant role in forming the image of a city. Guangzhou reminds of Hong Kong and Singapore with its charm and modern facilities. In addition, the classical lattice doors and red lanterns create a romantic and dreamy atmosphere. For those who love urban lights and exotic urban circumstance, Guangzhou will be the best choice in China.

Editor Su-Jin Kim Photo Choon-Keun Oh



# Photo Gallery

01 A stunning and magnificent artificial stalactite cave decorated with real stalactites in Guilin.  
 02 Be careful not to be frightened by a large number of (approximately 100,000) carp in Baomo Garden. The beautiful and colorful fish makes the garden more elegant and romantic.  
 03 On your way to Baishuizhai Mountain through 9,999 stairs, brisk and lively waterfalls make you refreshed and recuperated.  
 04 The acrobatic and thrilling circus performance can be viewed at Chimelong.  
 05 You can see giraffes and zebras roaming and lions and tigers yawning at Chimelong Zoo, not in the African savannah.  
 06 Interestingly, dead bodies were wrapped with the graveclothes which were decorated with jade in Nanyue Kingdom. They believed that jade would prevent the corpses from easily decomposing.  
 07 Due to the stylish and refined roof lines and unique architectural styles, Yuyin Village is known as one of the most beautiful 4 gardens in Guangdong.  
 08 Beijing Road, the heart of Guangzhou shopping, is famous for the red lantern. At night, you can witness what Beijing Road had been like under the red lantern about 1,000 years ago.  
 09 You can witness the rapid growth of Guangzhou in a Pearl River Cruise.





## Course 1 Guangzhou Tour by Subway

West Han's Nanyue King Museum → Yuexiu Park → Liurong Temple → Chen Clan Academy → Pearl River-InBev International Beer Museum → Beijing Road Shopping Pedestrian Street → Pearl River Night Cruise

### West Han's Nanyue King Museum

This museum appears in every Guangzhou travel guide. If you want to learn the history of Guangzhou, it is a must-visit destination. It was built on the site of the Western Han Nanyue King's tomb which was discovered in 1983. 11,465 artifacts and 15 bodies were excavated in this 14,647m<sup>2</sup>-wide tomb. Grave clothes made of jade pieces and silk threads, flower basins, medicinal herbs and jewels are showcased. You will be stunned by the huge amount of treasure on the 1<sup>st</sup> to 3<sup>rd</sup> floors. It is also recommended to tour around the site of the tomb on the backyard.

**Directions** Get off at Yuexiu Park Station (Line 1) **Opening Time** 09:00~17:30 (closed on February 28, August 31) **Admission Fee** CHY 12 (adults) / CHY 5 (college students) / free (adolescents and children) **Website** www.gznywmuseum.com



#### Tip What is 'Kingdom of Nanyue'?

Nanyue was established at the final collapse of the Qin Dynasty by Zhao Tuo, who was the military commander of Nanhai Commandery at the time. In its glory, the kingdom even had Vietnam under control. It was conquered and absorbed into the Han Dynasty in 111 BC. The Kingdom lasted 93 years in total and had five generations of kings. According to historic relics from the tomb, it appears that trade flourished here.

### Guangzhou TV Tower

Guangzhou TV Tower standing tall in the middle of the city is very appealing because of the thin waist of the tower, and not just because of its height (614, the second tallest on earth). The waist of the tower is a completely empty space without floors and walls. Here, visitors can enjoy the true beauty of the modern architecture. A theater, two rotating restaurants, shopping center and rotating observation wheels are also scheduled to open before the Asian Games.



### Yuexiu Park

Featuring beautiful hills and lakes, the Yuexiu Park is the lung of Guangzhou. As the largest park in downtown Guangzhou, it is as large as 868,000m<sup>2</sup>. You can often see locals practicing Tai Chi and playing Chinese chess in the park. It is the Five Ram Stone Statue, a mascot of Guangzhou 2010 Asian Games, which draws the greatest attention in the park. The 11m-tall statue made of 130 granite stones has a legend. Zhenhai Tower, a red five-story building, is an exhibition hall in which historic relics excavated in Guangzhou are also on display. You can take a good rest over a fragrant tea here.

**Directions** Get off at Yuexiu Park Station (Line 1) **Opening Time** 06:00~21:00 **Admission Fee** CHY 5

### Chen Clan Academy

The Chen Clan Academy was constructed by the Chen's family during the Qing Dynasty. Now, it is known as the Guangdong Folk Arts and Crafts Museum. The fancy but delicate ceramic roof styles are very eye-catching and elegant. The doors, windows, walls, roof ridge board and stone decorations on a folding screen are very fascinating as well. Porcelain, paper craftworks, embroidery and ivory/wood/stone sculptures are showcased under the themes of 'Guangdong Embroidery,' 'Guangdong Sculpture' and 'Guangzhou Ancient Architecture.' In the backyard, are charming sculptures which revived the famous scenes of 'the True Story of Ah Q (written by Lu Xun)' in perfect harmony with old trees.

**Directions** Get off at Chen Clan Academy Station (Line 1) **Opening Time** 08:30~17:30 (ticket office is closed at 17:00) **Admission Fee** CHY 10 (adults) / CHY 5 (middle and high school students, 120~150cm tall) **Website** www.gzcjc.com.cn



### Pearl River-InBev International Beer Museum

There is nothing better than a cold beer on a hot day. Zhujiang Beer, the pride of Guangzhou, is one of top 10 beer brands in China. It is named after Zhujiang which passes through the city. It is available in different tastes for low prices. It is recommended to visit the Beer Museum to learn all about the Zhujiang Beer. You can see the history of Zhujiang Beer and brewing process and meet InBev beer. At the end of the tour, you can taste fresh beer as well. You can also taste beer which is fermented in a bottle itself in this museum.



**Directions** Get off at Modiesha Station (Line 2) **Address** No.118 Modiesha Avenue, East Xingang Road, Guangzhou P.R. China **Tel** 020-84206636 **Opening Time** 08:30~16:30 **Admission Fee** CHY 50 **Website** www.zhujiangbeer.com

### Pearl River Night Cruise

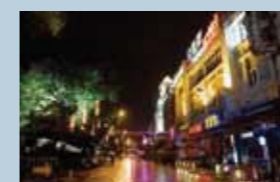
Zhujiang is a great place to tour around on a cruise ship because tourist attractions are developed along the river. In particular, it has a spectacular night view. The lights produced from the roofs of premium apartments clustered on the Er Sha Island and Shamian Island decorate the dark sky. The Guangzhou Star Cruise is available from CHY 33 onwards for 1 and half to two hours. The price goes up (CHY 98) if buffet dinner on the 2nd floor is used. The price varies depending on what kind of food is served. Tea and coffee are free.



• **Guangzhou Star Cruise (Tel: 020-8333-2222)** - **Directions to the terminal** Get off at Haizhu Square Station (Line 1) → 3-minute walk to the east along Yanjiang Lu → Tianzi Pie **Website** www.gzstar.net.cn

#### Tip Famous Nightlife Spots in Guangzhou

##### • Henan Fangcun Bar Street



In general, a lot of bars and clubs are clustered along the river across the world because of a scenic landscape. Zhujiang is no exception. Once the sun goes down, the Fangcun Bar Street located in the southern part of Zhujiang turns into a bustling street inundated with bright neon signs. The name of the street even has the word "bar" in it. If you expect a romantic bar, you could be disappointed because most bars in this street have a party like atmosphere with loud music. You can experience the night culture of young people in Guangzhou here.

##### • Hebei Yanjiang Road

While the Fangcun Bar Street is a landmark in the south of Zhujiang, there is the Yanjiang Road in the north. A lot of refined and stylish bars and clubs are lined along the road. They are much more luxurious than those on the Fangcun Bar Street. Most of the bars and clubs have a party like atmosphere with bright neon signs. The vibrant and energetic clubs around



VS

Jiefang Bridge are often crowded with young people just like the clubs around the Hongik University area. Come and have fun in one of the fascinating clubs and get fresh air by walking along the Zhujiang.

### Er Sha Island

Er Sha Island in Zhujiang is like an art district. It features various famous art facilities such as the Xinghai Music Hall and the Guangdong



Fine Arts Museum. Located between the Haiyin Bridge and Guangzhou Bridge, this island stands tall in the middle of Zhujiang. It has a great view of Zhujiang.



### Beijing Road Shopping Pedestrian Street

Besides large modern shopping malls, the shopping street which is formed along the old narrow street is also very fascinating. You can see a lot of bright red lanterns hung in a 100-year-old tree on Beijing Road. You can also meet the 1,000-years-old Guangzhou road in the middle of the Beijing Road Shopping Street along which three big department stores and many shops.

**Directions** Get off at Gongyuanqian station (Line 1)

#### Pearl River

Zhujiang is called 'Pearl' according to the following legend. The King of the Kingdom of Nanyue had a rare pearl which had never been shown to anyone. After he died, the treasure was buried by his body. Years later, one scholar rescued a nymph by chance. She gave the scholar the pearl as a token of appreciation. He sold the jewel to a Persian merchant at high price. However, the merchant accidentally dropped the pearl into the river. Then, the river became as clean and beautiful as the pearl. Since then it was named 'Zhujiang River'.



## Course 2 Let's go to the outskirts of Guangzhou!

Baomo Garden → Nan Yue Garden → Yuyin Village → Conghua Hot Spring Scenic Spot (Bishuiwan Hot Spring Holiday Inn)



### Baomo Garden

The Baomo Garden is known as the 'Summer Palace in Guangzhou' with a 100-year old history. It was built during the late Qing Dynasty but destroyed by the Red Guards during the Cultural Revolution. It was restored in 1995. The 6000m<sup>2</sup>-wide garden is connected with red-roofed trails which are blocking rain and sunlight. It features a modern swimming pool, exquisite national treasure and charming antique architecture. You can also meet hundreds of thousands of goldfish. The famous 52m-long Qingming scroll titled 'Qingming Shanghe Tu' is made of 1,320 ceramic wares. This masterpiece illustrates the bustling landscape along the river which flows through a capital city of the Northern Sung.

**Directions** Get off at Shiqiao Station (Line 3) → get on the bus for Baomo Garden (bus fare: CHY 3) **Opening Time** 08:00-17:30  
**Admission Fee** CHY 40 (adults) / CHY 20 (those 120-150cm tall) / CHY 75 (package pass: Baomo Garden + Nan Yue Garden)

### Nan Yue Garden

The Nan Yue Garden is situated next to the Baomo Garden. Even though it is smaller than the Baomo Garden, it has magnificent architecture, exhibition halls and 20 valuable spots. It is so beautiful that you may even want to own the garden in miniature. At the entrance, you may be amazed by the fancy red bathroom building. The artificial cave made of stalactites which were directly brought from Guilin looks very real. You can also go up to the observatory using an elevator in the back of an artificial stone mountain. The 3-story octagonal pavilion offers a spectacular view of the garden.

**Directions** 5-minute walk from Baomo Garden **Opening Time** 08:00-17:30 **Admission Fee** CHY 50 (adults) / CHY 25 (those 120-150cm tall) / CHY 75 (package pass: Baomo Garden + Nan Yue Garden)



### Yuyin Village

As one of the three most beautiful villages in Guangdong, Yuyin Village has been designated as a civilization preservation site. Even though it is hard to visit using public transportation, you may soon forget all your fatigue from the travel when you see the breathtaking garden. In this small village (less than 2000m<sup>2</sup>), an octagonal pavilion and an arch bridge at a pond in the west are especially eye-catching. They have been preserved almost intact even though other facilities were remodeled in 2006.

Unfortunately, the bridge is under repair right now. Once the repair work is done, you will be able to see picturesque scenery created by the red arch bridge and lotus flower on the pond.

**Directions** Get off at Shiqiao Station (Line 3) → get on the bus for Huarong **Address** Nancun Town, Panyu, Guangzhou City, Guangdong Province, P.R. China **Tel** 8620-8476-9293 **Opening Time** 08:00-17:30  
**Admission Fee** CHY 18 (adults) / CHY 9 (adolescents) **Website** www.6088.com/yyst/index.htm



### Conghua Hot Spring Scenic Spot

This historic hot spring was developed from the Ming to the Qing periods. A total of twelve springs are observed here. As a carbonated spring, it has no color and no smell. The hot spring water contains about 10 kinds of minerals such as calcium, magnesium, potassium, sodium and carbon dioxide. The water temperature is 60°C in average in the range of 30 to 71°C.

### Bishuiwan Hot Spring Holiday Inn

It is a multiple hot spring theme park located about 18km away from the Conghua Hot Spring. In three large hot spring swimming pools, a special show is performed for visitors twice a day. A total of 36 different baths such as a Bubble Bath, Tea Bath, Medicinal Herb Bath, Wind & Coffee Bath, Water-jet Bath and Dr. Fish Bath are available. The addition fee is discounted by CHY 50 for hotel guests.

**Directions** Guangzhou Conghua Liuxi Hot Spring Resort (Liangkou) **Tel** 020-8784-2888 **Room Rates** Deluxe (CHY 1,080) / deluxe family (CHY 1,380) / deluxe suite (CHY 1,680) **Spa Rates** CHY 128-158 (Jan. 1-May 5 / Oct. 1-Dec. 31) / CHY 128 (May 6-Sep. 30) **Website** www.bishuiwan.com



### Tip Public Transportation

• **Subway** At present five subway lines (line 1 to 5) which pass through Guangzhou are available. The expansion is in progress in preparation of Guangzhou 2010 Asian Games.

**Subway Fare** CHY 2-10 **Operating Time** 06:00-23:39 **Website** www.gzmtr.com

• **Bus** In a city bus, the final stops are written in English and Chinese. However, the bus map is available in Chinese ONLY. It is recommended to get on the bus No. 5, 6, 31, 102, 104, 107, 108 and 823 which stop at famous tourist attractions.

**Bus Fare** CHY 2 (bus with air conditioning) / CHY 1 (bus without air conditioning)

• **Taxi** Taxi is the fastest means of public transportation to arrive at the tourist destination. The rates are calculated by the meters. The base rates are CHY 7 for 2km. The fuel surcharge (CHY 1.5) is additionally charged. The rates increase by CHY 2.6 per 1km.

• **Train** You can go to Guangzhou from Hong Kong by plane, train, ferry or bus. Among them, train is recommended. The train for Guangzhou Station, which departs every hour at Hung Hom Station is KKD 190 (approximately CHY 180). It takes about 1 hour and 50 minutes. The fare is higher than bus. If you take a bus, however, it would take about 3 hours to arrive at Guangzhou. You need to get off the bus and have an entry/departure inspection whenever you cross the frontier.





## Course 3 Fun and Exciting All Day Long! - Guangzhou Entertainment

Chimelong Paradise → Chimelong Water Park → Chimelong Safari Park → Chimelong International Circus



### Chimelong Paradise

Chimelong Paradise features more than 70 world-class amusement rides which have been imported from Switzerland, the Netherlands, Germany and the U.S. with an investment of CHY 1 billion. While many conventional amusement parks are developed in European style, Chimelong Paradise is well balanced between European and Chinese culture. Famous amusement rides include jet coaster, motor jet coaster, U-shaped coaster, Blue Dragon Train (the best in Asia) and indoor entertainment center (the largest in China).

**Opening Time** 10:00~19:00

**Admission Fee** Free pass: CHY 170 (adults) / CHY 85 (children 110~140cm tall) / free (those 110cm or shorter)  
Package rates (Paradise Free Pass + Circus): CHY 220 (adults) / CHY 155 (children)

**Website** [www.chimelongparadise.com](http://www.chimelongparadise.com)



### Action Arena

It is just like a stunt show at the Universal Studio. The Hollywood movie 'Water World' has been restored. It is fun and exciting to watch jet-ski racing in a Water World-like place. In particular, a scene a jet-ski falling into water at explosion of bomb is very thrilling. You can also watch sexy actors and actresses.



### Dino Raider at 4D Theater

It is 4D not just 3D. Can you imagine? Chimelong Paradise added one more option to the conventional 3D screen. The seats move, spray water and push out the audience. This place is highly recommended for those who want something different and frightening. Do NOT enter here if you have a weak heart.



### Chimelong Water Park

If you want real thrill, try some scary amusement rides in Chimelong Water Park. A total of 8 fun and exciting rides including Super Bowl Monster, Super Speaker and Jet Slide are available. River Rafting and Wave Pool are also available for children. If you have a package pass, you can also have a good time at the Chimelong Paradise, Chimelong Circus and Safari Park in the afternoon.

**Opening Time** 09:30~18:00 (Sun.-Thu.) / 09:30~21:30 (Fri., Sat.)

**Admission Fee** Adults: CHY 90 (Apr. 15~May 31)  
/ CHY 128 (Jun., Sep. 1~Oct. 8) / CHY 180 (Jul., Aug.)

Package rates: CHY 285 (Chimelong Paradise + Water Park, Sep.)  
/ CHY 218 (International Circus + Water Park)

**Website** <http://waterpark.chimelong.com>



### Chimelong

A huge entertainment park equivalent to Disneyland is just 20-minute away from the downtown of Guangzhou by car. Chimelong features Chimelong Paradise Amusement Park, Chimelong Circus, Chimelong Water Park, Xiangjiang Safari Park, Guangzhou Crocodile Park and Chimelong Hotel. You will be stunned by the unbelievable scale.

**Directions** Get off at Hanxi Changlong Station (Line 3) → get on the free shuttle bus at Exit Em

### Xiangjiang Safari Park

The Xiangjiang Safari Park which makes visitors feel that they are in the middle of Africa not in a zoo is divided into Safari On-Wheels Safari On-Foot. In the former, you can tour around in a train, car or cart. In the latter, on the contrary, you tour around on foot. Safari On-Wheels will be much bigger than your imagination. It is also divided into an Asia Zone, Asian Forest Zone, Beast Zone, South Africa Zone and East Africa Zone. It is so large that it would take about 40 minutes to complete the tour by car. If you plan to visit the Safari On-Foot, it is recommended to wear comfortable sneakers. You can meet koalas and kangaroos at the New Australian Zone, baby the white tigers at the White Tiger Hill and cute monkeys at the Monkey Hill.

**Opening Time** 09:30~17:30 **Admission Fee** CHY 150 (adults)  
/ CHY 80 (children shorter than 140cm) **Website** <http://xjzoo.com.cn>

### China Treasure Zone

Because of high rearing cost, it is very hard to see a panda in other countries but China. Once you are in China, it is highly recommended to see a panda in person. Panda Hill is decorated with bamboo which is the favorite food of panda bears. You can see a panda eating bamboo stalks in the inside and playing in a swimming pool in the outside. In a shop at the entrance, a variety of panda dolls are available.



### Chimelong International Circus

The Chimelong International Circus is a pride of Chimelong Park. You will be stunned by the unbelievable acrobatic skills demonstrated at the performances. The circus is capable of accommodating 9,000 guests. The stage (100m in width, 50m in depth) is as large as an 11th-story building. Five different stages are available. You will be amazed by the huge scale. The mysterious and fantastic laser show which makes you feel if you are in a tropical rain forest, horse-riding show by beautiful ladies, Kenyan martial arts by muscular black men, acrobatic trapeze show by Russian acrobats and dangerous triangular windmill cylinder show by three Colombian acrobats will make you thrilled and captivated. Don't miss the Pirate Ship Story performed by former athletes in swimming and synchronized swimming and High Dive from a height of 110m!

**Opening Time** 19:30 **Admission Fee** CHY 180 (adults) / CHY 90 (children 120~150cm tall) / free (children 120cm or shorter) **Website** [www.clcircus.com](http://www.clcircus.com)



### Tip Chimelong Hotel Buffet Restaurant

An amazing restaurant is situated on the basement of the Chimelong Hotel. There is a miniature jungle enclosed by a frameless glass in the middle of the restaurant. In the jungle, three white tigers are seen. You can see the tigers eating meat tossed from the 2nd floor. A variety of dishes (ex: Chinese, Japanese, European, American, etc.) are served. Unlike other buffet restaurants, draft beer is free.

**Tel** 020-8478-1813 **Opening Time** 12:00~15:00, 17:00~20:00  
**Website** <http://xj-hotel.com>



## Course 4 Mountain with 9999 Stairs



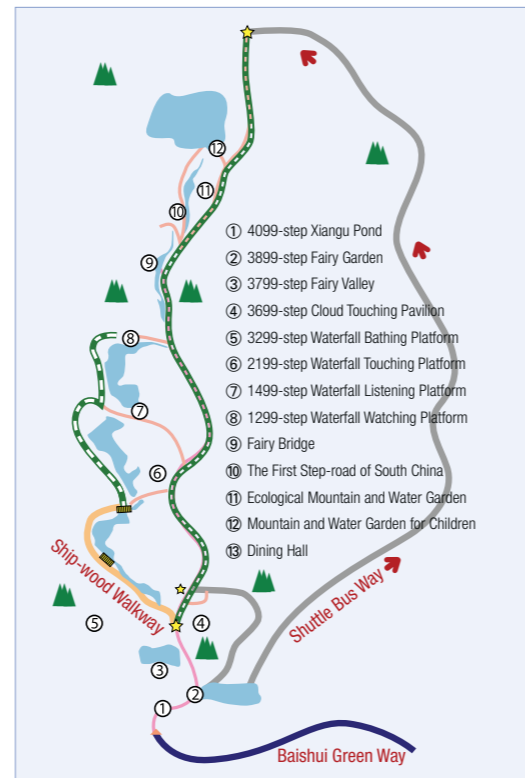
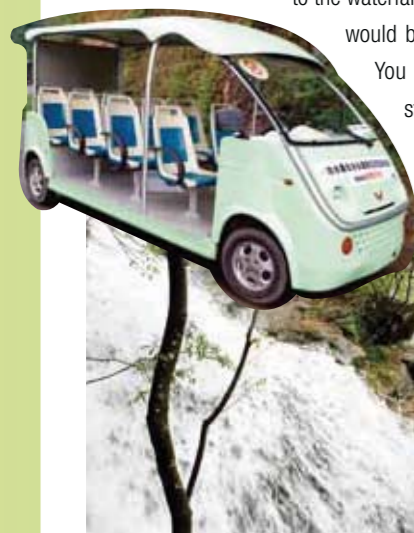
### The Baishuizhai Scenic Zone

The Baishuizhai Scenic Zone in Guangzhou is about 40-minute away from the Baiyun Airport by car. Here, you can see the Baishuizhai Waterfall, the most magnificent waterfall in China. The drop in elevation reaches 428.5 meters. When you get closer to the waterfall, you



would be frightened by the huge and powerful roaring. You need to hike up just 9,999 stone and wooden stairs to the peak. You can arrive at the 900<sup>th</sup> stair in an electric-powered car (CHY 10). The ship-wood walkway from the 299<sup>th</sup> to the 1,299<sup>th</sup> stairs is the most popular spot in Baishuizhai. It is a great photogenic place as well. The 2km-long smooth trail ensures a pleasant and enjoyable hiking.

Tel 020-8630-5080 Opening Time 09:00~18:00 Admission Fee CHY 60 (adults) / CHY 35 (adolescents) Website www.bsz.cc



#### Tip Recommended Courses

- **Leisure Trip** The starting point for Climbing → Ship wood Walkway → 1499th step Waterfall Listening platform
- **Classic Trip** The Starting point for Climbing → Ship wood Walkway → 1499th step Waterfall Listening platform → 2199th step Waterfall Touching platform
- **Challenging Trip** The Starting point for Climbing → Ship wood Walkway → 1499th step Waterfall Listening platform → 3299th step Waterfall showering platform → Xianggu pool
- **Panoramic viewing Trip** You can easily arrive at Xianggu Pool (4,099th stair) with a shuttle bus. You will be amazed at the breathtaking landscape of Baishuizhai viewed from the window.



## Guangzhou 2010 Asian Games

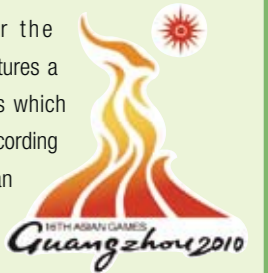
The 16<sup>th</sup> Asian Games, an international sports event for 4 billion Asians, will take place in Guangzhou which is proud of its 2,200-year-old history from November 12 to 27. It is hosted by China which has emerged as a new sports superpower through the Beijing 2008 Olympics. Athletes from 45 countries are expected to compete in 42 sports. The 2010 Guangzhou Asian Games is expected to attract about 14,700 athletes, trainers and coaches, 6,300 technical engineers and nearly ten thousand news reporters. For this, the Asian Game Town (capacity of 40,000 guests), Asian Game Town Gym, Guangzhou Velodrome, Guangdong Olympic Aquatic Center, Nansha Gym, Guangdong Olympic Tennis Center and the Guangzhou Shooting Range have been newly constructed. In particular, people have great expectations for the new official events (Dragon Boat, Cricket and Dance Sports).

Website [www.gz2010.cn](http://www.gz2010.cn)



### Emblem

The official emblem for the Guangzhou Asian Games features a depiction of rams and goats which are believed to bring luck according to the Chinese legend. You can see the emblem (the Five Ram Stone Statue) at the Yuexiu Park.



### Mascot

Five sporty goats, dubbed "Le Yangyang," will serve as the mascots of the 2010 Asian Games in Guangzhou. The five goats are A Xiang, A He, A Ru, A Yi and Le Yangyang, which mean "harmony, blessings, success and happiness."



#### Olympics 29 official sports

Aquatics (Swimming, Diving, Water Polo, Synchronized Swimming Included), Archery, Athletics, Badminton, Baseball, Basketball, Bowling, Boxing, Canoe/Kayak, Cycling, Equestrian, Fencing, Football, Gymnastics, Handball, Hockey, Judo, 5 Modern pentathlon, Rowing, Sailing, Shooting, Softball, Table Tennis, Taekwondo, Tennis-Soft Tennis, 3 Triathlon, Volleyball, Weightlifter, Wrestling

#### Olympics 13 unofficial sports

Billiard Sports, Dance Sports, Dragon boat, Golf, Kabaddi, Karate, Roller sport, Rugby, Sepaktakraw, Squash, Wushu, Chess, Cricket



3 Days In Kumamoto

# Spirit of **Forest** and **Water**

The relaxing and intimate urban landscape is viewed through high-rise buildings on the main street. A tram which smoothly circles the city brings nostalgia and romance. Kumamoto, situated in the middle of Kyushu, is a great place for 'Time Travel' and forget your daily routine for a moment. Here are the places you must visit during your three-day trip to Kumamoto.

Editor Sun-young Baek Photo Hak-hyun Lim





# Experience The History and Traditional Culture of Kumamoto

Let's start Day 1 with relaxation by visiting historical sites and traditional culture. You can tour famous tourist attractions such as the Kumamoto Castle, Suizenji and Kawajiri which are located within a 30 minute distance from downtown. Public transportations such as the tram and bus are very convenient. Don't miss the local delicacies, Taipingien and Basasi (raw horse meat).

Day 1



## Kumamoto Castle

**One of the three most impressive Castles In Japan** Kumamoto Castle is one of the three most famous castles in Japan along with the Osaka Castle and Nagoya Castle. It was built between 1601 and 1607 by samurai lord Kiyomasa Kato who commanded the invasion of Korea together with Toyotomi Hideyoshi during the Imjinwaeran (Japanese Invasion of Korea in 1592). It is also called, 'Ginnanjo' which means ginkgo castle. There had been 49 fortresses on the land as wide as 24 base parks. However, they were mostly destroyed at a war started by Satsuma Clan in 1877. The current castle was reconstructed in 1960. You can view the entire downtown from the highest Tenshukaku. This year is the 404<sup>th</sup> anniversary of the castle.

**Address** 1-1 Honmaru-machi, Kumamoto-shi • **Tel** 096-352-5900 • **Opening Time** 08:30~17:30 (Apr.-Oct.), 08:30~16:30 (Nov.-Mar.) • **Admission Fee** JPY 500 • **Directions** 5minutes by Loop Bus from Kotsu Center (Bus Terminal Transportation Center), 10minute walk from the Kumamotojoma tram stop.

### One-Day Tram & Bus Pass

If you plan to tour around the city using a public transportation, go and get a one-day tram & bus pass. With the pass, you can freely use the trams and city busses for one day. There are two different types of passes; unlimited pass (available in the entire city) and limited pass (available in designated areas only).

**Price** Unlimited pass JPY 700 (adults), JPY 350 (children) / limited pass JPY 500 (adults), JPY 250 (children)

## Suizenji Jojuen Park

**A Beautiful Garden where You can meet Mini Mount Fuji** It is known as the most beautiful Japanese garden in Kyushu. It was built by the Hosokawa Tadatoshi Clan over three generations since 1632. The garden sculpture and pine trees are in perfect harmony, creating a calm and peaceful atmosphere. The beautiful pond in the middle of the park makes the garden more attractive. In the north of the pond is a Mount Fuji-shaped little hill. It is recommended to enjoy the restful and relaxing atmosphere over Japanese green tea and cookies at a teahouse (JPY 500 for the tea and cookies).

**Address** 8-1 Suizenji Koen, Kumamoto-shi • **Tel** 096-383-0074 • **Opening Time** 07:30~18:00 (Mar.-Nov.), 08:30~17:00 (Dec.-Feb.) • **Admission Fee** JPY 400 • **Directions** 20minute walk from Suizenji or Shin Suizenji Stations (JR Hohi Line). Buses from the Kotsu Center Bus Terminal going in the direction of Kengun (3minute walk from Suizenji Koen bus stop). 3minute walk from the Suizenji Koen tram stop.



## Former Residence of Hosokawa Gyobu

**A fascinating glimpse into the life of a high-rank samurai** This residence was a vacation home of Hosokawa Gyobu, the younger brother of Hosokawa Tadatoshi, a Japanese daimyo of the early Edo period, who ruled the Kumamoto Domain. It was returned to its original location and renovated. The house was built in the traditional 'shoin-zukuri' construction style. You can imagine the life of a samurai during the Edo period because the facilities including private library, rooms, kitchen and household items have been well preserved. Free English-speaking tour guide services are available. You can apply for the service at the entrance.

**Address** 3-1 Furukyou-machi, Kumamoto-shi • **Tel** 096-352-6522 • **Opening Time** 08:30~17:30 (Apr.-Oct.), 08:30~16:30 (Nov.-Mar.) • **Admission Fee** JPY 300 • **Directions** Loop Bus from Kotsu Center (Bus Terminal Transportation Center); Kumamoto City Museum, Kyu-Hosokawa Gyobutei bus stop. 20minute walk from the Kumamotojoma tram stop.



**01** The entire downtown can be viewed from Kumamoto Castle Tenshukaku. **02** Japanese green tea and cookie set at Kokindenjunoma (Tea House) at the entrance **03** A complete view of the garden from Kokindenjunoma **04** A variety of antique furniture and items from the Edo period are showcased. **05** The magnificence and dignity of a landlord during the Edo period can be felt from the entrance.



## Kumamoto Crafts Hall

**Traditional Artifacts of Kumamoto** It is situated at the Kawashiri Street. This gallery showcases and sells a variety of antique artifacts of Kumamoto. They are somewhat expensive because every single product is handmade with a craftsman's touch and attention to detail. You can meet Kinta the Ghost (a doll which sticks out its tongue if a string is pulled down) and cute Higo-koma. You can also make your own piece in person. The hands-on program (ex. stained-glass making, leather craft, bamboo craft, etc.) changes every day. You can also taste and buy distilled liquor brewed with traditional methods.

**Address** 1-3-58 Kawashiri, Kumamoto-shi • **Tel** 096-358-5711 • **Opening Time** 09:00~17:00, closed on Mondays • **Admission Fee** Free • **Directions** From platform No.8 at the Kotsu Center Transportation Terminal, it takes 25minutes by bus via the Kawashiri or Kokucho municipal road. Get off at the Kogei Kaikan bus stop.



## Umezono (Japanese Apricot Garden)

**Let's learn how to make Japanese cookies from a craftsman** It is one of the six Japanese cookie shops in Kawashiri titled 'Kawashiri Rokkasho.' The shop has been operated by Kataoka's family over four generations. He has made traditional cookies when he was 18 years old. He is very famous among the Japanese cookie masters. Even people from Korea have visited him to learn his know-how and secret recipe. He makes delicious cookies in various shapes such as flowers, animals and fruits using colored red bean paste. You may be amazed at his beautiful and delicate cookies. If you want, you might be able to make cookies in front of him in person. Try the tasty Japanese cookies and green tea.

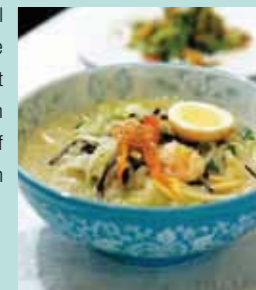


**01** Gallery on the 1<sup>st</sup> floor of Arts and Crafts Center **02** Kinta the Ghost (a doll which sticks out its tongue if a string is pulled down) **03** All showcased items are available for sale. **04** A variety of tasty and sweet Japanese cookies & green tea set are available. **05** It is very pleasant to see the fancy cookies. You can't get away from the charm of the Japanese cookies.

### [Gourmet Journey] Try the delicacies of Kumamoto!

#### Taipingien

Kumamoto Ramen is widely known. However, local citizens prefer Taipingien, a Chinese-style noodle soup. This unique noodle soup is made of sweet potato noodles in chicken bone broth with fresh seafood such as shrimp and squid. Because of many assorted vegetables, this dish has been loved by many people. It costs about JPY 700.



#### Kairakuen

Taipingien restaurant which has been operated since the Showa period (Taipingien: JPY 820, lunch set (Taipingien + fried rice): JPY 925).

**Address** 2-7-11 Shin Machi Kumamoto City • **Tel** 096-352-2844 • **Opening Time** 11:00~14:30, 16:30~21:00, closed on Mondays • **Directions** A 10minute walk from Kumamoto Kotsu Center.

#### Basasi

Basasi (raw horse meat), one of the most famous delicacies of Kumamoto, is served. Due to tender taste with no 'horse odor,' it has been loved by many people. Besides Basasi, a variety of horse meat dishes such as shabu-shabu, grilled horse tripe, raw liver and stew are served.



#### Suganoya

Suganoya is the most famous Basasi restaurant in Kumamoto. This place is especially popular among young people because of its wide selection of creative cuisines besides Basasi are offered. It is recommended to taste course menus which include Basasi, steak, stew, horse meat sushi, etc.

**Address** 2-12 Jyoutoumachi Kumamoto City • **Tel** 096-355-3558 • **Opening Time** 11:00~14:30, 16:30~22:30, closed on Mondays • **Website** www.suganoya.com • **Directions** Go to Kumamoto Castle Hotel Nikko Kumamoto and turn right at the 2<sup>nd</sup> block, you will see it on your left.

### [Where to Stay] Hotel Information



#### Hotel Nikko Kumamoto

Situated in Kamitori, the busiest district in Kumamoto, this hotel is good for shopping and touring. The rooms in the south have a magnificent view of the Kumamoto Castle while those in the east have a picturesque view of Aso Mountain. The Aso Mountain

Crater-shaped flame design in the lobby is very impressive. The Kumamoto Museum of Contemporary Art is situated on the 3<sup>rd</sup> and 4<sup>th</sup> floors.

**Address** 2-1 Kamitori-cho, Kumamoto-shi • **Tel** 096-211-1111 • **Room Rates** JPY 15,000 (Single), JPY 24,000 (Standard) • **Website** www.nikko-kumamoto.co.jp • **Directions** 15minutes by tram from Kumamoto Station on the JR Kagoshima Line. 10minutes by tram or bus from Shin-Suizenji Station on the JR Hohi Line.



#### Kumamoto Hotel Castle

It is a remote, calm and relaxing city hotel. The refined beige-colored rooms create a calm and elegant atmosphere. It features basic modern facilities such as Japanese restaurant, Chinese restaurant and coffee shop.

**Address** 4-2 Jyoto-machi, Kumamoto City • **Tel** 096-326-3311 • **Room Rates** JPY 10,279 (Single), JPY 19,635 (Double) • **Website** www.hotel-castle.co.jp • **Directions** Approximately 10min. by taxi and 15min. by City Tram from JR Kumamoto Station. Take the City Tram for KENGUN from JR Kumamoto St. 5min. walk from Toricho-suji Station.



## Young and Energetic Busy Districts & Shopping Streets

There are a variety of fascinating streets in the downtown of Kumamoto such as Kamitori (roofed arcade shopping street), Shimotori, Sun Road Shinshigai, Namiki Street (a long street along clustered with many clothing shops are clustered) and Shower-dori which reminds of the narrow alley of Paris. Explore every corner of the streets and Feel their energy.

Day 2



### A Kumamoto Transport Center

An express bus terminal which connects big cities like Fukuoka. If you come to Kumamoto by bus, your trip starts from here.



### B Sun Road Shinshigai

It is the starting point of the roofed arcade shopping street. The street stretches about 1.3km up to Shimotori. A lot of fun and exciting facilities such as game centers, karaoke bars and movie theaters are clustered along the street.



### C Shimotori Arcade Street

It is the most bustling and busiest district in Kumamoto. It is crowded with young shoppers on weekends. Departments stores, shopping malls, clothing shops, cosmetics shops and discount stores are clustered here. Because the street is roofed, you can shop comfortably even when it rains.

## Map of Downtown Kumamoto



### D Namikizaka

The street stretches for about 200m to the north from the end of the arcade. A lot of imported clothing shops are clustered along the street. Do not miss this place if you are interested in fashion trend and style. Since trees are beautifully lined along the street, it is a good place for a walk as well.



### E Kaminoura Dori

This street is located on the right side of Kamitori. Romantic cafes, distinctive and exotic bars, imported interior product shops and Asian-style accessory shops are hidden at every corner of the street. Because it looks like an ordinary street, you need to look around with your eyes wide open.



### F Kamitori Arcade Street

A variety of shops from premium brand to cheap accessory shops are clustered along the street. You can also easily find cozy and fascinating cafes. In the evening, you can often see an amateur guitarist singing and meet young performers on the street.

## Kamitori Arcade Street

A home to low-price fashion accessory shops and stylish cafes

### Potefarm <sup>Map3</sup>

A dessert shop in which a variety of desserts made of high-quality sweet potatoes produced in Miyazaki, Kyushu. Cheese Pie made of sweet potato and Sweet Potato with custard are especially popular. In addition, it offers a variety tasty snacks like unique spicy soymilk pudding and chou cream. Come and have a sweet rest and relaxation over a delicious and sweet dessert.

Tel 096-311-1666 • Opening Time 10:00~20:00 (Cafe 12:00~19:30) • Website www.potefarm.com



### 315 <sup>Map4</sup>

This accessory shop offers a variety of fancy accessories such as a stylish necklace, earrings and bracelet for low prices (JPY 315). You can find anything from a common fashion item to unique and distinctive accessories. In particular, ring & necklace sets and earrings & necklace sets are good for a gift.

Tel 096-355-5584 • Opening Time 11:00~ 21:00



01 All accessories are available at JPY315. That's why the shop is called, '315.' 02 A wide selection of cute and fancy items such as necklace and earrings are offered at low prices.

## Namikizaka

Unique and stylish shops

### Cranberry <sup>Map5</sup>

It is a specialty shop for sensitive women. The shop owner goes abroad and brings vintage clothes, accessories and shoes which were in vogue during the 1960~70s. Vintage camisole and T-shirts make you open your wallet. Vintage frilly skirts also look fancy and fascinating. Here, you can meet a lot of unique fashion items.

Tel 096-328-1344  
Opening Time 12:00~20:00

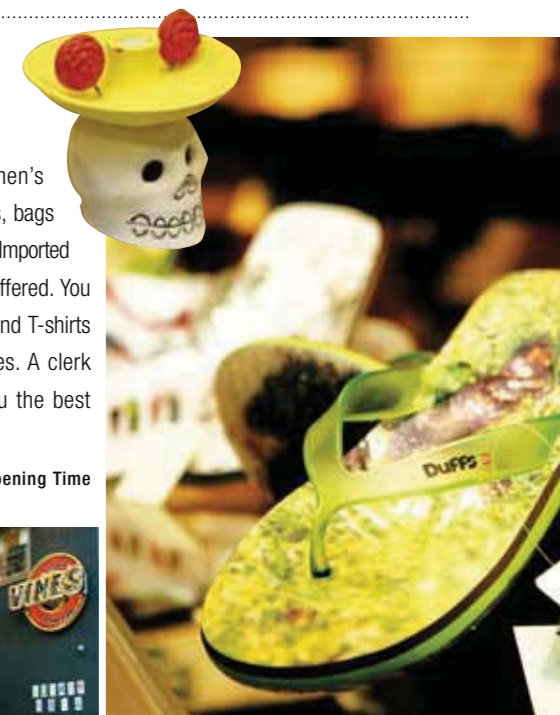


01 Camisole in a strong and loud color 02 The feminine signboard is very intense and eye-catching.

### Vines <sup>Map6</sup>

A variety of stylish men's items such as T-shirts, bags and belts are available. Imported products are mostly offered. You can get music and band T-shirts at relatively low prices. A clerk sometimes offers you the best selection.

Tel 096-322-3666 • Opening Time 12:00~20:00



## Must-Visit Shopping Streets and Shops

### Sun Road Shinshigai <sup>Map1</sup>

An energetic and dynamic street where game centers and movie theaters are clustered

### Drug Eleven

Drug Eleven is a leading Japanese health & beauty chain in Kyushu. It is open until late at night. Unlike drugstores in Korea, a variety of other products such as cosmetics, groceries, tonic products and kitchenware besides drugs are available.

Tel 096-312-8021 • Opening Time 10:00~23:00



### Gallery Kimura <sup>Map2</sup>

It is a gallery shop which handles a variety of Japanese traditional handmade interior items and artifacts and tableware. The refined and stylish handmade products have the genuine beauty of Japanese moderation. They are somewhat expensive, but they could be a good choice as a gift for friends and family.

Tel 096-352-5848 • Opening Time 10:30~19:00, closed on Wednesdays



## Kaminoura Dori

Explore Unusual Interior Product Shops and General Stores!

### Gecko <sup>Map7</sup>

A wide variety of mysterious and unique Asian-style items such as masks with weird faces and unique piercing tools are available. The shop owner goes abroad (India, Nepal, Thailand, Indonesia (Bali), etc.) and brings the products three times a year. This shop is a perfect place if you are interested in unique and exotic items.

Tel 096-323-3355 • Opening Time 12:00~20:00, closed on Wednesdays • Website www.asiazakka.com



### Grand Magasin <sup>Map8</sup>

A variety of interior products, stationery and kitchenware are available. The store is inundated with a lot of unique and interesting items. Stylish fashion items like bags and hats are also available. There are two more Grand Magasin stores nearby.

Tel 096-860-0848 • Opening Time 12:00~20:00



01 Traditional accessory shops in Bali. 02 A wide selection of unique and exotic items make you feel that you are in a traditional accessory shop in Bali. 03 The unique, number-shaped mug handle looks fascinating. 04 Cute and fancy items attract many tourists.



## A Trip for Scenic Nature and Pleasant Hot Spring

After seeing the tradition and modernity of Kumamoto, love the city and Feel the genuine beauty of nature. The splendid Aso Mountain and Kurokawa Onsen are about 1 hour away from the downtown. These famous tourist attractions are highly recommended.

Day 3



You may be able to eliminate all your fatigue from the trip and purify your mind in a calm and peaceful forest.

### Kurokawa Onsen

It is a typical hot spring town with the ryokans (Japanese inns) lined up and down the river. You can experience a variety of hot springs such as cave hot spring and sulfur hot spring. It is a good idea to spend the night at your favorite ryokan. You can get many useful information at the ryokan office.

**Directions** Get on the bus to Beppu at Aso Station and get off at Kurokawa Onsen

### Yamamizuki Ryokan (Japanese Inn)

**Enjoy hot springs over pleasant winds and chirping of birds** All three open-air hot springs (1 for both men and women, 2 for women only) located along the valley have a great view. You can also taste genuine Gaiseki cuisine. After the bath, have a good rest and relaxation at a café at the entrance. A shuttle bus stops at the information center.

**Tel** 096-744-0336 • **Opening Time** 14:00~21:00 • **Room Rates** JPY 18,000~26,400 (per person for two-bed room) • **Directions** 5minute distance by car from the information center • **Website** www.yamamizuki.com



### Terakoya Traditional cookie store

**Enjoy sweet senbei (Japanese rice crackers) after a bath!**

This senbei store offers a variety of Japanese crackers from soy sauce-taste senbei to sweet senbei. You can see the clerk baking senbei in person. It is highly recommended to taste skewered Kushi Senbei.



**Tel** 096-744-0412 • **Directions** A 5minute walk from the information center

### Travel Tip

#### Onsen Tegata

Onsen Tegata is a hot spring rally pass with which you can freely use three open-air hot springs among over 25 ryokans. It is available at the information center and ryokan. Once used, you will receive a stamp in your pass.

**Tel** 096-744-0076 • **Price** JPY 1,200



### Oyado Kurokawa Ufufu Restaurant

**Try Dagojiru, local delicacy of Kyushu!** Here, you can taste the famous local delicacy named Dagojiru, a miso soup with dumplings made from wheat flour. Dagojiru Set Meal which includes Dagojiru, steamed rice, tsukemono (Japanese pickles), tempura and tofu is served only ten times a day. If you want to try this local dish, you need to hurry. A cozy ryokan with hot spring is also available.

**Tel** 096-744-0651 • **Opening Time** 12:00~14:00, 17:00~20:00, closed on Thursdays • **Directions** Approximately 8minute from the information center



Kusasenn is the remains of a huge crater (1km in diameter) in Nakadake. The meadow is as wide as 785,000m<sup>2</sup>. You can see a small pond created by rain in the middle and horses eating grass.

## Aso National Park

Aso National Park, the first national park in Japan, is one of the most famous tourist attractions in Kumamoto. It consists of five mountain peaks including the active volcano 'Nakadake.' Open meadows are often found across the park. Due to beautiful hot springs, resorts and zoo, the park is crowded with tourists all year round.

**Directions** Get on the bus to Beppu at Aso Station and get off at Kurokawa Onsen

### Nakadake Aso Mountain

**A huge crater filled with sulfur smoke** This peak is still active among the mountain peaks at the Aso Mountain. Once you arrive at the peak (1,506m above the sea level), you may be stunned by the magnificent crater in which a volcano seems ready to erupt any moment. The sulfur smoke is observed throughout the year. It is forbidden to hike up the mountain during bad weather or at high smoke emissions. If you have a health problem such as a weak heart, you should not stay here for a long time because of the strong sulfur smell.

**Opening Time** 09:00~17:00 • **Directions** Get on the limousine bus (Kyushu Sanko) at JR Aso Station and get off at Aso Mt. Nishi Station. Then, go up to the peak in a ropeway.



You can meet an active crater filled with sulfur smoke, in which a volcano seems ready to erupt in any moment.

### Cuddly Dominion Zoo

**A heaven of animals situated on the open plain of Aso Mountain** In this zoo, you can watch, touch, hug and play with various animals such as a baby bear, ostrich, penguin and snake. The time for tourists to play with animals differs by animal. You can also meet rare animals like a wombat and capybara. A variety of animal races and shows are also available. In particular, the Dr. Dolittle Show performed by Pan-kun, a famous chimpanzee, is highly recommended.

**Tel** 096-734-2020 • **Opening Time** (Mid Mar.~Late Sep.), 10:00-16:30 (Oct.~Mid Mar.), closed on Tuesdays and Wednesdays from Dec. to Feb. • **Admission Fee** JPY 2,300 (adults), JPY 1,200 (children) • **Directions** A 3minute distance by taxi from JR Aso Station



**01** Come on and take a picture with me! **02** Tourists can touch animals such as ostrich, bear and snake. **03** Dr. Dolittle Show by the cute chimpanzee 'Pan-kun'



### Yoh Shomei Aso Highland Museum Park (Picture Book Museum) Museum

**A Fantastic World in the Picture of Yoh Shomei!**

This gallery showcases the master pieces of Yoh Shomei, one of Japan's most famous picture book authors, who was born in Kumamoto prefecture. The museum has been decorated just like the open meadow of Aso Mountain, which often appears in his books. You can travel in a fairy land watching his pieces of works and take a pleasant walk along the beautiful trail. A little café is also available in the museum. You can also buy a variety of character items and picture books.

**Tel** 096-767-2719 • **Opening Time** 10:00~17:00 • **Website** www.yamamizuki.com



**01** A variety of postcards and books are available for sale. **02** Yoh Shomei's most pieces of works were created with the backdrop of Kumamoto. **03** A beautiful entrance which reminds of Yoh Shomei's picturesque painting

### Travel Tip Hotel Information

#### Aso Villa Park Hotel

This hot spring hotel is a great place to enjoy traditional Japanese open-air hot springs in a cozy and comfortable atmosphere. It features a huge spa pool which has 16 different spas including open-air hot spas. A Korean clerk is also available for Korean tourists' convenience.

**Address** 1230 Kurokawa, Aso city, Kumamoto • **Tel** 096-734-0811 • **Room Rates** JPY 15,000~23,000 • **Website** http://asovilla.jp





# Four Senses of Geoje Island

As the second largest island in Korea after Jeju Island, Geoje Island was a violent battlefield of Admiral Yi Sun-shin during the Joseon period and a place where the POW Camp was built to hold prisoners during the Korean War. Even though this island is a hub of immortal Korean heavy industries, you can meet the splendid Hallyeo Maritime National Park and thick forest once you leave the downtown area. An island with indescribable charm  
Let's go to Geoje Island.

Editor Seon-Ae Yu Photo Choong-Keun Oh

#### • By Car

Gyeongbu Highway > Singal Junction and Daejeon Intersection > Tongyeong-Daejeon ighway > Tongyeong Intersection > National Road 14 to Geoje (4-5 hour ride)

#### • By Bus

•Seoul Nambu Terminal > Geoje Gohyeon Bus Terminal  
Fare KRW 23,700 (approximately 5 hour ride)  
•Seoul Nambu Terminal > Geoje Jangseungpo Bus Terminal  
Fare KRW 28,300 (approximately 5-hour and 30 minute ride)

#### • By Ship

Busan Ferry Terminal > Jangseungpo Ferry Terminal  
(Departure every hour / 45-minute ride)



# Sense 1. Summer Days on the Beach

The splendid thick forest in Geoje Island makes the beaches more fascinating and you Feel more excited. The scenic beaches in Geoje Island are must-visit destinations. Let's take a close look at the beautiful beaches of Geoje Island.



## Deokpo Beach

Thanks to the soft sand and calm and shallow sea, Deokpo Beach has been especially popular among family tourists. In the south of the beach, a 200-year-old pine tree offers shade. Okpo Great

Victory Commemorative Park, Daewoo Shipyard and Geoje Museum are located nearby. For those who want something thrilling and challenging, however, this peaceful beach could be boring.

**Address** Okpo 2-dong, Geoje, Gyeongsangnam-do • **Tel** 055-639-3000 • **Directions** Okpo Great Victory Commemorative Park Hill ▷ Coastal Drive ▷ Hadeok Village

## Hakdong Black Pearl Mongdol Beach

The beaches in Geoje have either sand or pebbles. 'Mongdol' literally means 'pebble' in Korean. The Hakdong Black Pearl Mongdol Beach is one of the most famous beaches in Geoje Island. The sound of rolling sea waves has even been chosen as 'the Sounds of Korea.' Speaking of beach, you may instantly think of white sand beach. However, it appears that you would start to think differently once you experience this amazing black pebble beach.



**Address** Gucheon-ri, Dongbu-myeon, Geoje, Gyeongsangnam-do • **Tel** 055-639-3546 • **Directions** Jangseungpo ▷ Dongbu Coastal Drive ▷ Hakdong Samgeori (3-way intersection)

## Gujora Beach

The water is so clean that you even see the bottom with the naked eye. You can see Mt. Mangsan in the east, Sujeongbong Peak in the west, Anseom Island at front and Yundolseom Island in the west. There are a lot of good local product stores and raw fish restaurants around the beach. It is recommended to taste fresh raw fish after swimming.

**Address** #500-1, Gujora-ri, Ilun-myeon, Geoje, Gyeongsangnam-do • **Tel** 055-682-4170 • **Directions** Jangseungpo ▷ National Road 14 ▷ Wahyeon Beach ▷ To the coast at Samgeori (3-way intersection)



## Tip | Break for Busy Workers

### ● Mt. Gyeryongsan Hot Spring



Mt. Gyeryongsan spring water is not a miracle maker, but it is effective in many different aspects. The mountain is located in Geoje Island and the alkaline spring water is known for anti-hair-loss efficacy while abundant calcium and magnesium protects the skin from getting old and helps the cartilage to get healthy. Cheap hot spring and sauna places is open to everybody and it is the best place for who wants to relax and do nothing else. **Address** 997-24 Sangdong, Geoje, Gyeongsangnam-do • **Tel** 055-638-0002-3 • **Admission Fee** KRW 5,500 (day) 8,000 (night)

### ● Salt-spring water at Geoje Island

Ground water from 800m underground with natural alkaline and weak saline water which contains abundant kalium, chlorine and sodium that can't be found in sea-water. There are family pools with a private bathroom and ondol room, a Korean style room with under-floor heating system. Out-door hot spring pool on the rooftop and a water flow pool with water bob slay is favored by children. It is the perfect place to enjoy a hot spring and a swimming pool at the same time. **Address** 976-14 Yangjung, Geoje, Gyeongsangnam-do. **Address** 976-14 Yangjung, Geoje, Gyeongsangnam-do • **Tel** 055-638-3000-9 • **Admission Fee** KRW 6000(day) 9,000(night) • **Website** www.seaspa.co.kr



## Tip | Must-visit islands in Geoje Island

### ● Somaemuldo Island



Mangtaebong Peak, a natural observatory of Somaemuldo Island, from which a lighthouse can be viewed is one of the most favorite spots of photographers. The Somaemuldo Lighthouse standing tall on the hillside is famous as a filming location. You can visit the lighthouse island when the tide is on the ebb (twice a day). A tour boat is also available at the Maemuldo Ferry Terminal.

**Ferry Rates** KRW 10,000 (one-way)

### ● Oedo Island



About two decades ago, a married couple bought the entire island and developed it into a beautiful park. A tour boat for Oedo is available in most ferry terminals in Geoje Island such as the Jangseungpo Ferry Terminal and Wahyeon Ferry Terminal. Among them, it is recommended to get on the boat at the Jangseungpo Ferry Terminal because you can tour Oedo Maritime Park and Haegeumgang as well.

**Admission Fee** KRW 8,000 (adults), KRW 4,000 (children)

# Sense 2. Cool Driving Direction

The coastal roads in Geoje Island are developed along the seashore and mountain slopes. In particular, Haegeumgang Coastal Drive and Jangseungpo Coastal Drive ensure a refreshing and pleasant drive with breathtaking sceneries.

## Haegeumgang Coastal Drive

### Sinseondae

This scenic area is named 'Sinseondae' because a legend says that mountain wizards would play here. Locals also call the rock as 'Gatbawi' because it looks like gat (a Korean traditional hat). From the rock, you can have a great view of



Dado Sea and Hammok Beach below your Feet. If you hike up a little more, you can reach the Sinseondae Observatory. **Address** Galgot-ri, Nambu-myeon, Geoje, Gyeongsangnam-do

## Geoje Haegeumgang (Scenic Spot No. 2)



Haegeumgang is a seashore area surrounded by Mt. Nojasan (565m), the highest mountain in Geoje. Haegeumgang is named after the Haegeumgang River in Mt. Geumgangsan because of the two adjacent mountain-like rock islands in the ocean. Its

original name was 'Galdo,' because it is shaped like the spreading roots of arrowroot. These days it is known as Haegeumgang, meaning Mt. Geumgangsan in the sea. Legend says that a long time ago a Chinese government official came here with 3,000 servants and climbed the rocky cliffs to pluck an herb of eternal youth for Emperor Qin Shi. Because of a lot of medicinal herbs, it would also be called 'Yakcho (medical herb) Island.' The thick fog creates a mystic atmosphere as well.

## Haegeumgang Theme Museum

As a gateway to Sinseondae, this museum faces Windy Hill. This white, European-style building creates an exotic atmosphere which can never be experienced in other places in Geoje. On the first floor, modern history records on the generations who graduated from college during the 1970s and worked during the 1980s are showcased. The landscape of village was illustrated in detail. On the 2nd floor, European artifacts are on display in European interior design. However, they are not the same with the items in Europe. This museum is significant in that a variety of cultures can be experienced in Geoje Island. **Address** #262-5, Galgot-ri, Nambu-myeon, Geoje, Gyeongsangnam-do • **Tel** 055-632-0670-1 • **Admission Fee** KRW 4,000 (adults), KRW 3,000 (children) • **Opening Time** 09:00-18:00 • **Website** www.hggmuseum.com



## Windy Hill

As you can guess with the name, this hill is very windy. You can see peaceful and friendly goats eating grass on the hill with the backdrop of the beautiful ocean. Because of the picturesque landscape, this place often appear in famous films and television productions. It is recommended to hike up to the mountain. From the high hill, you can see the picturesque Dojangpo Port and fishing village over the exotic windmill.

**Address** Galgot-ri, Nambu-myeon, Geoje, Gyeongsangnam-do



## Jangseungpo Coastal Drive

Jangseungpo is a port located in the eastern coast in Geoje Island. On a clear day, Tsushima is even visible from here. Just like the Hakdong Black Pearl Mongdol Beach, Mongdol Rock has been preserved intact in Jangseungpo. Pine trees are densely packed along the 2.5km-long coastal drive. From the road, you can see fishing boats returning home at sunset. A high-speed boat which can take you to Busan within an hour is available here. You can also tour neighboring islands such as Jisimdo and Oedo in a tour boat.



## Neungpo Yangjiam Sculpture Park

Located at the tip of Jangseungpo Coastal Drive, this sculpture park has become a new fascinating tourist attraction in Geoje. After parking your car at the entrance, you walk up along the narrow trail for about 5 minutes. Then, you will meet a variety of beautiful sculptures. It is recommended to use a public bathroom here. The snail-shaped bathroom is very cozy and comfortable.

**Address** Neungpo-dong, Geoje, Gyeongsangnam-do



## Sense 3. Harmony between Culture and History

Throughout the history, Geoje was often invaded by foreign powers. It is a place where Admiral Yi Sun-shin defeated the invaders, and Korean War POWs were detained. Come and enjoy the perfect harmony between modern architecture and ancient fortress and explore the past and present of Geoje.

### Oksan Geumseong Fortress



To get to the Oksan Geumseong Fortress, the last fortress of Joseon Dynasty, you need to arrive at Sujeongbong Peak first. The ancient structure was named either 'Sujeongbong' because of the well in the fortress, which is as clear as crystal ('Sujeong' in Korean) or 'Sujeongbong Fortress'

due to the pavilion at the mountain peak, which is as beautiful as crystal. The traces of the fortress have mostly disappeared over time. However, you can see a beautiful pavilion, various wild flowers and open paddy field as well as a big weeping willow from here. Be aware that it is not easy to hike up the mountain.

**Address** Sangdong-dong, Geoje, Gyeongsangnam-do

### Historic Park of Geojedo POW Camp

Here, you can witness the efforts that had been made to heal the grief and sorrow of the Korean War. A total of 173,000 war prisoners (North Korean: 150,000, Chinese: 20,000) were detained in this camp until the end of June, 1951. The related records such as photos of barracks are on display. The POW Camp appears once you pass the tank exhibition site and cross a bridge. The POW camp has been restored exactly as it had been.

**Address** #302, City Hall Road, Gohyeon-dong, Geoje, Gyeongsangnam-do  
**Tel** 055-639-8625 • **Opening Time** 09:00-18:00 • **Admission Fee** KRW 3,000 (adults), KRW 1,000 (children) • **Website** www.geojeimc.or.kr



### Cheongma Yu Chi-hwan Monument

In commemoration of the memory of the famous poet Yu Chi-hwan who was born in Geoje, the Cheongma Yu Chi-hwan Monument was built next to his birth home. Come to this small 2-story building and Feel his legacy. It is also recommended to tour his birth home nearby.

**Address** #505-1, Bangha-ri, Dundeok-myeon, Geoje, Gyeongsangnam-do • **Tel** 055-639-8144 • **Opening Time** 09:00-18:00 • **Admission Fee** Free



### Okpo Great Victory Commemorative Park

This park was developed to commemorate the great victory at the Battle of Okpo, which was Admiral Yi Sun-shin's first victory during the Imjinwaeran (Japanese invasion of Korea in 1592). The park features a monument, war shrine and memorial. A variety of historic relics such as a map of the Okpo battle are showcased in the exhibition hall. In addition, the monument offers a great view on the open sea and magnificent Daewoo Shipyard at sunset. Memorial services for Admiral Yi Sun-Shin are performed annually. In the mid June, Okpo Sea Battle Festival is held for three days.

**Address** #1, Okpo-dong, Geoje, Gyeongsangnam-do • **Tel** 055-639-8129 • **Opening Time** 09:00-18:00 • **Admission Fee** KRW 1,000 (adults)



### Geoje City Tour

If you are getting tired of everything, just go out and get on the island tour bus. It is very comfortable with a guide in the bus. However, the island tour bus requires at least 10 participants. You need to contact the information center, one day prior to your departure.

**Route** Daewoo Shipyard ▷ POW Camp Hakdong Black Pearl Mongdol Beach ▷ Sinseondae ▷ Haegeumgang ▷ Theme Museum ▷ Windy Hill • **Departure Time** 09:00 (6-7 hour ride) • **Place** Jangseungpo Ferry Terminal parking lot  
**Rates** KRW 20,000 (adults), KRW 13,000 (children) (admission Fee and lunch, NOT included) • **Website** www.geojecitytour.co.kr

## Sense 4. Local Market Tour

In Geoje, a lot of markets are formed around piers. A variety of just-caught seafood, Geoje dried laver and anchovy are displayed on the street. You can Feel vigor, energy and great generosity from the smiling merchants. After all, you can see the true side aspect of Geoje here.



### Okpo Coastal Pier Raw Fish Street

Most raw fish restaurants around Okpo coast own their own fishing boat. Therefore, they tend to catch and sell fish in person. You can tour around the port and buy fresh fish for low prices. If you become a friend with an angler at a breakwater, you may get a bite of fresh sliced raw fish. Be aware that the street becomes more vibrant and bustling in the evening.

**Address** Okpo 2-dong, Geoje, Gyeongsangnam-do

### Jangseungpo Jisimdo Ferry Terminal

Around a dock is a dried fish wholesale market. Once you are in Geoje Island, it is recommended to go shopping for dried seafood. Locals say that the Jangseungpo Jisimdo Ferry Terminal is a great place to buy safe and high-quality dried seafood. If you are lucky, you can meet an anchovy fishing boat.

Many raw fish restaurants are lined along the seawall from Jangseungpo to the red lighthouse.

**Address** Jangseung-dong, Geoje, Gyeongsangnam-do



### Gohyeon Market

If you wonder what a traditional life of Geoje would be like, go to the Gohyeon Market which is crowded with many people all the time. You can buy fresh vegetables, fruits and seafood at good prices.

You can also get fresh raw fish in the raw fish area.

**Address** Gohyeon-dong, Geoje, Gyeongsangnam-do



### Suchang Raw Fish Center



It is the raw fish restaurant you may encounter first when you step into the raw fish area. Mid-age ladies welcome you with a big smile on their face. In August, sliced raw sea bass and

sliced raw gizzard shad are recommended. It costs KRW 30,000 or higher per kilogram.

**Address** #100-20, Gohyeon-dong, Geoje, Gyeongsangnam-do • **Tel** 055-635-9229

### Tip | Geoje Delicacies



#### ● Ddungbo Halmeoni Chungmu Gimbal

This restaurant is the first place you should visit when you arrive at Tongyeong. Chungmu Gimbal was first developed for fishermen. Because fishermen work for a long time in a boat, it was necessary to develop food which is easy to eat and does not go bad for a

long time. Chungmu Gimbal is the perfect menu to satisfy your hunger from the travelling.

**Address** #129-3, Jungsang-dong, Tongyeong, Gyeongsangnam-do • **Tel** 055-645-2619 • **Opening Time** 06:00-02:00 • **Price** KRW 3,000 • **Website** www.odinni.com/ttungbo

#### ● Hongdo Ilsik

If you want to try genuine Japanese cuisine, come to Hongdo Ilsik. You could have an exquisite set meal served with a variety of side dishes. Keep in mind that the price is relatively high. If you want some Japanese dishes that are relatively cheap, it is recommended to visit raw fish restaurants around a port.

**Address** #968-5, Gohyeon-dong, Gyeongsangnam-do • **Tel** 055-637-9828 • **Price** KRW 100,000/person (course meal), KRW 20,000/person (Haemultang)



#### ● Gyeongbuk Sikdang

If you get tired of sliced raw fish, it is recommended to try hot Haemul Kalguksu (hand-rolled noodle soup with seafood). Haemul Doenjang Jjigae (soybean paste stew with seafood) is a good delicacy as well. It is also available at good prices.

**Address** #276-1, Hakdong-ri, Dongbu-myeon, Geoje, Gyeongsangnam-do • **Tel** 055-636-3397 • **Price** KRW 7,000 (Bajirak Kalguksu), KRW 6,000 (Haemul Doenjang Jjigae)

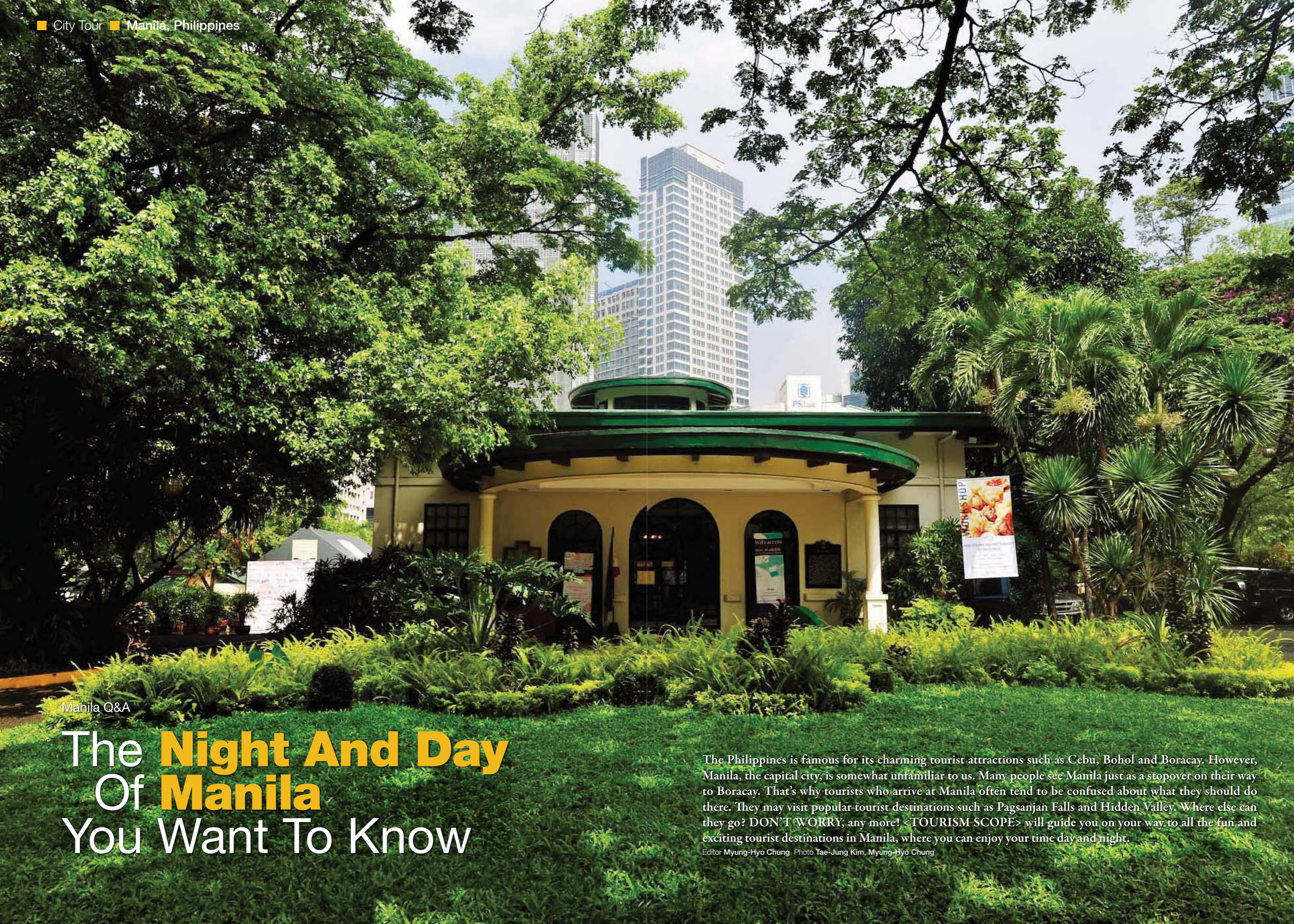
#### ● Bonga Dwaejigukbap

In Geoje, Dwaejigukbap restaurant is the second most common one after raw fish restaurant. Dwaejigukbap (pork soup with rice) is served with sweet and refreshing Kkakdugi (diced radish kimchi). You will be able to taste genuine Dwaejigukbap here.

**Address** #19-19, Jeogu-ri, Nambu-myeon, Geoje, Gyeongsangnam-do • **Tel** 055-633-1270 • **Price** KRW 6,000 (Gukbap), KRW 8,000 (Haejangguk)







Manila Q&A

# The Night And Day Of Manila You Want To Know

The Philippines is famous for its charming tourist attractions such as Cebu, Bohol and Boracay. However, Manila, the capital city, is somewhat unfamiliar to us. Many people see Manila just as a stopover on their way to Boracay. That's why tourists who arrive at Manila often tend to be confused about what they should do there. They may visit popular tourist destinations such as Pagsanjan Falls and Hidden Valley. Where else can they go? DON'T WORRY, any more! <TOURISM SCOPE> will guide you on your way to all the fun and exciting tourist destinations in Manila, where you can enjoy your time day and night.

Editor Myung-Hyo Chung Photo Tae-Jung Kim, Myung-Hyo Chung





## Night Sleepless In Manila

I arrive in Manila when the sun is going down. After unpacking my suitcase in a hotel, I have no idea what to do next. It is too late to go to the Pagsanjan Falls or Hidden Valley, but I am not willing to spend my valuable time in a hotel room. However, I am scared of going out at night. Can you recommend any attractive place I could go to at this hour besides just a bar or club?

Just leave your hotel room and grab a taxi. Then, say 'Manila Bay, please!' or more specifically 'CCP Harbor Square!' to the taxi driver. It is the most crowded and busiest street in Manila. What a waste of time if you just watch TV in a hotel room in Manila! You should not miss breathing fresh sea wind in one of 7,107 islands in the Philippines. Manila Bay is not as famous as Cebu and Boracay. However, this place is very peaceful and romantic enough to soothe and comfort weary travelers. You can get along with young people at a bar or restaurant around CCP Harbor Square or watch the beautiful ocean from the seashore. If you are breathing wet and cold wind, seeing kind and generous smiles and listening to familiar amusing music, you know that you are definitely in Manila!

### Can I enjoy cruise in Manila?

You cannot find a colossal cruise ship just like 'Titanic' in Manila. However, it is recommended to ride a tour boat at PHP 250(KRW 6,600, PHP 495 if dinner is included). The boat is as large as a Han River tour boat in Seoul. You can have a delicious fish steak with a picturesque view on the downtown on the boat. A glass of icy beer is also great. You can also sing your favorite song on board.

### I want to have good food at low prices.

Go to McDonald's which is as easily found as a convenience store or get a burger set or spaghetti at Jollibee, a fast-food restaurant chain based in the Philippines. A few restaurants are open 24 hours.



01 Cruise in Manila Bay. You can get on the boat at 17:30, 19:30 and 21:30 during weekdays and 17:00, 19:00, 21:00 and 23:00 on weekends and holidays.

02, 03 The picturesque sunset of Manila Bay makes you relaxed and comfortable.

### Is there any place I can try local delicacies and go shopping at the same time?

Well, Eastwood City would be the best choice for you. This busy district features casual famous restaurants(ex: KFC, Pizza Hut, etc.), luxurious coffee shops, local delicacy restaurants, bars and clubs for young people, multiplex, accessories shops and fashion malls. A variety of fun and exciting events and performances are held at Fountain Square all day long.

### I want to meet trendsetters in Manila at this late hour. Where should I go?

CIRCA in G6 Block of Eastwood City is the best choice for you.

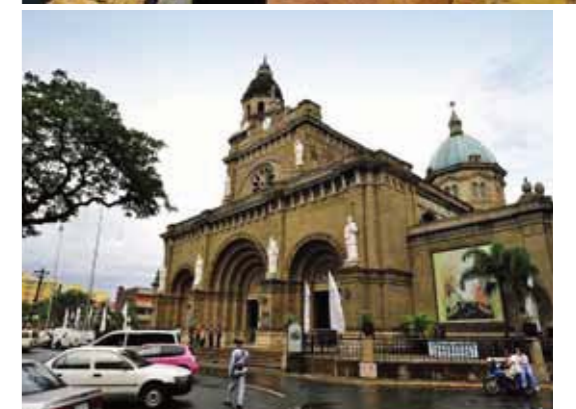
Website [www.clubcirca.multiply.com](http://www.clubcirca.multiply.com)

### By the way, citizens are permitted to own a gun in the Philippines. Isn't it dangerous to walk around the downtown at night?

Actually, Manila can be compared to Seoul, Tokyo and Beijing in terms of safety. In general, most Filipinos (ex: taxi drivers, police officers, store clerks, etc.) are very innocent and generous. There is nothing you worry about. You can even see kind police officers at every corner of adult club streets in Makati. Just like other big cities, however, it is recommended to avoid dark and narrow streets.



03



## Day Do You Like a Refreshing Afternoon After Rain?

### What is the vintage-style jeep on the road?

It is shame not to know 'Jeepney.' The uniquely shaped vehicle makes Manila differ from other cities in Southeast Asia. Hundreds of US-Military jeeps from World War II have been remodeled (roof, glittering ornaments and passengers seats). In fact, they are a symbol of the healing of war. The bus stops are displayed on the sides of the bus. You stop the bus by raising your hand at a bus stop and get on the bus. The fare is PHP 7, which you pay in cash to the bus driver. No change is available on most buses.

### I got up early in the morning due to jet lag. Can you recommend a good place for a morning walk?

Rizal Park in Malate is the best place for a morning walk. If you don't like the big park (approximately 330,000m<sup>2</sup>), it is a good idea to walk around Filipinas Heritage Library in Makati.

### Intramuros is a 3.7km-long fortress which was built by Spanish soldiers to protect themselves from attacks of local tribes during the colonial period.

### I was surprised to know that Lonely Planet is one of the most famous tourist destinations in Manila as well. In fact, these places are the traces of tragic and painful history. Is it okay to just tour around these sites?

You may be amazed at how friendly and generous Filipinos are. While we have tried to eliminate the legacy of Japan's colonial rule of Korea as much as possible, Filipinos have just accepted their sad history. They have transformed the U.S-Military jeep into an attractive means of transportation called 'Jeepney' and American WWII cemetery into a beautiful park named 'The Fort.' Intramuros is a unique fortress built 438 years ago. It has the beauty of traditional Spanish architecture during the middle ages.

If you are scheduled to visit UNESCO World Cultural Heritage San Agustin Church and Santiago Fortress, it is recommended to use a wagon instead of touring on foot. You can get kind tour guide service in English at PHP 90 (KRW 24,000). To avoid being overcharged, it is essential to bargain the fare before getting on the wagon.





**Please recommend me a charming traditional market!**

Tiendesitas is a conventional market similar to Moran Market in Korea. You can meet rare pet animals, medicinal herbs, personal ornaments and antique furniture.

**I am looking for a unique and special place in Manila.**

If you are looking for a special place, it is highly recommended to visit the Malacanang Museum in which the glorious legacies and memorabilia items of former Presidents are on display. Because it is located across from the Office of the President, security is very strict. Once you pass through the entrance, however, you can meet the offices of former Presidents, portrait of Ferdinand Edralin Marcos and the famously vast shoe collection of former Philippine first lady Imelda Marcos. Depending on how you look at, the places you visit can be very special or just boring.

**It is not easy to visit famous tourist attractions and renowned museums in a day. Can you recommend must-visit destinations in Manila?**



If you arrive in Manila at night, I recommend you to drink a icy San Miguel Draft at the Manila Bay. During the daytime, Greenbelt is the best choice for you. The unique and exotic multiplex houses a lot of brand shops (ex: Louis Vuitton, IWC, etc.), fashion boutiques (ex: ALDO, TOPMAN, etc.), casual restaurants, brunch cafes and bars. You will never get bored in this exciting busy shopping street.

**Website** [www.ayalamalls.com.ph](http://www.ayalamalls.com.ph)

**Please let me know the necessities for a trip to Manila!**

Sunglasses, straw hat and a travel mate with whom you can have a refreshing San Miguel Draft (PHP 200 at a bar, PHP 21 at a mart)!



# Hot Spot Fun And Excitement In Manila



### Travel Cafe Philippines

This modern and refined restaurant on the 2nd floor in Block V of Greenbelt I Makati is a café for jet-set travelers. The fascinating interior items (available for sale), genuine Italian cuisines and somewhat neutralized local foods have greatly attracted young trendsetters. **Tel** 729-2233



### Museum Cafe M

In Museum Café M located across from Ayala Museum in Block IV of Greenbelt, westerners and young couples are often seen. Makati is a district where many foreigners live. The café has satisfied customers' diverse needs with a variety of tasty menus. A menu is put out at the entrance.

**Tel** 63-757-3000

### Chi Spa

Chi Spa at EDSAShangri-La Hotel Manila is a luxurious and secret shelter. If you feel weary from your travel, try to get one of the Chi Spa programs which can heal and refresh your body and mind using Chinese medicine and traditional Himalayan therapy. **Address** 1 garden Way, Origas Cenyer, Mandaluyong City 1650 • **Tel.** 63-633-8888



### Tiendesitas

Pet shops, garden shops, ornament shops and oriental antique shops are clustered here. If you don't like the smell of animals, you may not be welcomed here. If you are lucky, you are able to find rare and valuable items in this street. **Opening Time** 12:00-24:00 • **Address** Frontera Verde, Ortigas Avenue corner CS, Baragay Ugong, Pasig Cit • **Website** [www.tiendesitas.com](http://www.tiendesitas.com)



### Eastwood City

If you are looking for a genuine traditional street in the Philippines, Eastwood City is the answer. Under the catchphrase of 'Music Is Our Life,' loud and rhythmical live music is performed around Fountain Square almost every day. Multiplex, bars, restaurants, clubs and shopping malls are clustered.

**Address** E. Rodriguez Jr Ave., Libis Quezon City • **Website** [www.eastwoodcity.com](http://www.eastwoodcity.com)



### CCP Harbor Square

Along the long and crowded street in Manila Bay are lined with many restaurants, cafes and bars. You can see Starbucks, Korean restaurants and local delicacy restaurants in this street. A tour boat is available at CCP Terminal. **Tel** 63-832-8967

### Filipinas Heritage Library

The airport building which was built by the U.S. in 1937 has been transformed into a public library. Despite its rustic appearance, the library holds more than 20,000 historical books, various modern collections and multimedia resources such as videos. A space for academic seminar and child care center are also available. **Tel** 63-892-1801 • **Website** [www.filipinaslibrary.org](http://www.filipinaslibrary.org)



### Ayala Museum

This modern and stylish museum reminds us of the Leeum Samsung Museum of Art. It showcases modern fine arts and traditional porcelain and features a special exhibition hall. Here, you can meet the collections of the most famous modern artists in the Philippines and see the Philippine history through miniatures. No photography is allowed.

**Website** [www.ayalamuseum.org](http://www.ayalamuseum.org)



### Malakanang Museum

The records of 13 former presidents (from the national independence to 2009) are on display. Once you pass through the inspection line which is as strict as the airport immigration office, you will be stunned by the magnificent Spanish interior design and extravagant historic relics.

**Opening Time** 09:00-11:30, 13:00-15:00 (Mon.-Fri.) • **Address** Manila JP Laurel St. San Miguel • **Tel.** 63-733-3721



Sustainable Tourism Resources Development

# Potential Geotourism in the Future

Editor Jin-Joo Shin



'Sustainable Development (SD)' is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for future generations. The concept of SD was officially launched in 1987 on 'Our Common Future', a report by the World Commission on Environment and Development (WCED). It could be limited to the scope of economic sustainability. According to the United Nations Conference on Environment and Development (UNCED), however, it could mean sustainability of the entire ecosystem including natural resources. Then, what is 'Geotourism' which has recently been the hottest issue in travel industry as a typical form of sustainable development? The term sounds like a form of travel from a geological perspective.

The concept of 'Geotourism' was first introduced publicly in a report by the Travel Industry Association of America and National Geographic Traveler

magazine. National Geographic senior editor Jonathan B. Tourtellot and his wife, Sally Bensusen, coined the term.

## What Is Geotourism?

The term 'geotourism' was first introduced about a decade ago. According to the National Geographic Society which officially used the term first, geotourism is defined as tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents. The concept includes both ecotourism and fair travel. Basically, it means 'keeping local life rich and abundant and free from external impact' From a long-term perspective, geotourism refers to a form of practical and responsible travel which ensures the base of life for next generation. In other words, the concept of geotourism includes all sectors such as culture, relics,



history, art, music, food, craft and dance as well as environmental aspect. It implies an effort to develop a region into a more valuable place as a part of perfect balance between human and nature. It is not a matter of a place itself but an approach to the fundamental question on what makes the place so special. Geotourism incorporates sustainability principles, but in addition to the do-no-harm ethic, geotourism focuses on the place as a whole. The idea of enhancement allows for development based on character of place, rather than standardized international branding, and generic architecture, food, and so on. Sometimes, geotourism is also understood in terms of tourism geology only. Tourism geology offers a tour program which introduces geologically or geographically meaningful areas and helps tourists gaining a better understanding of the academic meaning and history of the areas. Instead of just sightseeing, geotourism is targeted to provide good guide and interpretation systems and guide service facilities (ex: seminar for tourists, installation of geological signs, audio guide service, etc.) to help tourists have a better understanding of geology. This concept is somewhat in common with geotourism defined in National Geographic. Basically, however, this approach is limited to geological areas. In this paper, geotourism is discussed from a perspective of sustainable tourism development as well as geological perspective in consideration of the next generation as well.

## Power of Geotourism Resources

Jonathan B. Tourtellot, director of Center for Sustainable Destinations (CSD) of National Geographic, said "Tourism can reduce poverty, educate the mass and preserve cultural, natural and historical resources. If we do not properly handle it, we may fail to provide benefits to the local community and destroy distinctive

regional assets." His contention is far different from the conventional concept that the tourism industry can bring economic benefits and development to the local society. According to his contention, tourism can destroy distinctive local assets. However, it could also mean that tourism can develop in a right direction for future generations depending on how we cope with it.

In order to move geotourism forward towards a successful direction, the cooperation between the municipal authority and social enterprises as well as tourists' consciousness is especially important. '3 Sisters Adventure Trekking', a travel agency in the Nepal, which won the title at the National Geographic Geotourism Competition 2008 is a leading social enterprise which has dutifully operated geotourism. 3 Sisters Adventure Trekking run by Lucky Chhetri is a socially-driven travel agency which was founded in 1994 by three Nepalese sisters (Lucky, Dicky and Nicky Chhetri) to give poor Nepalese women an opportunity to escape from poverty. The poor women are trained for a certain period of time and hired as a 3 Sisters Adventure Trekking guide. The company has spent a part of its revenue in educating and hiring the poor local women again. They receive useful education before being hired as a trekking guide. Even some people fail to get a job, they share what they learned with their neighbors in their hometown. After all, tourism has played a bridge role for poor Nepalese women to challenge a new world.

The mountain areas in the western part of Nepal have been rarely developed. A lot of women live a tough life due to inconvenient transportation and conservative culture. Then, what should be done to develop this underdeveloped area? Ironically, the locals around Everest are the highest in Nepal in terms of average wages. The tourism industry has been flourish in Himalaya thanks to abundant natural resources. However, it has caused



pollution and widened the rich-poor gap. Lucky Chhetri has focused on establishing facilities which can help poor women become economically independent and promote local development. Even though there has been no particular support from the municipal authority, 3 Sisters project has been successful with great support from tourists from around the world.

Geotourism and sustainable tourism development have been promoted in a balanced and fast pace in Europe in which natural ecosystems have been used as tourist resources since a long time ago. For example, the Jurassic Coast in the southwest of Britain has over 200 million-year-old Mesozoic sediments. A lot of fascinating historic remains such as ammonite and dinosaur fossils are observed along the 150km-long coast. Here, tourists can collect fossils in person by breaking rocks with a hammer according to the guide's instruction. In addition, they can observe about 400 different species of short wild plants and 34 different species of butterflies on a hill. To prevent tall plants from penetrating and disturbing the ecosystem on the hill, animals have been at range. Furthermore, the Cultural Heritage Center has been popular among tourists because they are allowed to see the creation process of geology and touch things in person. In fact, this place has become a role model for other cities.

In Korea, there are about 360 oreums (parasitic cones) at Jeju Island. Even though some oreums have been well preserved by pasturage and fire, most others have been abandoned. Therefore, it is necessary to discover oreums which are valuable in terms of geological resources and develop them into geological tourist resources. With this, we would be able to preserve oreums and make profits by helping tourists gain better understanding of oreums and Jeju Island. Jeju oreums are round and smooth. You can also find a crater at the mountain peak at Jeju. After all, Jeju Island is a huge zoo and botanical garden at the same time with various pyroclastic materials, numerous specific plant unions called 'Jeju Gotjawal' and a variety of insects and animals. Due to its own uniqueness, nature has a great potential as tourist resources. Furthermore, it could promote geological research activities and promote local economy.

The Black Sheep Inn in the Andes Mountains in Ecuador has promoted sustainable development using geographical features and maintained good communication with local residents. A lodge was opened in a small village

called 'Chugchilan' in 1994 by American backpackers Andres and Michelle. It is self-service operated under the name 'Honor System'. Unlike ordinary hotels, things are available depending on circumstances. When they first opened the inn, the village was so remote that it was almost impossible to contact the outside world. Now, this place is used as a community center, school, hospital and performance hall. Here, villagers learn how to read and write, sing a song and get along with tourists. Tourists learn the local culture and change their attitude toward nature through exchange with locals. After all, they learn how to communicate with nature in a natural way.

### The Geotourism Charter

The first step in geotourism is to get on the agenda. The wording of the definition provides a convenient test for any community's tourism development project : "Does this Project sustain or enhance the character of our destination?" That leaves plenty of room for discussion about types of tourism and their effects. The important thing is that there is such a discussion. The National Geographic's Center for Sustainable Destinations has revealed the Geotourism Charter that includes 13 principles for governments, cities and travel industry to protect geologically and ecologically valuable areas and promote sustainable tourism development.

#### 1. Integrity of place

Enhance geographical character by developing and improving it in ways distinctive to the local, reflective of its natural and cultural heritage, so as to encourage market differentiation and cultural pride.



#### 2. International codes

Adhere to the principles embodied in the World Tourism Organization's Global Code of Ethics for Tourism and the Principles of the Cultural Tourism Charter established by the International Council on Monuments and Sites (ICOMOS).

#### 3. Market selectivity

Encourage growth in tourism market segments most likely to appreciate, respect, and disseminate information about the distinctive assets of the locale.

#### 4. Market diversity

Encourage a full range of appropriate food and lodging facilities, so as to appeal to the entire demographic spectrum of a geotourism market and so maximize economic resiliency over both a short and long term.

#### 5. Tourist satisfaction

Ensure that satisfied, excited geotourists bring new vacation stories home and encourage friends to experience the same thing, thus providing continuing demand to the destination.

#### 6. Community involvement

Base tourism on community resources to the extent possible, encouraging local small businesses and civic groups to build partnerships to promote and provide a distinctive, honest visitor experience and market their locales effectively. Help businesses develop approaches to tourism that build on the area's nature, history and culture, including food and drink, artisanry, performance arts, etc.

#### 7. Community benefit

Encourage small and medium size enterprises and tourism business strategies that emphasize economic and social benefits to involved communities, especially poverty alleviation, with clear communication of the destination stewardship policies required to maintain those benefits.

#### 8. Protection and enhancement of destination appeal

Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within those limits. Use persuasion, incentives, and legal enforcement as needed.

#### 9. Land use

Anticipate development pressures and apply techniques to prevent undesired overdevelopment and degradation. Contain resort and vacation-home sprawl, especially on coasts and islands, so as to retain a diversity of natural and scenic environments and ensure continued resident access to waterfronts. Encourage major self-contained tourism attractions, such as large-scale theme parks and convention centers unrelated to the character of the place, to be sited in needier locations with no significant ecological, scenic, or cultural assets.

#### 10. Conservation of resources

Encourage businesses to minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, and overly bright nighttime lighting. Advertise these measures in a way that attracts the large, environmentally sympathetic tourist market.

#### 11. Planning

Recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of the destination. Where tourism attracts immigration of workers, develop new communities that constitute





themselves a destination enhancement. Strive to diversify the economy and limit population influx to sustainable levels. Adopt public strategies for mitigating practices that are incompatible with geotourism and damaging to the image of the destination.

#### 12. Interactive interpretation

Engage both visitors and hosts in learning about the place. Encourage residents to promote the natural and cultural heritage of their communities so tourists gain a richer experience and residents develop pride in their locales.

#### 13. Evaluation

Establish an evaluation process to be conducted on a regular basis by an independent panel representing all stakeholder interests, and publicize evaluation results.

### What Geotourism Gives Us

Geotourism is synergistic : All the elements of geographical character work together to create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests. It involves the community. Local businesses and civic groups join to provide a distinctive, authentic visitor experience. It informs both visitors and hosts. Residents discover their own heritage by learning that things they take for granted may be interesting to outsiders. As local people develop pride and skill in showing off their locale, tourists get more out of their visit. It benefits residents economically. Travel businesses hire local workers, and use local services, products, and supplies. When community members understand the benefits of geotourism, they take responsibility for destination stewardship. Destination-savvy travelers seek out businesses that emphasize the character of the locale. In return, local stakeholders who receive economic benefits appreciate and protect the value of those assets. It means great trips. Enthusiastic visitors bring back home new knowledge. Their stories encourage friends and relatives to experience the same thing, which brings continuing business to the destination.

#### References

- National Geographic Society ([www.nationalgeographic.com](http://www.nationalgeographic.com))
- 3 Sisters Adventure ([www.3sistersadventure.com](http://www.3sistersadventure.com))
- The Black Sheep Inn ([www.blacksheepinn.com](http://www.blacksheepinn.com))

# The Importance and Impact of Urban Public Art on Tourism Development

Editor Byeong-joon Hwang



Public art has been taken as a solution to realize the dream of a cultural city. However, it is not enough just to install art designs at some places. We need to understand the time and history of the places and communicate with local residents. Whether or not we could develop a fascinating city which attracts more tourists by installing art sculptures which go with surroundings or just satisfy a better environment is depending on how we use the magical power of public art.

### A New Approach to Public Space – Public Art

As fine art in a public space, public art includes various facilities on the street, wall paintings, fountains, landscape gardening, square, outdoor bathrooms, skyscrapers and outdoor lighting as we as art designs in front of buildings. While traditional public art sees a public concept in connection with a space,

modern public art interprets a place as a space for social, cultural and political communications, encouraging local communities and tourists to participate. Above all, it transforms a dark and gray city into a refined and elegant city and attracts more tourists.

Public art has been understood as a very effective way to facilitate public space in many cities. However, not all cities have succeeded. Public art could end up as simple decorations if it is developed with no consideration of urban characteristics and citizens' lives. This kind of failure is often observed on the street. For example, some art designs installed around a large building do not go with surroundings. In addition, some of them are installed in a place out of reach from citizens.

Public art has emerged as a new solution to develop urban cultural spatial



culture in that it develops a refreshing and beautiful urban space, improves quality of citizens' lives and promote interpersonal relationship and communications.

### Change Starts from the Places Just Around Us

There are a variety of fixtures (bench, pavilion, bathroom, trash can, road lamp, public phone, bus stop, roadside tree, etc.) on the street. As an urban space expands with the diversification of urban life, the necessities and types of street furniture have increased accordingly. In fact, it has become a basic element of urban service. Uniformity and harmony are what matters in installation of street furniture because it forms street image as a part of street.

For example, the City of Hanover in Germany asked world's renowned architects and designers to design 9 different bus stops in the early 1990s with a goal of developing public facilities into an art form. It was the project itself that attracted tourists.

An outer wall is important in forming the image of architecture. It is a key element in creating diverse urban images. After all, urban colors are determined by these walls. Unfortunately, however, many of today's architectures make urban environment uniform and sterile by focusing too much on functions. The outer walls of buildings are a good space for public art to create cultural and vibrant urban environment. Even though these walls are limited in creating fine arts, they are unique and special. In fact, many public art works are done on these walls.

A wall painting is a clear genre of art, different from graffiti art. While most graffiti are created impromptu and have the same image, a wall painting is created after a study on opinions from local communities and backgrounds.

Therefore, it is easily accepted by the public. Now, a wall painting is created on an overpass, on the street and at school. It has been developing into a mosaic, landscape and spatial design.

### Urban Public Art Attract Tourists

An improvement of urban image through art plays a big role in revitalizing an unknown region. For example, the City of Daegu has come up with a long-term project which will be continued by 2015 to revitalize the non-cultural and devastated city. In particular, urban environment has become more friendly and beautiful by putting modern fine arts on traffic signal systems. In case of Gateshead in North East England, in which art design has become a landmark of the city, Baltic Flour Mills was converted into the BALTIC Centre for Contemporary Arts. As a result, the population decline finally stopped in three decades. Instead, more than 1 million tourists visit this town every year.

The Guggenheim Museum in Bilbao, Spain shows that an art museum is a powerful engine for urban renaissance. From 1997 to 2002, 4,136 jobs were created, and 143 million euros were collected. It is estimated that the art museum created an economic effect of EUR 816 million.

The Tate Gallery in London is also a good example of the impact of an art museum. The museum which was transformed from a power plant is located near the Thames River. The Shakespeare Theater has also been constructed nearby, and the street has been improved. A lot of galleries, restaurants and premium apartments have been developed along the river. The number of tourists visiting London has dramatically increased as well. For example, 4 million tourists visited the city in 2004. In particular, the number of visitors per hour reached 6,000 in July (higher than the Guggenheim Museum in New York



and Centre Pompidou in Paris).

The Roppongi Hills which opened in 2003 is now the heart of Tokyo, Japan. It is the most popular destination among young couples in the city. It is a place for business, entertainment, shopping and tour with art and nature. It is a must-visit destination in Tokyo. This place is filled with street furniture, a treasure of public art. Beautiful benches, bus stops, smoking areas and fences designed by famous artists make passersby smile. They are the famous attractions of the Roppongi Hills and shows how public art should be developed.

The roadside facilities in Shanghai which hosted Shanghai 2010 Expo are the result of a harmony between Chinese tradition and high-tech products. In terms of color, red and gold which represent the red flag with five stars and the emperor's authority respectively are mostly used. An achromatic color is also used to create a calm and relaxing atmosphere. In particular, road milestones have a compass direction in consideration of complex road structures. Thanks to new and convenient designs, tourists will never lose their way in Shanghai.

Münster in the northwest of Germany is a typical peaceful European town. It has hosted the International Sculpture Project every decade since 1977. The artists' interpretation on various urban spaces such as shopping district, church, park and riverside area is as important as the aesthetic value of art design itself. Tourists can enjoy the beauty of space by

observing sculptures scattered across the town. In 2007, 550,000 tourists visited the town. Among them, the number of Asian tourists is almost doubled while the number of tourists from the U.S. increased by 40%. More sculptures were released whenever the international event was held. As a result, the entire city has been turning into a gallery. At the time, the number of tourists has gradually increased.

### Natural Public Art Touches Your Soul

As the bright side of public art gets brighter, the dark shadow becomes darker. When you understand the dual aspect, a genuine balance of beauty can be achieved. Like an old saying, 'All that glitters is not gold,' too much fancy and colorful public art designs could be nothing but pollution. It should be avoided to pursue my own pleasure by disturbing others such as infringement of privacy.

To develop tourist attractions which are fascinating enough to attract tourists from countries with high cultural levels, it is essential to avoid poor contents which are based on a particular ideology, populist policy which focuses on unrealistic popularity and one-time events. In particular, government and citizens must have a high level of aesthetic consciousness. After all, public art which naturally takes root in citizens' consciousness will eventually survive as global cultural art and last for a long time by attracting and impressing tourists.



# Industry News

## Qingdao, China

### The 2010 Qingdao International Sailing Week 21~29 August 2010

In summer of 2008 when the five-ring Olympic flag was waving in Qingdao, a splendid chapter was written in the history of Olympic sailing sport, elaborating the excitement and passion of sailing. The Century-old Olympics joined hands with the Century-old Qingdao, injecting new vitality into the beautiful port city and taking this popular tourist destination on another journey to the "sailing capital" of China.

To carry on the Olympic spirit, enhance its global outlook and strengthen the intercommunication, the 2010 Qingdao International Sailing Week serves as an important event for cooperation and development of the sailing sport. Guided by the Scientific Outlook on Development, aiming at developing sailing as a mass sport and widely spreading sailing knowledge, the 2010 Qingdao International Sailing Week, by means of organizing high-level international and domestic events, will achieve the target of gradually enhancing its popularity and influence, ascending to a world-renowned sailing festival and laying a solid foundation to build Qingdao a city of international sailing center.



## Osaka, Japan

### New Energy Industry Promoting with Electric Vehicles (EVs)

The Electric Vehicles (EVs) require special parts peculiar to their design such as lightweight bodies/seats and high capacity motors, leading to the expansion/activation of participation opportunities for manufacturing companies, the forte



of Osaka. First, EV dissemination is promoted through implementing preparation for the infrastructure/social system and advanced proven projects, aiming for accumulation of EV/new energy related industries in the future.

In order to stimulate initial demand for EVs, it is important to provide an infrastructure whereby people will feel secure when using them. Therefore, for the moment, 20 rapid recharging stations for free battery recharge will be installed in optimum locations by FY2010. Also, an "Osaka recharging infrastructure network" is being set up where a communication function at rapid recharging stations shared by various manufacturers is being incorporated for a first-time trial in Japan.

Future plans also include a new research and development assistance system to encourage small and middle enterprises to join the new energy industry and an assistance system for the use of EVs as taxis, so that large numbers of people can experience them running in the cities of Osaka. In addition, an international convention of 10,000 participants, including associated enterprises, investors, and researchers from all over the world, will be held to establish a brand image of "You can see everything about New Energy in Osaka".



## Gyeongju, Korea

### Come and Enjoy Cultural Art Performances at an Outdoor Pond Stage

Launched in 2004 to help promote local cultural activities and provide a diversity of cultural experience to tourists, Anapji Pond Performance Programs have been presented over 150 times, attracting unprecedented interest and love by the local community and visiting tourists to make the events recognized as one of the major art performances of the nation in the historical and traditional context.

This year's program, held between 7:00 pm and 9:45 pm on May 22, was presented on a special stage set up within the compound of the pond. The opening performance of the program was an introduction, with a sword dance,

of the cast of the ceremonial walk of Queen Seondeok of the Silla dynasty, which was to later begin from July under the theme of The Spring of the Anapji Pond.

What particularly interested both the audiences and tourists this year was a variety of art performance that included Korean traditional

music and its modernized fusion genre, orchestral music, jazz, popular music and other forms of art, and these performances, designed to fully take advantage of the seasonal characteristics of the pond, provided an opportunity for people to appreciate the beautiful night time scenery of the pond compound. In order to offer night time attractions to tourists, the organizers of the programs have installed a total of 400 spots of scenic beauty across the compound and presented nighttime performances every weekend starting from spring. These efforts have contributed to the attraction of more than 120,000 people to the Anapji pond for the weekend events, which have become one of the major cultural events representing Gyeongju. The performance program is staged every Saturday night until October this year. (May, Sep. and Oct.: 19:30 pm / Jun. Jul. Aug. 20:00 pm)

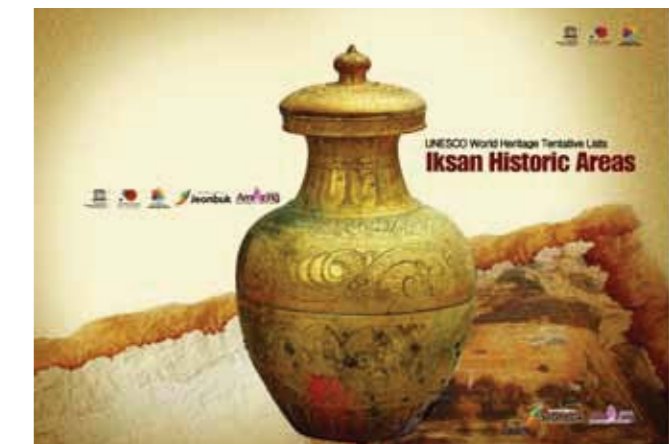
## Iksan, Korea

### Treasure-filled Bronze Bowls Unearthed from Mireuksa Stone Pagoda

During January 2009 excavation work of the Stone Pagoda of the Mireuksa Buddhist Temple (National Treasure No.11) located in Iksan, the team from the National Research Institute of Cultural Heritage (Director: Bong-Gun Kim) found a good number of ancient artifacts during preservation processes for the bronze bowls unearthed from the pagoda.

The excavated bronze bowls were found to contain a variety of Buddhist offerings such as beads, gold ornaments, fabrics and other artifacts and the range of the diversity was an unprecedented one for the nation. The initial excavation work for the bronze bowls had to be temporarily postponed due to severe level of corrosion, until it was resumed with preservation works by the Institute's Cultural Heritage Conservation Science Center, which helped unearth the artifacts contained inside the bowls. The six bowls unearthed had a shallow, round shape. The bowls, cast in bronze, are 5.9~8.3cm in diameter and 3.2~4.6cm in height. A majority of the bowls did not have any patterns, but the last one had flower and arabesque patterns.

From the bowls a total of 4,800 ancient artifacts were found including a number of gold artifacts such as 370 gold beads, gold rings and small gold plates, glass beads, pearls, comma-shaped jade pieces. The fourth bowl had 4,400 artifacts, and one jade piece drew particular attention as it had a golden cover on it. Other pieces found included fabrics and organic material assumed to have been scented powder at that time. Gold beads



were in excellent conditions still producing glittering light. The Cultural Heritage Conservation Science Center is planning to undertake all-out preservation works on the bronze bowls, metal and glass pieces, organic materials and other artifacts excavated to conduct an extensive research project to analyze their ingredients and production methods. The results of the initial research works on the bronze bowls and unearthed artifacts were presented during the International Symposium on the Mireuksa Temple, which was held from May 27 to 28.





### Irkutsk, Russia

#### 350<sup>th</sup> Anniversary of Irkutsk in 2011

In 2011, Irkutsk will celebrate its 350 year anniversary. By that time they will install some significant objects to decorate the Irkutsk region's capital. One of the most important projects is the reconstruction of the central quarter of Irkutsk, which is supposed to become a key tourist area of the city. The quarter will be reconstructed with historical accuracy – from granite paving stones and traditional Irkutsk wooden flooring on the streets to public locations peculiar for that time. Along with dwellings, small hotels and business centers it is planned to create taverns and bars, museums, workshops of craftsmen, galleries and expositions, souvenir stores. Moreover the plan of preparation for the 350<sup>th</sup> anniversary of Irkutsk contains the restoration of Irkutsk temples, creation of a new building of the State regional library, reconstruction of the Angara River's banking, full repair of central city streets and planting of greenery at parks and squares. Such a great reconstruction devoted to the jubilee will be the starting point of the formation of the brand of Irkutsk as an international tourist center, which opens the gates to the purest and deepest lake in the world– Baikal.

### Vladivostok, Russia

#### Ready to be an International Tourism City

Nowadays construction is the main industry in Vladivostok. Various 2012 APEC Summit objects, as well as a new world-class airport and several 5star hotels are under construction in Vladivostok. All foreign delegations when visiting Vladivostok usually wish to go to Russiky Island to examine the site where major APEC Summit events will take place, as well as the sites where two bridges over Zolotoi Rog Bay (going to be the tallest in the world) and the one joining downtown Vladivostok with Russky island are being constructed. The latter's expected length is 3.5km. with the world's longest stay cable span.

One of the world's largest shipping companies (FESCO shipping company) is located in Vladivostok. Princess cruise ships with foreign tourists on board regularly come to Vladivostok. The city possesses two ports, Vladivostok's commercial port and the Vladivosok's fishing port. The transportation industry is also developed in the city. Special attention is paid to tourism development. Advantageous geographical location and mild climate, exciting historical and cultural sites coupled with a wonderful nature and tremendous recreational potential of the city, as well as the deeply-rooted cultural traditions and tolerance towards other nations of the city residents provide a firm basis for international tourism development in Vladivostok.

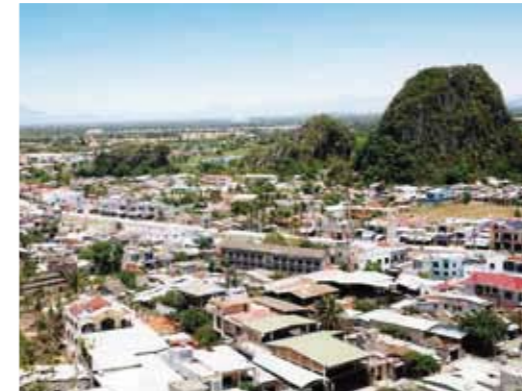


### Danang, Vietnam

#### Danang Will Hold Roadshows in Tokyo and Osaka

Danang will contribute U.S. 50,000 together with Vietnam Airlines holding two roadshows in Tokyo and Osaka, Japan in September 2010 during the annual JATA tourism fair held in Japan at the same time. Mr. Nguyen Duy Quang, Deputy Director of the Center for Promotion Tourism in Da Nang said the city decided to participate in joint activities following the proposal from Vietnam Airlines. Beside the introduction of Vietnam Airlines' operations to Vietnam, the program will focus on introducing the destinations through the gateway in central Da Nang city. "This is also a promotion for flights from Da Nang to Japan, scheduled for this year" Mr Quang said. Mr Quang said Japan is the second largest tourism market in Da Nang after Thailand. The tourism industry hopes that direct flights will help the city to attract more visitors from this important market.

As reported from the Department of Culture, Sports and Tourism of Da Nang, about 880,000 tourists arrived in the first six months in 2010, up 38% over the same period last year. Among them are more than 210,000 international visitors.



### Ho Chi Minh, Vietnam

#### Tourism Promotion Campaign of 'Vietnam -Your Destination'

The Vietnam National Administration of Tourism (VNAT) will launch a national marketing campaign called Vietnam – Your Destination, to attract both local and foreign travelers, after the success of last year's Impressive Vietnam project. The campaign's activities would promote the country to tourists by implementing promotion programs, designing new products and improving service quality. After the launch of the first tourism stimulus campaign called "Impressive Vietnam" last year, authorities and businesses of Vietnam's tourism industry have announced the second tourism stimulus campaign of 2010 named "Vietnam – Your destination" with the hope to attract more domestic travelers as well as foreign tourists from Vietnam's main tourism markets. The target is to welcome 4.2 million International arrivals and 27~28 millions of domestic tourists.

This year campaign includes new programs which are designed in an effort to push sales of low season. Such as the are "Impressive Vietnam Grand Sales 2010", "Friendly Vietnam welcomes you" – an on-point tourism promotion



program and countryside program for Vietnamese who live overseas. The stimulus is a diversified campaign with the focus on "Impressive Vietnam Grand Sales 2010", a tourism sales program which generates promising income for the entire industry. "Impressive Vietnam Grand Sales 2010" campaign is scheduled to take place during August-September or September-October and include activities such as a sale program which will offer the domestic and international tourists chance to buy goods at discount prices during the low tourist season in Hanoi, Ho Chi Minh City and Danang and domestic tourism promotion program on the occasion of big festive days.





# Organization News

## TPO Travel Trade 2010-China Successfully Held in Guangzhou, China



TPO Travel Trade 2010-China which was held in March 25-27 in Guangzhou, the capital city of China's Guangdong Province, came to a successful end.

Four TPO Korean member cities of Andong, Busan Jung-gu, Chuncheon, and Gimhae participated in this joint marketing program that aims to promote local tourism resources and attract Chinese tourists. The three-day event highlighted the TPO Tourism Promotion Seminar which was held on March 26 at the Tourism Administration of the Guangzhou Municipality. Participating member cities' tourism resources and support plans related to tourism product development were introduced to representatives from 10 major local outbound travel agencies and local media workers. The TPO Secretariat also proposed 'joint city' travel packages that integrate the neighboring member cities in Korea; these proposals will help the local travel agencies develop new Korean travel packages that are not centered on Seoul and Jeju, the two Korean destinations visited most by Chinese tourists. Mr. Li Zhixin, Deputy Director General of the Tourism Administration of Guangzhou Municipality, also attended the seminar. A joint exhibition booth featuring four participating member cities also was set up at the Guangzhou International Travel Fair 2010 (GITF), where member cities' travel images were promoted to 60,509 visitors. As part of the TPO overseas joint marketing project, the TPO Travel Trade event currently is held three times a year in major travel markets of China, Japan, and Korea. Last year, the TPO Travel Trade 2009 China program successfully attracted more than 6,000 Chinese tourists to Korean member cities.

## The 16th TPO Executive Committee Meeting in Guangzhou, China

The 16th TPO Executive Committee meeting was held at Baiyun Hotel, Guangzhou, China on March 24. Executive Committee members from Guangzhou City (China), Busan City (Korea), Fukuoka City (Japan), Ho Chi Minh City (Vietnam), Jakarta City (Indonesia), Ipoh City (Malaysia), Vladivostok City (Russia), and MCM Group Holdings, Ltd. (U.S.A.) attended the meeting. Mr. Li Zhixin, Deputy Director General of the Tourism Administration of the Guangzhou Municipality and the newly appointed Chairman of the TPO Executive Committee, presided. Major resolutions made at this meeting including the approval of two membership applications from Irkutsk City (Russia) and Busan Tourism High School (Korea), the budget plan adjustment for 2010, the financial audit plan for the TPO Secretariat, and the development direction of BRIGHT Vision 2020, TPO's strategic plan for the future 10 years. Representatives from Sanya City (China) also attended the meeting as the city is a newly nominated executive committee member; the other two nominated executive members are Jeonju City (Korea) and Kagoshima City (Japan). Their executive membership approval will be discussed at the next Executive Committee meeting, which will be held in several months in Vladivostok, Russia.



## TPO Member City Travel Package Receives KTO Supports



News from the CITS Guangdong Co., Ltd, TPO's travel agency partner in Guangzhou, China, says that the travel package covering TPO Korean member cities of Busan, Gyeongju, Hadong, and Namhae recently was selected as the best Korean tourism product by the Korean Tourism

Organization (KTO), a government-invested cooperation concentrating primarily on promotion of Korea as a tourist destination. As a result, for a whole month – from March 15 to April 15 – the KTO will provide financial supports for the travel package to be advertised on subway trains in Guangzhou, one of the largest outbound travel markets in China. According to CITS Guangdong, the main reason for the support from the KTO is that the package presents a new perspective of Korean attractions to Chinese tourists. A joint effort between the TPO and CITS Guangdong, the travel package was created last year under a TPO overseas joint marketing project, which aimed to develop tourism products and attract more foreign tourists to TPO member cities.

## TPO Tourism School 2010 Concluded with Success in Gyeongju, Korea



With great support from the Korean Ministry of Culture, Sports and Tourism and the Gyeongju City government, the TPO Tourism School 2010, which was held

jointly with the 4th UNWTO Asia/Pacific Executive Training Program, came to a successful conclusion in Gyeongju City, Korea. More than 30 senior officials from 16 TPO and UNWTO member countries participated in this tourism education program, which ran over five days from April 14-18, 2010. Madam Narzalina Zaldivar Lim, President of the Asia Pacific Project, Inc., in the Philippines began the first session with her presentation on Tourism and Poverty Reduction. Prof. Haiyan Song, Associate Director of the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, presented on Assessing the Competitiveness of Destinations Using Tourism Satisfaction Indexes at the second session. The third and fourth sessions featured presentations by two other distinguished speakers from Spain: Prof. Ramon Diaz-Bernardo from the IE Business School in Madrid speaking on Developing Long-Term Strategic Planning on Tourism Policy, and Mr. Angel Diaz, President of the Advanced Leisure Service in Barcelona speaking on How Destination Can Become More Competitive through Innovation and Management. After each main presentations, the participants attended small group discussions and report back sessions at which different views and valuable experiences were exchanged through active communications.

## TPO Supporters Welcomes New Members

A ceremony was held on May 7 at the TPO Secretariat to welcome new members of the TPO Supporters. Sixteen university students studying in Busan, Korea, were selected for this year's TPO Supporters program after passing examinations and interviews; 14 students are from Korea, one from China and one from Indonesia. They are the seventh group of TPO Supporters since the program was launched in 2004. Starting this month till the end of 2010, they will carry out activities to promote 65 TPO member cities. They also will be given chances to get involved in official TPO events that will bolster their global awareness through international communications and exchanges. Their first activity will be involvement in the 'Discover Asia in Korea', a camp event to be



held in Busan, Korea in July under the TPO Student Travel Exchange project, and they will act as instructors for the camp participants from TPO member cities.

## TPO Conducts Korean Southeast Area FAM Tour Program

In collaboration with the Hadong County, one of TPO's Korean member cities, leading overseas outbound travel agencies were



invited by the TPO Secretariat to take part in a field inspection tour in the Korean southeastern coastal area from April 30 to May 3. The FAM tour team included 15 members, from two American, three Chinese, and one Vietnamese outbound travel agencies, four Korean inbound travel agencies, as well as media companies. They traveled around the TPO member cities of Busan, Geoje, and Hadong, inspecting the unique tourism resources the three cities have to offer. In particular, the invited inspectors participated in the Hadong Wild Tea Festival, which impressed them very much. They also added that they would try to develop other travel products that highlight local historical and cultural values. Greeting the FAM tour team, Hadong Vice Mayor Ha Seung Cheol said that he hoped more tourists from TPO member cities could come and discover the beauty of Hadong, one of the Slow cities in Korea. The TPO Secretariat will be continuously committed to provide support for member cities' tourism promotion under the project of joint marketing.

## TPO and Guangzhou City Sign Agreement on Tourism Promotion



TPO Secretary General HwanMyung Joo and Deputy Director General Li Zhixin of the Tourism Administration of Guangzhou Municipality signed an agreement on

March 23 in Guangzhou. According to the agreement, Guangzhou City will set up a Tourism Promotion Center in the Korean city of Busan in cooperation with the TPO Secretariat. The Guangzhou Tourism Promotion Center in Busan, Korea, is the third overseas promotion agency for Guangzhou following others in Australia and Japan. Korea has become a major tourist source market of Guangzhou with 60,400 tourist arrivals in 2009, ranking it fourth in the city's inbound travel market. The new promotion center will focus on publicizing the 16th Asian Games, which are to be held in Guangzhou in November 2010, to attract more tourists to the city. The TPO Secretariat will make the most of its inter-city network of 65 member cities in the Asia Pacific region, its media channels of magazines, e-newsletter, and web site, and its cooperative relationship with local tourism industries to help promote Guangzhou city to more tourists abroad.



# Best Tourism Product

## China >>

### Hangzhou Song Cheng

Song Cheng is a recreation village built with Song Dynasty streets and architecture. It is located just 30km outside Hangzhou. The main attraction of the village is the Song Cheng Show which promises to give you 1000 years if you give them a night.

There were 6 scenes and each of them is from a historical event or folk lore of the Chinese history. The show consisted of flashy costumes, magic lighting effects, dance, acrobats, Peking opera and international flavors made into a light hearted entertainment. The show is very popular in summer so that they perform twice each day. The best time to watch the show however is in winter (off peak) season. When there are hardly any visitors, the 100 ticket entrance fee will allow you to sit at a front row seat.



### Qingdao Tsingtao Beer Museum

Tsingtao Beer Museum, located East of the Chu Shui Shan Children's Park and south of Taidong on the Tsingtao Beer Street, is China's oldest brewery (1903) and a favorite tourist destination. A trip to Qingdao would not be complete without a Tsingtao Brewery tour where one can observe the oldest working Tsingtao Brewery in action as well as taste fresh brew straight from the production line. Experience the long and rich history of Tsingtao beer and observe beer production techniques and machinery in China's first and oldest beer factory. You can also try different varieties of Tsingtao beer or drink beer that's fresh off the production line. After the museum tour, you can walk east along the main road (Deng Zhou Road) to experience the cluster of bars and restaurants at the Qingdao's Beer Street.



## Chinese Taipei >>

### Kaohsiung Tuntex 85 Sky Tower

Tuntex 85 Sky Tower is the tallest skyscraper in Kaohsiung. Until the completion of Taipei 101, it was also the tallest building in Taiwan. It stands at a height of 347.5m (1,140 feet). At the top of the building is an antenna that extends its height to 378m (1,240 feet). The dramatic design of the Tuntex 85 Sky Tower is said to have been inspired by the Chinese character Kao (or Gao), which means tall. The skyscraper comprises a pair of twin towers that are joined at the 39th floor to rise as a single tower the rest of the way till the 85th floor.

Tuntex 85 Sky Tower houses business offices, some upscale residential units, a department store and a hotel, the Splendor Kaohsiung, which occupies the 37th to the 70th floor. The skyscraper is served by the third fastest elevator in the world, after the ones used at Taipei 101 and Yokohama's Landmark Tower.



## Indonesia >>

### Jakarta Jalan Glodok

This road is divided into 2 lanes, one is for normal car and other lane is for public transportation, the transport developed during the governor Sutedjo to overcome the traffic congestion in the area of Central Jakarta. Across the Gajah Mada road is the famous Mangga Dua area, known for its rich shopping centers, malls and various entertainments. At the southern border of China town is the area of Kelurahan Keagungan and Kelurahan Krukut, while the north is bordered by Jalan Pancoran. In the area of Glodok one can see old architecture and characters of 1700s. The area of Glodok is just outside of the wall of old town of 1700s. It is reported that the Chinese were living within the wall in 1740, but a riot happened in 1741 and the Chinese were massacred. After this catastrophe the government of Batavia forbid the Chinese to live in the town and gave them instead a spot of land outside the wall. This area developed fast into a commercial center with Chinese characters such as winding lanes, slanting red tiled roofs and small dark shops.



### Yogyakarta Prambanan Temple

The Prambanan temple is the biggest and the most beautiful Hindu temple about 20 minutes away from Yogyakarta city. 17km<sup>2</sup> east of Yogyakarta, the temple is believed to have been built by King Balitung Maha Sambu in the middle of the 9th century. Its parapets are adorned with a bas-reliefs depicting the famous Ramayana story. It has eight shrines, of which the three main ones are dedicated to Shiva, Vishnu and Brahma (all are manifestations of God in Hindu). The main temple of Shiva rises to a high of 130 feet and houses the magnificent statue of Shiva's consort, Durga. The biggest temple dedicated to Shiva (one of manifestation of God) with two other smaller ones, on its right and on its left, dedicated to Brahma and Wisnu (manifestation of God) respectively. Reliefs decorating the walls of the temple depict the story of Ramayana.

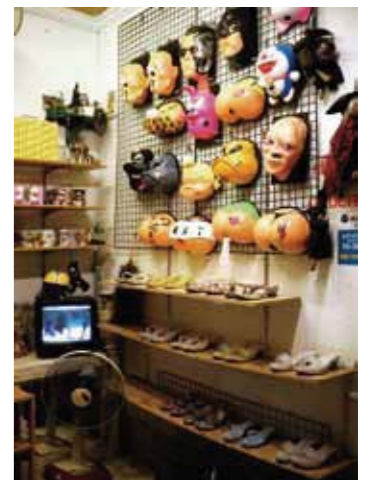


## Thailand >>

### Bangkok Suan Lum Night Bazaar

Bangkok's popular night attraction the Suan Lum Night Bazaar is finally closing down due to the rental contract expiring back in 2006. The new site, set to be at the now empty land plot between the MRT Subway Ratchada Station and the Ratchada Criminal Court, will likely open in 2012 under the name Suan Lum Night Bazaar Ratchada. Modeled after the famous Chiang Mai Night Bazaar, the Suan Lum Night Bazaar was Bangkok's first open air market located in the heart of the city. The bazaar's 48 acre area housed more than 3,700 market stalls as well as the Joe Louis Small Puppet Theatre, BEC Tero Conference Centre, restaurants, bars and an outdoor beer garden with one of the most diverse collection of imported and local beers in town.

Opened officially in 2001, Suan Lum Night Bazaar grew over the years into one of the most vibrant shopping landmarks Bangkok had to offer. The well-lit shops, offering everything from home accessories, furniture and pets to silver jewellery, fashion ware and stone sculptures, are laid out in rows and organised into various 'zones', similar to those found at the Chatuchak Weekend Market.





Japan >>

**Fukuoka**  
**Canal City Hakata**

Canal City Hakata is a shopping complex comprised of a great variety of business and leisure facilities including a shopping mall, a movie theater, amusement facilities, two hotels, showrooms and corporate offices, all together creating a 'city theatre'. This is an entertainment city where anyone from any country can get together, have fun and relax anytime in any season. There are about 250 shops in the Canal City, dealing with a variety of goods ranging from trendy fashion outfits and cosmetics to sundry items and souvenirs made in Japan and abroad. A canal runs through the middle of the site among the rounded shape and colorful buildings which make up a small town and the dynamic fountain shows announce the time every 30 minutes. On the stage set up beside the canal, various performances and music shows are held almost every day. This entertainment city is always full of life and energy.



**Oita**  
**Kitsuki Samurai Village**

A place to truly tour traditional Japanese culture is Kitsuki, Oita, with around 34,000 residents. It is said that Samurai lived in Kitsuki during the Edo era. Traces of Samurai still remain there. The Samurai village where Samurai built houses and lived in a group under the Kitsuki castle and the villages of the public are well kept. Their descendants continue to live in this place. The Samurai village and the public village were divided during the Edo era because of a power struggle and the safety of villages. Furthermore, the Samurai house is structured to enable a dweller to recognize the intrusion of outsiders at once. Women and children stayed in the safest areas. The village shows the Samurai spirit in the Edo era.



**Osaka**  
**Sumiyoshi-taisha Shrine**

The Sumiyoshi-taisha Shrine was built in the 3<sup>rd</sup> century. Located in Sumiyoshi-ku, Osaka and it is dearly cherished by the people of Osaka as the guardian deity for sailors and deity to bring prosperity. It is the headquarter of over 2,000 Sumiyoshi-sha Shrines nationwide. Some 3 million people visit this shrine at the beginning of a new year. Each sanctuary is built in the Sumiyoshi-Zukuri style with straight roofs, the oldest shrine architecture style. They are all designated as national treasures. In the precincts surrounded with woods, over 600 stone garden lanterns stand in a row, and a red arched bridge spans over the pond.

Korea >>

**Andong**  
**Hahoe Folk Village**



Hahoe Folk Village in Andong is a one-klan community. Families of 'the Pungsan Yu' clan settled here one after another from the 16th century, in the mid Choson Dynasty.

Their time-honored residences, confucian school, and many other ancient buildings are preserved intact, together with their unique folk arts, including the Hahoe Mask Dance Drama, called 'Pyolshingat', a shamanist rite venerating the tutelary communal spirits. Hahoe Folk Village contains rare and invaluable cultural vestiges that need to be preserved in good condition in this ever-changing era. Today, the Hahoe Folk Village is home to two branches of the Pungsan Yu clan. One is the main branch, Kyomampa, led by the 14th direct descendant Kyomam Ulyyong, Yu. The other is the secondary branch, Soaepa, which stemmed from Soae (pen name) Songnyong, Yu (1542-1607), a noted prime minister and scholar during the reign of the Choson Dynasty's King Sonjo.

**Jeju**  
**O'sulloc Tea Museum**

In September 2001, Amore Pacific opened the O'sulloc Tea Museum, the largest tea museum in Korea, in Jeju, the historical site where Jeonghee Kim cultivated tea, to revive and succeed the traditional tea culture and share it with more people. The Museum is a place where you can experience culture beyond time and space, relax yourself in an eco-friendly setting, and understand the tea culture of Korea. The Tea Culture Hall's exhibits precious tea sets and tools that represent the history of tea and the valuable spiritual culture of Korea from the Age of Three Empires until the Choson Dynasty. O'sulloc Tea Museum has become a popular tourist attraction that attracts more than 700,000 tourists from all over the world every year. The Jeju O'sulloc Tea Museum is the origin of the new tea culture of Korea.



**Gyeongju**  
**Gyeongju Stamp Tour**

Gyeongju History and Culture Exploration Stamp Tour, enhancing fun in history and culture in Gyeongju, has been drawing more popularity among students, families and couples. The Stamp Tour Leaflet is designed to make visitors have more fun and make memories by exploring 15 historic sites in Gyeongju including the downtown tour zone including Bulguksa (temple), Daereungwon (tomb), Cheomseongdae and Anapji which are widely known, Yangdong Village and Gameunsaji (temple site) and getting a historic site figure stamp at the Culture Tour Guide Booth in each historic site. Visitors will have a more systematic tour of Gyeongju through the Stamp Tour and make more dynamic memories by directly getting the representative figure stamp at each historic site. Furthermore, the leaflet includes a Gyeongju Tour Map and a Stamp Tour Course Map. Thus, it is worth keeping. It is greatly favored by students and foreign visitors who are not familiar with Gyeongju.





Philippines >>



**Manila**  
**Casa Manila**

Casa Manila, a 'colonial lifestyle' museum, is only a section of Plaza San Luis Complex, a commercial cultural complex. As with all new structures built within the walls of Intramuros, facades here are based on colonial period designs. The walls of the ground floor are made of adobe stones. In the Spanish colonial period (late 16th century to late 19th century), 'adobe' or volcanic tuff was quarried from Makati and Meycuayan, Bulacan for building material. The stones in Casa Manila were quarried from Bulacan. The uppermost floor, the living quarters, was made of wood. Since wood was lighter than stone, it was less hazardous during earthquakes. Notice that the uppermost floor extends outwards, helping to shade

pedestrians during the day. Its real use though was for the stability of the living quarters during earthquakes. One will find the structure adjoining Casa Manila is stone on both floors. When the Spaniards first arrived, they built in this manner. This had to be revised though because it could not withstand earthquakes. Neither could inhabitants of such structures.

Malaysia >>



**Ipoh**  
**Sunway City Ipoh**

Time stands still in this Malayana civilization where ancient man hunted, gathered and built their temple. Now amidst the gigantic ruins are the five elements of fun rides and sights. Wet park, amusement park, twin waterfall sandy beach, natural hot springs and the home to a family of big cats. But one thing hasn't changed. The 400

million year old limestone cliffs that surround the park is still as majestic as it is frozen in time. The Lost World of Tambun at Sunway City Ipoh, a theme park in a land 400 million years old is now open to Homo Sapiens.



**Kota Kinabalu**  
**Museum Sabah**

The Sabah Museum is the most prestigious museum in Sabah and is the State's showcase of its rich cultural heritage and exhibits Sabah's history, culture, social and natural history in one place. The flagship of

the Sabah Museum is the Sabah Museum Complex which is sited on 43.3 acres of lush green natural and planted jungle and is located at the Old Palace Hill (Bukit Istana Lama) in Kota Kinabalu. This complex is unique in Malaysia as it houses in one place the museum proper, an ethnobotanic garden, a zoological garden and a heritage village.

The main building itself, the architecture of which is inspired by traditional buildings and costumes, comprises of the central exhibition hall and six galleries. In these are located the Islamic Civilization Gallery, the Archaeology and History Gallery, Natural History Gallery, Art Gallery, Ceramic and Brassware Gallery, Traditional Costumes and much more. An annex building is the Science and Education Centre which houses the Geology Gallery, the exhibition on petroleum industry, the exhibition on copper mining in Sabah and a current exhibition on broadcasting technology. Next to the Science Centre is the Multivision Theatre (Wacana Room) and the Sabah Art Gallery which is operated by the Sabah Cultural Board.

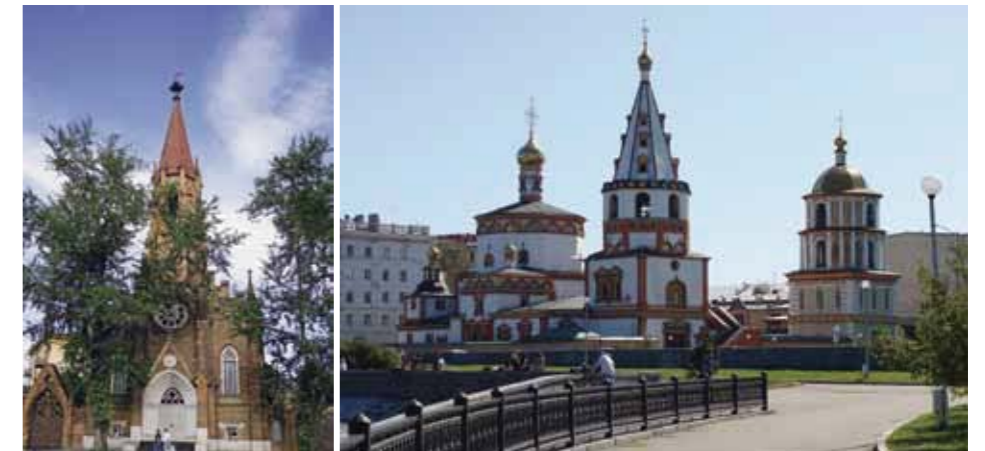


Russia >>

**Irkutsk**  
**The Square of Three Churches**

Irkutsk is an administrative center of Irkutsk Oblast. It is situated on the Angara River, 68km from Baikal. The name of the city originates from its location near the Irkut River. The population of Irkutsk is 600,000 people (data of 2002); the city occupies 31 thousand hectares; Irkutsk appeared on the map of Siberia in the middle of the 17<sup>th</sup> century.

The historical center of the city is the square of three churches. Perfectly preserved and presenting a real pleasure to the eye there is a magnificent church of the Saviour and Epiphany Cathedral. The church of the Saviour is almost 300 years old, the cathedral is about 250. They are remarkable with the harmony of dimensions, whiteness of the walls, intricate decorations of the



windows and portals, inimitable and fancy stone decorations. The facade of the church of the Saviour is decorated with fresco 'Icon Made without Hands'. The third church is a Polish Catholic Cathedral, built in 1881. This neo gothic construction, restored in 1978 now houses an organ hall.

Vietnam >>

**Danang**  
**Son Tra peninsula**

Son Tra peninsula, while earmarked for major tourism development, Son Tra peninsula for the time being remains a perfectly sleepy little getaway spot for those in need of exotic exploration.

The peninsula rises up to 693m above the sea level. While it has long been an imposing sight from the city, it has remained relatively unexploited as a tourism spot, despite grand plans on the drawing board. From the top of the mountain is a breathtaking panoramic view of Danang city, the sea and more than 30km of the beach which stretches all the way to the Cua Dai beach nearby Hoi An. It is a 2hours tour around the Son Tra peninsula with some sightseeings such as the DRT radio station, Radar Station, old helicopter airports and the one thousand year old tree. Visitors can enjoy fresh air and seafood in any number of small restaurants set up by locals. Grilled shrimp, fried squid and roasted crab are the perfect choice after bathing in the deep blue sea. It is so majestic and so romantic, really beautiful. Only one day stay at Son Tra, we can enjoy living in the resplendent flow of dawn and the quietness of twilight at this fascinating landscape. And that makes us realize the value of each and every moment and the true calling of our hearts.



**Ho Chi Minh City**  
**100 Excitements: All the Must Do, See And Taste**



Nowadays, visitors to Ho Chi Minh City would find it easier to experience the city in their own ways, whether it comes to culture, cuisines, entertainment, and shopping. The City Government has run a tourism program called 'Ho Chi Minh City-100 Excitements' which selects 100 best tourism brands including the best Vietnamese boutique services hotels, excellent Vietnamese restaurants, best shopping places for tourists, unique Vietnamese souvenirs and gifts, exciting entertainment venues, stylish coffee shops, Vietnamese must taste and must see, favorite city tour and most prominent cultural, sports and tourism event. The top two landmarks are markets – An Dong in District 5 and Ben Thanh in District 1. They are followed by Can Gio District's Eco Park, 'China Town' in District 5, the Cu Chi Tunnels, Vietnamese History and War Remnants Museums, the Reunification Palace, Central Post Office, and Notre Dame Cathedral.



# Tourism Promotion Organization for Asia Pacific Cities

## Tourism Promotion Organization for Asia Pacific Cities

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

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

Its membership includes 65 city governments and 36 non government members representing the private sector, educational institutions and other tourism authorities. TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.



Tourism Promotion Organization  
for Asia Pacific Cities

### TPO - the Marketing Centre

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

### TPO - the Information Centre

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

### TPO - the Communication Centre

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

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

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

# TPO Members 65 city members, 36 industry members

## City Member

### China

Chengdu Shenyang  
Dalian Suzhou  
Guangzhou Tianjin  
Hangzhou Urumqi  
Qingdao Weihai  
Sanya Yantai  
Shanghai

### Russia

Vladivostok  
Irkutsk

### Japan

Fukuoka  
Kagoshima  
Kitakyushu  
Kumamoto  
Miyazaki  
Nagasaki  
Oita  
Osaka  
Sasebo  
Shimonoseki

### Korea

Andong Gyeongju  
Busan Hadong  
Busan Jung-gu Iksan  
Buyeo Incheon  
Changwon Jeju  
Chuncheon Jeonju  
Daegu Namhae  
Daejeon Pohang  
Donghae Sokcho  
Gangneung Seongnam  
Geoje Tongyeong  
Gimhae Ulsan  
Gwangju Yeongju

### Chinese Taipei

Kaohsiung

### Thailand

Bangkok

### Vietnam

Danang  
Hai Phong  
Hanoi  
Ho Chi Minh

### Philippines

Manila

### Malaysia

Georgetown  
Ipoh  
Kota Kinabalu  
Melaka

### Indonesia

Jakarta  
Surabaya  
Yogyakarta

## NGO/NPO Member

**China** Fukuoka Convention & Visitors Bureau  
Kagoshima Convention & Visitors Bureau

**Korea** Busan Tourism Association  
Busan Tourism High School  
Daegu Tourism Association

**Malaysia** Sabah Hotel Association  
Sabah Tourist Association  
Taiping Tourist Association

**U.S.A** Hawaii Visitors & Convention Bureau

**Vietnam** Haiphong Vocational College of Tourism

## Business Member

**Korea** AB-Road Co., Ltd.  
Arum Travel Service Co., Ltd.  
Aunique  
Busan Exhibition & Convention Center (BEXCO)  
Busan Youth Hostel ARPINA  
Cheongsong Travel Service Co., Ltd.  
Haeundae Centum Hotel  
Intravel Ltd.  
JB Tour  
Korea Geographic Network (KGN) Inc.  
Lee Convention  
SR Company  
TourJapan Co., Ltd.

**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

**Mongolia** Ancient Nomads Tour Agency

**Russia** Breeze Tour

**U.S.A.** MCM Group Holdings, Ltd.

**Vietnam** Haiphong Vanhoa One Member Limited Corporation  
Vietravel

**Japan** JTB Corp. (Fukuoka Office)  
Kinki Nippon Tourist Co., Ltd.