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SCOPE

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**Tourism Promotion Organization
for Asia Pacific Cities**

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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 40 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 SCOPE

Contents Vol.16



Published by TPO Secretariat
1208, Geoje 2 Dong, Yeonje Gu, Busan
611-807, Korea
Tel : 82-51-502-2984~7 Fax : 82-51-502-1968
Website : www.aptpo.org
E-mail : secretariat@aptpo.org
Publisher Hwan-Myung Joo
Director of Planning Launy Choi

Editor in Chief Myung-Hyo Chung
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Edited by AB-ROAD Co.,Ltd.
Changwon B/D 2f, 97-31 Seongbuk-dong, Seongbuk-gu,
Seoul 136-823, Korea
Tel : 82-2-3676-2001 Fax : 82-2-763-8607
Website : www.abroad.co.kr

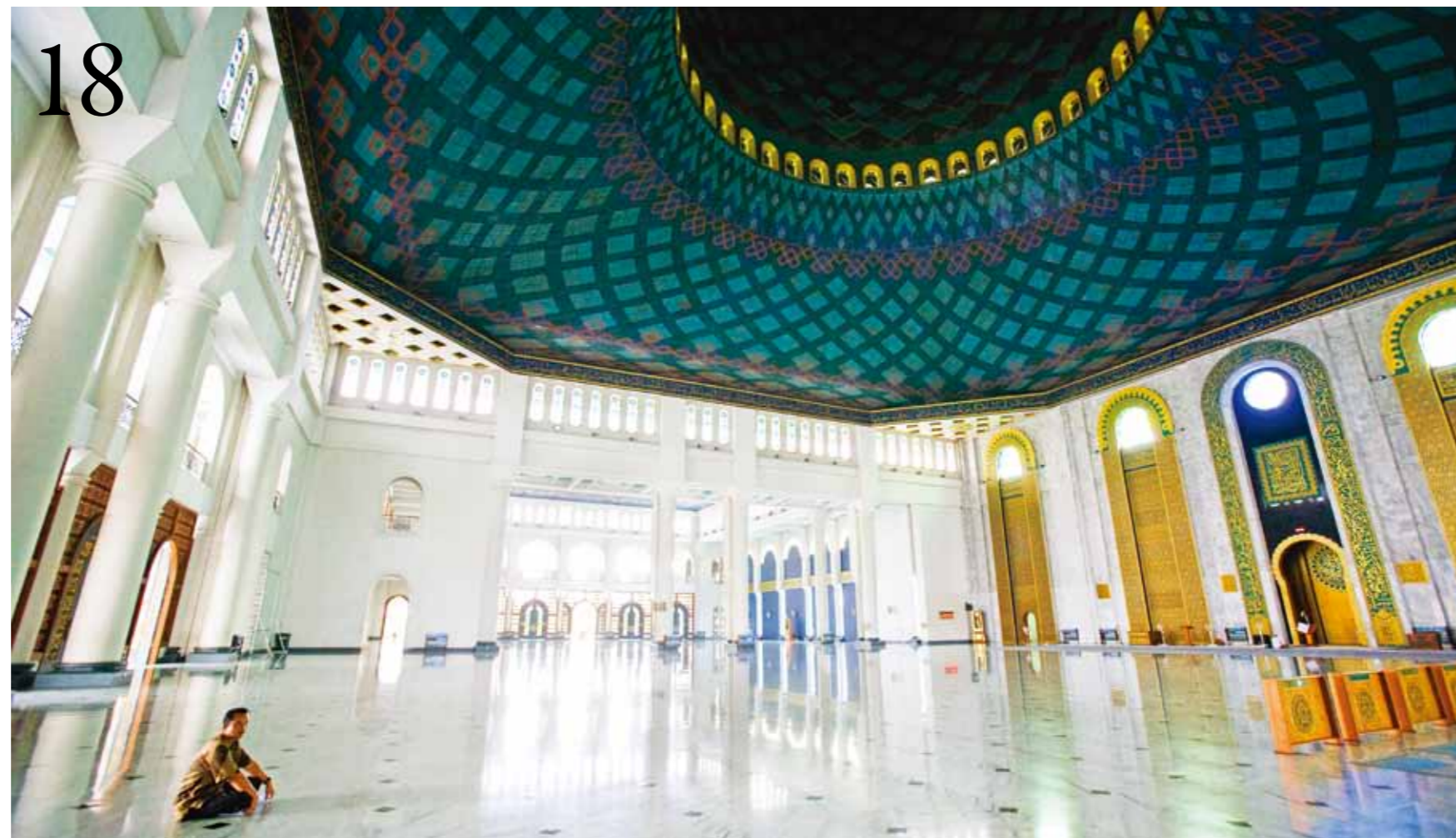
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Sparkling Surabaya

I browsed through a guidebook to look for travel information about Surabaya, the second city of Indonesia, located at East Java, only to find three to four pages about the city in it before leaving to the city. My worries and suspicions over whether the city has things to see has changed after the one-week travel to Surabaya. Rather I was sorry for the people who could not recognize its value.



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Traditional Houses in which Nature and Human Coexist in Harmony

Jeonju, Korea

Hanok, a traditional Korean house, has its own charm and attractiveness that can never be felt in modern architecture such as tranquility and coziness despite the small size. The smooth and elegant curves on the roof and in the eaves, roof tiles in male and female configurations and formative beauty are created by roof-end tiles. To experience hanok and feel the true warmth and generosity, I have visited the Jeonju Hanok Village.

From Tradition to Modernity

Hanok

The name Hanok refers to a building with a traditional Korean wood-frame construction. These traditional buildings took the form of palaces (gung-jip), temples (jeol-jip), and houses (sallim-jip). Depending on the social status of the owners, houses were made with tiled roof (giwa-jip), thatched roof (choga-jip) or wooden roof (neowa-jip). The giwa-jip (tiled-roof house) is the most popular and representative type of Hanok house.

Hanok is special and distinctive with its ondol (hot floor) for heating and the maru (wooden floor) for cooling both combined in perfect balance. In addition, the traditional Korean house was built by the Baesanimsu Principle which literally means that the ideal house should be built with a mountain in the back and a river in the front. Unfortunately, a lot of Hanoks disappeared since the late 1970s because of modernization trends. However, people started to show interest in Hanok since 2000 because of its nature-friendly design and natural healing effects.



The Finest Example of Hanok

Jeonju Hanok Village

Jeon Hanok Village situated across Gyo-dong and Pungnam-dong (<http://hanok.jeonju.go.kr>, available in English, Japanese and Chinese) is a special traditional cultural zone in which about 700 traditional Korean houses are preserved. Here, you can find many cultural heritages (ex: Gyeonggi Jeon, Jeondong Cathedral, Pung Nam Gate, Omokdae, Namgosangseong Fortress, etc.) and diverse traditional cultural facilities (ex: Jeonju Traditional Culture Center, Jeonju Hanok Living Experience Center, Jeonju Craftworks Exhibition Hall, Jeonju Traditional Liquor Museum, Jeonju Traditional Oriental Herb Culture Center, Jeonju Traditional Han Ji Center, etc.) and meet traditional craft studios including Hapjukseon and Taegukseon, traditional tea houses and traditional Korean restaurants.

Among them, Hakindang stands out the most. This traditional Korean mansion used to have 99 quarters in the past. Now, only the bonchae (main quarter), haenglang sarangchae (servants' quarter), front gate and the byeolchae (annex building) remain on the 1,716m² land. In the beginning, it was a great mansion as large as 6,600m² in terms of site area. In addition, you can actually experience a traditional Korean life and spend the night in this Hanok village (specifically at the Jeonju Hanok Living Experience Center, Dongrakwon Hall, Aseoheon Hall, etc.). If you spend the night, a table with five side dishes will be served for breakfast. If you want, you can listen to traditional Korean music as well. It is recommended to make reservations in advance.

Jeonju Hanok Village Dullegil Trail

Under the name of 'Cheonnyeon Godo', are many fascinating places in Jeonju. In particular, do not forget to walk along the Dullegil Trail (or Hanok Village Trail). The 7.1km-long trail route is as follows:

Route Craftworks Exhibition Hall → Zelkova serrata at the Hanok Village → Omokdae Shelter → Yangsajae (Guest House) → Hyanggyo (Confucian School) → Hanbyeokru → Jeonjucheon Riverside Eco Park → Chimyongjisan Martyrs Ground → 88 Olympic Forest → Windy Street → Jeonjucheon Stream → Seobang Rock → Gaksi Rock Nature Eco-Museum → Former Railroad Tunnel → Imokdae Pavilion → Omokdae Overpass Omokdae Peak → Jeonju Treasures Center



Hot Springs are 'HOT' this Spring!

Oita, Japan

Kyushu is a place famous for its high-quality natural hot spring in Japan. At this island, Yufuin and Beppu are particularly famous for its hot spring. The two cities in Oita Prefecture, Kyushu, are awaiting you with unique and special experiences which can be more memorable than a cherry blossom tour.

Nature and Art

Yufuin

Yufuin is a leading hot spring village in Oita Prefecture. In the beginning, this beautiful and romantic village was famous for its abundant hot spring water. Now, it has been particularly popular to women because of its artistic and fancy streets. Located in a basin, the village is often completely covered by thick fog early in the morning, creating a mystic atmosphere. It is recommended to tour around this picturesque town on foot or by bike. A variety of unique and interesting shops such as Totoro character goods stores and ethnic shops are lined along narrow streets. You can get a tourist map and pamphlet and rent a bike (JPY 200 per hour) at the Yufuin Tourist Information Center.

Access JR Express Yufuin-no-mori Train runs 6 times a day **Tel** 81-977-85-4464 **Website** www.yufuin.gr.jp

Don't Miss

Kinrinko Lake

Kinrinko lake has the most beautiful landscape in Yufuin. As a landmark of Yufuin along with the Yufuin Station, this lake stays warm all year round because of its natural hot spring. Surrounded by thick forest, thick fog is often formed in the morning in winter, creating mystic atmosphere. You can watch large carps and flocks of ducks swimming around. It is recommended to visit the public open-air hot spring (JPY 200) next to the lake.

Access 20 minutes walk from JR Yufuin Station **Tel** 0977-84-3111



Tradition Alive

Beppu

It has been said that there are 11 types of hot springs in the world. Fortunately, 10 of them such as natural steamed sand bath and mud spring can be experienced here in Beppu, a city with astounding 670 hot springs in total across 8 regions. Thanks to its long history and tradition, you can also meet antique wooden buildings and classical streets. The European-style Gozenyu Onsen Culture Hall which was built in the early 1700s is especially fascinating. Also family baths are available in Japanese and western styles. The Takegawara Hot Spring, the most famous hot spring in Beppu, was opened in 1879. The traditional Japanese wooden building will make you feel and experience hot spring culture of about 100 years ago. The admission fee is just JPY 100 and you can also experience the steamed sand bath at JPY 1,000.

Access Beppu Station - JR Sonic Express, Nichirin Train, Kyushu Odan Tokkyu (Trans Kyushu Express) **Tel** 81-97-23-1119

Don't Miss

Beppu Jigoku-Meguri (the Hell Tour)

Hot and steaming ground, bloody water and eerie crocodile. You can watch and experience a hell-like place that might have existed in your imagination. If you are interested in this phrase, 'You Will be Enchanted with the Charm and the Mystery of Hell,' do not hesitate to visit Beppu. 'Jigoku-Meguri (the Hell Tour)' is the most popular route through which you can watch a very unusual and unique hot spring. You will be stunned by a variety of magnificent and frightening scenes of Umi Jigoku (cobalt blue Sea Hell), Onishibo Jigoku (Monk's Hell with boiling mud pools), Yama Jigoku (Mountain Hell), Kamado Jigoku (90°C Oven Hell), Oniyama Jigoku (Devil's Mountain Hell home to about 100 crocodiles), Shiraike Jigoku (White Pond Hell of steaming water), Chinoike Jigoku (Blood Pond Hell of red hot waters), Tatsumaki Jigoku (Water-Spout-Hell). Where else in the world can you find this wonder of nature?

Access JR Beppu Station, KR Kamegawa Station, Oita Expressway Beppu I.C. **Tel** 81-977-66-1577 **Operating Hour** 08:00~17:00 **Admission Fee** Adult 2000 Yen, Student 900~1300 Yen **Website** www.beppu-jigoku.com

The Strong Needs for New Cultural Contents



The success or failure of the tourism industry lies in the tourists' willingness to revisit. Attracting tourists once just by chance can be possible, but it is not easy to make them come back again. It is important to develop famous tourist attractions. However, it is also essential to discover and develop tourist resources. For this, we need to come up with a new idea on the development of high-quality tourist resources.

Necessities of Development of New Cultural Contents

In 2009, the world travel industry was very sluggish because of the world economic downfall. Furthermore, political conflicts, natural disasters and the outbreak of H1N1 Flu worsened the situation. International tourist arrivals decreased to 4% in 2009, but the 2% upswing in the last quarter of the year indicates a change of trend after the drop of 10%, 7% and 2% in the first three quarters respectively. Asia and the Pacific and the Middle East led the recovery with positive growth in both regions in the second half of 2009, according to the January edition of the UNWTO (World Tourism Organization) World Tourism Barometer. As shown in the numbers above, the tourism industry has rapidly recovered in the Asia-Pacific area. Many cities have focused on tourism marketing and promotional activities in a belief that 2010 would be a turning point to boost the current depressed tourism industry. Tourism is an important industry which could eventually promote national economy in a long-term perspective. As a result, it has become increasingly important to develop new tourist resources such as unique local cultures. But unless the local tourism industry rebounds first, the total tourism industry will not be able to make a step forward. The contention

that we need to develop 'new culture' means that we should discover and develop a widely known (or almost unknown) conventional culture as a brand, improve local awareness and develop places into new tourist destinations.

Development of Versatile Cultural and Tourist Resources

In general, cultural resources not known as a famous tourist destination mostly remain undeveloped. In other words, historical resources, intangible cultural heritages, famous people and natural and artificial landscapes have traces of the original form. It is necessary to develop and commercialize these resources. In case of the leading cultural industry or product of the region, it could have a positive effect on local economy.

To develop new cultural resources, it is necessary to set development directions depending on local cultural images. In case of an area which has a cultural image to a certain level, it is a good idea to strengthen the current image and develop surroundings at the same time. In a region in which a native image prevails even though a cultural environment is established, it is required to introduce and develop cultural contents.

In case of Gimhae, a TPO member city, it has been developed into a tourist city by strengthening its existing image (city of cultural heritages) and improving the urban area, focusing on historic ruins scattered across the city. A large park has been developed around the historic site, and streets have been improved. As the 1st-stage project, the central area has been excavated and improved. A 2nd and 3rd-stage project is scheduled. As shown in this case, the awareness as a tourist attraction has been improved, and the local economy has been enhanced by developing local cultural resources and local space together.



The most successful story can be found in cultural recycling in Essen, a former coal mine area in Germany. The coal mining industry started in the 19th century and flourished until the World War II in the German Ruhr industrial area. Since the emergence of a new industrial paradigm, the rusty machine and equipment were abandoned for a long time. In particular, the Ruhr industrial area had a very negative impact on the local image because of its disused mining facilities and enormous piles of wastes. No one ever imagined that this filthy place would be transformed into a famous tourist destination. About a decade ago, the local government (Nordrhein Westfalen) established an International Construction Exposition Firm and launched a redevelopment project. A total of 120 areas from 17 cities including Essen were redeveloped and improved for almost a decade. Zeche Zollverein, a former colliery and highly visible landmark in Essen, has been designed in Bauhaus style by Fritz Schupp and Martin Kremmer. Because of its comprehensive remodeling, the disused mine was reborn into a new cultural space. It may just look like a huge machine which can be seen in an industrial area, however this colliery has been transformed into an industrial museum in which a variety of beautiful artifacts are showcased. It has even been designated a UNESCO World Cultural Heritage. Playing a central role in the local economy, this place has grown into a renowned tourist attraction in Europe, hosting a variety of design exhibitions and workshops.

In Korea, Gwangju is the city which has developed art and culture to a tourist resource to boost the local economy. In fact, before the city had no differentiated cultural image compare to the other cities. Because of the pro-democracy movement, many people would see Gwangju as a political center. However, things started to change thanks to the Gwangju Biennale (Biennale is a biennial modern art exposition. The Venice Biennale is the world's oldest art festival and started in 1895.), an art festival which was launched in 1995 to celebrate the 50th

anniversary of the national independence. This year, the 8th Gwangju Biennale takes place from September until early November (almost two months). A variety of exhibitions and events will be held. Since the launching of the Gwangju Biennale, many art and cultural facilities and cultural and green spaces have been developed. In addition, people started to see Gwangju as 'A City of Art and Culture'.

Brandization and Commercialization of Regional Culture

Commercialization of regional culture through local festivals and events is one way of developing tourist resources. The Yosakoi Festival in Kochi Prefecture has become one of the famous festivals among young Japanese people. During the festival, local folk music is played in rock, reggae and jazz style, and participants are encouraged to put on traditional or interesting costume. In addition, a cultural performance competition is held in 10 stages across downtown of Kochi. Naruco, a device which would be used to drive away birds in a farm, has been developed into a musical instrument. Now, many people get this unique item as a souvenir. Thanks to the festival, after all, Kochi has overcome its stale and stagnant image and developed into a dynamic and vibrant tourist attraction.

In case of the U.K., a Great British Heritage Pass has been operated for over a decade to efficiently advertise its historical heritages and use them as tourist products. With this pass, tourists can tour about 600 historical sites such as castles and gardens at low prices. Because of this new system, sales have increased by 50% for the past three years. The 15-year-long 7-Day Pass is especially popular in Europe. It has been successful in attracting tourists to revisit the U.K. Many other historical cities have benchmarked this system.

Mizohata Hiroshi

Commissioner, Japan Tourism Agency
Ministry of Land, Infrastructure,
Transport and Tourism



Early this year, Mizohata Hiroshi was nominated as the commissioner of the Japan Tourism Agency. With a goal of attracting 10 million tourists in 2010, he has aggressively promoted marketing against cities around the world. Let's hear about Japan's tourism industry from him and his future plan.

Second, we are going to build a brand for our rich and abundant tourist resources and globalize them. No matter how good tourist resources are, it would not be easy to attract tourists without developing a brand for them. Third, it is necessary to scatter the holiday seasons. In Japan, many people tend to go on a vacation during the same period. To expand tourism market, it is necessary to make people go on a trip in a different time and give them more diverse travel opportunities. Travel is a big part of our lives. In fact, travel makes our lives richer and happier and broadens our perspectives in life. With this kind of theme, we plan to promote our campaign across the nation since April.

Speaking of building a brand for tourist resources, could you be more specific?

Yes, we are going to develop a brand for travel. We need to develop a variety of fun and exciting tourist resources such as medical tourism, sports tourism and eco tour instead of just traveling around. We should enhance the awareness of local tourist resources as well by designing and packaging them. As a result, we will be able to increase revisit rates and improve local image as a tourist attraction. Therefore, it is essential for us to build a brand for tourist resources.

Japan has rich and abundant tourist resources across the nation. However, tourism development has been intensive in some famous tourist spots only such as Tokyo, Osaka and Kyushu.

That's why we keep emphasizing the importance of public relations. It is important to effectively advertise tourist resources after investigating their potential to evolve into a tourist attraction. First, we plan to promote leader nurturing and training activities after developing a platform in order to aggressively advertise local tourist resources with great growth potential. In general, most first travelers to Japan take the Golden Route which covers Tokyo, Hakone, Fuji Mountain, Nagoya and Kansai. On the contrary, re-visitors and FITs mostly intend to visit other places, but it is hard to get practical information on these destinations. Hence, we are going to promote diverse marketing strategies to improve local awareness through leader nurturing and training activities and provide sufficient practical information to travelers.

Is there any project you have prepared for 'The Year to Visit Japan 2010'?

This year, we are going to prepare various mega events such as a film shooting and citizens' marathon. Some of them will actually take place. For example, film business exchange was mentioned in the 4th China-Japan-Korea Ministerial

Conference on Tourism which was held in Nagoya in October 2009. According to this project, Korea and Japan jointly choose and sponsor a film. For example, Japan supports a film which would enhance friendship between the two countries and location-hunting costs in Japan and promotes marketing when the film is released.

I hope that we would be able to create more opportunities for local cities to develop into a tourist attraction through diverse cultural exchanges such as film and sports.



The year 2009 was a bad year for travel industry because of the world economic slump and the outbreak of the H1N1 flu. Tell us how many foreigners annually are visiting Japan (and you expect this year)?

Since 'The Year to Visit Japan' campaign was launched in 2003, the annual number of tourists to Japan has gradually increased. In 2008, the figure reached up to 8.35 million. Last year, however, it dropped because of unfavorable market conditions. As the H1N1 flu has declined with signs of an economic rebound, however, we expect a great year in 2010. We hope that the number of tourists would reach up to 10 million this year. For this, we, Japan Tourism Agency, would keep making our best efforts to advertise Japan all over the world including the Asia-Pacific region.

In Japan, the importance of tourism campaign has been comprehensively discussed in consideration of the problem of aging populations. In fact, tourism is the key for Japan to continue economic growth. Especially, Japan has a variety of cultural and tourist resources such as sports, animation, fashion, hot spring and scenic nature. Starting 10 million tourists this year, we target to attract up to 25 million travelers by 2019.

Is there any plan or project you, Japan Tourism Agency, want to promote (or have promoted) to attract more travelers and boost tourism industry?

Basically, we focus on three aspects. First, we need to increase the number of inbound tourists to Japan. Last year, only 6.79 million travelers visited Japan. We are going to accelerate our marketing all over the world for the upcoming three years. Considering geographical advantage and relatively active cultural exchange, we are going to focus on neighboring countries such as China, Korea, Hong Kong and Singapore. After conducting market research by country, we are going to accelerate the marketing since July. In case of Korea, for example, about 4.7 million travelers have annually visited Japan. We plan to double this figure in the future.

Fauzi Bowo

Governor of Jakarta Provincial Government,
Indonesia



As a multifunctional city, at the mouth of the Ciliwung River on Jakarta Bay, Jakarta has played an important role for a long time as a trade and financial hub and more than half of Indonesian trade has conducted in the city. Mr. Fauzi Bowo, Governor of Jakarta Provincial Government talks about Jakarta's attractiveness and possibility as a tourist destination.

What is the biggest attraction in Jakarta as a tourist destination?

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

What is the total number of international visitors to Jakarta in 2009? What is the portion of tourism industry in the whole economy of Jakarta?

The total number of international visitors to Jakarta is 1,451,914 people and the total revenue is USD 609.8 Million.

The portion of tourism industry together with trade in the whole economy in 2008 and 2009 is number 2 with 20%.

What is the main purpose of travelers visiting your city?

Indonesia is an important emerging market and Jakarta is its dynamic center for business and trade. Travelers appreciate the uncountable possibilities to combine business matters with leisure.



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

As Governor of Jakarta, I am biased. For me, the greatest charm of traveling Jakarta is getting to know the easiness, service-orientation and hospitality of the people. Tourists feel very welcome and indeed, they are! Jakarta is a city full of life with so much to discover. And while doing so, travelers can feel safe and secure.



Where are your most favorite tourist spots personally in Jakarta?

The streets of Kota Tua in the North of Jakarta are a reminiscent of colonial times long past. Ancol Dreamland and the Miniature Park of Indonesia offer entertainment and fun for the whole family. Blok M, Grand Indonesia and Senayan City are hot spots for shopping.

Do you have any route to recommend in Jakarta?

Start the day with a visit to MONAS, the National Monument in the center of Jakarta, or the National Museum, where you can explore the rich Indonesian heritage and especially our local Betawi culture. Try Nasi Goreng, our national dish, for lunch. Those who would prefer foreign dishes, also find fabulous restaurants all over the city. In the afternoon, you might indulge yourself at one of the excellent health and spa spots in Jakarta, play golf on one of the acclaimed golf courses or go shopping in fashionable malls or traditional bazaars.

Children would love their parents for taking them to Ancol Dreamland, a popular recreation park with Sea world, an Amusement park and many more attractions. And in the evening, trendy clubs and bars invite you to listen to fantastic live bands and solo artists.

Do you have a role model city of Jakarta as a global travel city?

Since Jakarta has many sister-cities and befriended cities all over the world, I have seen a lot of exciting places to travel to. These journeys have always inspired my work for a loveable and livable Jakarta. But Jakarta has always been a unique place with its unique people and I would like it to stay that way.

Does it include tourism related projects cooperated with other cities in Indonesia or Asia Pacific Region?

The revitalization of the Kota Tua project is one of our key projects. We are restoring historical buildings to be used as restaurants, hotels, boutiques and galleries in order to return vibrant life and prosperity to a once underdeveloped area.

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

A joint promotion campaign of TPO members where all Asia Pacific Cities could display their uniqueness and exceptionality would be most desirable and we would love to actively participate.

04 Apr



Miyazaki, Japan



Danang, Vietnam



Ho Chi Minh, Vietnam



Bangkok, Thailand



Gangneung, Korea



Gyeongju, Korea

Miyazaki, Japan

Mar. 20 to May. 9

Miyazaki Flower Festa

Venue: Kodomonokuni

The Miyazaki Flower Festa is a representative two-month festival in Miyazaki starting from Saturday, March 20th. Sweet smelling and vivid and splendid colors of flowers all around the city let people feel the vitality of spring. Centering around the Godomo no Kuni (Children's Land), 10 places in the Miyazaki Prefecture and more than 150 places including tourism facilities, observatory, etc. are fully decorated with flowers. It takes 30 minutes from the Miyazaki station and 40 minutes from the Miyazaki Airport to get to the festival venue.

Shanghai, China

Early Apr.

Shanghai International Tea Culture Festival

Venue: Zhabei

The Shanghai International Tea Culture Festival is held annually in April and lasts for about one week. It is a traditional and great festival for Shanghai people to promote Chinese national culture and develop friendship with people from all over the world. Hundreds of thousands of tea lovers, experts and tea producers make it to Shanghai for the international tea culture festival. With many impressive tea ceremonies, visitors get to taste good brands as activities spread around the town, attend seminars and visit famous tea spots.

Danang, Vietnam

Apr. 1 to 3

Avalokitecvara Festival

Venue: The Marble Mountains

Avalokitecvara festival is celebrated every year at the beautiful landscape of the Marble Mountains of Danang city. The festival held at good natural places has attracted many pilgrimages and the tourists from many different regions to the west of the Marble Mountains. On the village common, people play the traditional game called "keo co". You can also hear the shouting of the people who joined the regattas in Co Co River. When the night falls, the festival becomes even attractive with its many colors and sounds. With its many traditional culture and sport activities, the Avalokitecvara festival is a religious one but very popular in the people's life. It has restored and developed the traditional characteristics of the Vietnamese. The Avalokitecvara festival is held to pray for a peaceful and prosperous life and to give people the opportunity to live better in summer.

Ho Chi Minh, Vietnam

Apr. 8 to 11

Ho Chi Minh City Tourism Festival 2010

Venue: 23 September Park

The Ho Chi Minh City's 6th tourism festival will be held at the Dam Sen Cultural Park from April 8 to 11 2010. The Ho Chi Minh City Tourism Festival 2010 is an annual event organized by the City's tourist industry to present new tourism programs and services to travelers, on top of other promotional activities. Local departments of culture, sports and tourism and travel agencies nationwide have been invited to take part in the event. The festival will feature various activities, including the tourism summer fair attracting 120 stalls from travel agencies, domestic and

foreign airlines, food festivals, art performances and photo exhibitions. In addition to the exhibition, there are several other activities including the hospitality industry's singing. Especially, the Southern Cuisine Fair will introduce visitors to refined and tasty dishes prepared by national high-end hotels and restaurants.

Bangkok, Thailand

Apr. 13 to 15

Songkran Festival

Songkran is a Thailand's traditional New Year which starts on April 13 every year and lasts for 3 days. Songkran means "move" or "change place" as it is the day when the sun changes its position in the zodiac. It is also known as the "Water Festival" as people believe that water will wash away bad luck. The value for family is to provide the opportunity for family members to gather in order to express their respects to the elderlies by pouring scented water onto the hands of their parents and grandparents and to give them gifts including making merits to dedicate the result to their ancestors. The elderlies in return wish the youngsters good luck and prosperity. And people from all parts of the country come to enjoy the water festival, to watch the Miss Songkran Contest and beautiful parades.

Gangneung, Korea

Middle Apr.

Gyeongpo Dea Cherry Blossoms Festival

Venue: Gyeongpo Dea

Gangneung Gyeongpo Dae Cherry Blossom Festival is a spectacle of the Gyeongpo Dae with 800 cherry blossom trees encircling 4.3km around the Gyeongpo Lake. The Festival starts when cherry blossoms are blooming for one week. The festival is a representative festival in Gangneung where tens of thousands of people are coming to enjoy beauty of spring. It is open to the public for free during the festival and performances such as Gangneung City Orchestra, Gangneung Nongak (Korean traditional music performed by farmers), Gangneung City Art Company Concerts is open to the public for free. Especially, walking path and bike lanes organized around the Gyeongpo Lake are famous places where family and couples can enjoy the fragrance of spring. As the festival venue is near the sea, visitors can enjoy various fresh sea foods after fully enjoying the spring by watching cherry blossoms.

Gyeongju, Korea

Apr. 17 to 22

Gyeongju Liquor and Rice Cake Festival

Gyeongju, one of the famous global history and culture cities, has held the festival with traditional liquor and rice cake every year which has been loved by many people. Couples and families can make a beautiful memories of a warm spring day through new experiences such as making rice cake or brewing liquor, etc. Along with quality special products of Gyeongju, various events and performances replicate traditions. By hosting a rice cake-making competition on the first day of the festival, an open festival atmosphere is created in which people can experience and enjoy in person rather than just watching. Furthermore, efforts of the host to pursue an eco-friendly festival can be found around the festival venue. Especially, to reduce the use of disposable cups, an official cup is on sale. Visitors can drink all the traditional liquor and tea at the festival for free with that cup.

Bangkok, Thailand

May.

Royal Ploughing Ceremony

Venue: Sanam Luang

The Annual Ploughing Ceremony usually takes place in May every year at Sanam Luang near the Grand Palace in Bangkok. The ceremony has been performed since ancient times and designed to give an auspicious beginning to the new planting season. The ceremony is an ancient Brahminical rite which is carried out in the hope of providing a bountiful crop come harvest time. The ceremony is held at Sanam Luang (the Royal Ground) and begins with a rite which determines how much rain will fall between now and harvest time. Grains of rice used in the ceremony are eagerly gathered after the event and kept as a symbol of good luck. The event is a prestigious occasion which is usually attended by members of the Royal Family.

Seongnam, Korea

Early May.

Moran a Five-day Interval Traditional Market

Moran Traditional Market is Korea's largest traditional market of merchants from around the country and crowded all the time with many tourists not only goods exchange but also because of its many things to see and eat. Because the Seongnam City held a vibrant Moran Five-Day Interval Traditional Market festival every May by offering exciting things to see such as traditional arts and performances to visitors to the Moran Market. The festival is organized with events which represent Korea's traditional culture such as a folk song contest, a performance of exorcism and various folk games, which emphasizes that Moran Market is a folk fair.

Dalian, China

May. 1 to 31

Dalian Acacia Festival

Venue: Xinghai Park

Dalian celebrates a number of important festivals throughout the year and the Acacia Festival is one such important festival. This is perhaps one of the very few festivals in the world in which nature is the main theme. During this time you will come across numerous flourishing acacia trees. The acacia trees are in full bloom every year during the months of May and June. You can smell their fragrance in the air and get to admire their beauty too. The Acacia Festival is organized by the people of Dalian to express their love to the spring and the blossoming flowers. During this festival, a number of events and activities are organized for the locals and also for tourists. Some of the events that are organized are the Street Parade, Dalian International Kite Contest, Russian Folk Art Performance and a Locust Tree Tour. A fashion show is also organized during the festival.

Fukuoka, Japan

May. 2 to 4

Hakata Dontaku Minato Matsuri

The Hakata Dontaku Minato Matsuri is a traditional and ancient festival with a history of approximately 760 years. During the Dontaku Festival, many people, the young and the old, parade through the streets in various costumes, some playing the Shamisen or beating drums, others

clapping wooden spoons for scoping rice. The whole city eagerly awaits the start of one of the most exciting carnivals in Japan. In this event, participants in traditional costume parade the streets while banging shamoji. It is one of the largest festivals held in the middle of the Golden Week, attracting around 2 million people.

Manila, Philippines

May. 1st week

Viva Vigan Festival of Arts

In an effort to increase public awareness of Vigan as a unique historic town to be conserved and protected, a local non-government organization involved in the conservation of Vigan Heritage, initiated the 1st Viva Vigan Festival of Arts in May 1993. Encouraging public response has made festival an annual event. It has also proven to be stimulus to the local tourism industry. Over the past years, the Viva Vigan Festival has become one of the biggest cultural events in the North, attracting domestic and foreign visitors who come to Vigan on a pilgrimage to our heritage by UNESCO as one of the World's Heritage sites, the food, the people, the churches, the many souvenirs the rich history the city can boast of Vigan is truly one memorable place to go.

Busan Jung-gu, Korea

May. 15 to 16

Joseon Tongsinsa Korea-Japan Cultural Exchange Festival

Venue: Gwangbokro St.

The Joseon Tongsinsa Korea-Japan Cultural Exchange Festival, a cultural exchange festival for Korea-Japan friendship is held every year to enhance mutual understanding and to contribute to peace. The huge festival with 152 participants from 13 cities of Korea and Japan and 1100 participants in a marching parade plays an important role in practical private exchanges. Visitors can enjoy performances repeating a marching parade, Korea and Japan traditional performances and photo exhibition and other exuberant cultural events of both countries and also the festive atmosphere of Busan.

Hanoi, Vietnam

May. 27 to 29

Chem Temple Festival

Venue: Chem Temple

There is a great legend attached to the Chem Temple. The Chem Temple is located in the Thuy Phuong village in Hanoi's suburban district of Tu Liem. It is dedicated to Ly Ong Trong, alias Ly Than, a legendary figure during the reign of the Hung Kings. Ly Ong Trong was a native of the Chem area. When the Chinese Tan dynasty wanted to expand its territories, Ly Than made a great contribution to this victory. Ly Than's feat of arms was duly rewarded by the Emperor, who gave him one of his princesses, Bach Ly Cung, to marry him. When he grew old, his statue was put at the entrance of the Shen-Yang fortress as deterrence against Mongolian invaders. The Chem Temple Festival is a big festival in the area of former Hanoi just after the Co Loa and Dong festivals. It involves: water procession consists of 3 dragon boats on the Hong River, votive paper procession, moc duc ceremony (god's statue washing), royal order procession, worshipping Buddha and traditional folk games: tug-of-war, kite flying, pigeons releasing, trai racing between villages in the region.

May 05



Bangkok, Thailand



Seongnam, Korea



Fukuoka, Japan



Manila, Philippines



Busan Jung-gu, Korea



Hanoi, Vietnam

06 Jun



Shanghai, China



Ho Chi Minh, Vietnam



Daegu, Korea



Hangzhou, China



Melaka, Malaysia



Guangzhou, China

Shanghai, China

Jun.

Shanghai International Film Festival

This competitive feature film festival kicks off and ends with celebrities strutting down the red carpet. For those who aren't quite famous enough to attend the opening and closing ceremonies, the film screenings are held in venues across Shanghai. The Shanghai International Film Festival is hosted by the State Administration of Radio, Film & Television and Shanghai Municipal Government; and organized by Shanghai Municipal Administration of Culture, Radio, Film & TV and SMEG. Compared to other competitive feature film festivals accredited by FIAPF such as Cannes and Berlin, the Shanghai International Film Festival is much younger. After being successfully established, the festival was soon accredited by FIAPF as one of the competitive feature film festivals.

Ho Chi Minh, Vietnam

Jun. 1 to 27

Southern Fruit Festival

Venue: Suoi Tien Theme Park

The festival originated as an annual market, which began ten years ago, and has grown into a festival embracing the entire southern region. This year, the festival will be organised on a larger scale, including activities as fairs, fruit processions, fruit exhibitions, a food and drink week, art performances and folk games. The festival this year, with various activities, is expected to attract many domestic and international tourists, contributing to promoting the tourism of Ho Minh City and Mekong River delta provinces. Fruit trees which have won national and international prizes, new varieties of fruit trees, collections of records of bulbs and fruits of Vietnam will also be on display at the festival. The most exiting and attractive activities of the festival are fruit processions and fruit carnivals.

Daegu, Korea

Jun. 12 to Jul. 5

Daegu International Musical Festival

Venue: Daegu and the surrounding area

The Daegu City this month presents its one and only festival of musicals in the nation as it aspires to become the Korean equivalent to the Edinburgh Festival in the United Kingdom or the Avignon Festival in France. It aims at developing musical theater into an industry through which the beauty and joy of the arts can be appreciated by both international citizens and local residents. The festival, in order to elevate the musical genre in Korea, has also increased the number of subsidies for creative musicals from three to five this year, and covers the rent for each theater.

The early form of Korean modern musical, per year. In pursuit of this dream, DIMF has made every effort to encourage domestically created musicals, nurture the upcoming musical generation, and reach new audiences.

Hangzhou, China

Jun. 16

The Dragon Boat Festival

On the fifth day of the fifth lunar month, and together with the Chinese New Year and the Mid-Autumn Festival it forms one of the three major Chinese holidays. Since the summer is a time when diseases most easily spread,

the Dragon Boat Festival began as an occasion for driving off evil spirits and pestilence and for finding peace in one's life. It Celebrates the national hero qu yuan, who drowned himself in the 3rd century, b.c. in protest against the corrupt emperor. The Legend says that people attempted to prevent fishes from eating on his body by throwing rice dumplings wrapped in bamboo leaves into the sea and frightening them away by beating drums. Today crews in narrow dragon boats race to the beat of heavy drums, and rice wrapped in bamboo leaves is consumed.

Melaka, Malaysia

Late Jun.

Fiesta San Pedro

Visitors and foreign tourists come to Melaka to join-in the 3,000-odd residents in songs, dances, fun fairs, game stalls, the decorated boat festival and the solemn procession of the statue of St. Peter. The highlight of the fiesta is the religious facets. Following the Eucharistic celebration on the actual feast day, the blessing of the decorated boats, where candles were lighted, is the main focus. For the fishermen, the lit candles are signifying the Light of Christ who guides them through the storms of life whether at sea or land in their journey back home. The blessing of the boats and procession where the statue of St. Peter is carried around the settlement demonstrates the request for God's grace for a bigger and better catch for fishermen whose livelihood depend on the sea. Besides the fiesta, other celebrations kept alive include the Intrudo (water festival), Holy Week traditions and Bong Natal (Christmas).

Guangzhou, China

Late Jun.

Litchi Festival

The Litchi Festival held between June and July, is the season for litchies to ripe. And people are busy celebrating its harvest. The Litchi Festival, held respectively, features the appreciation of this unique southern China fruit as well as other activities like song and dance performances, sports, fine art and photo exhibitions, book fair, commodities fair and business negotiations. And the "Litchi Cup" competition for amateur singers is held. Other activities include fine arts, calligraphy, photo and book exhibitions, sports demonstrations, and movies. Numerous tourists are attracted to this festival.

Osaka, Japan

Late Jun.

Aizen Festival

Venue: the Tennoji Area

The Aizen Festival is one of Osaka's three major summer festival. Osaka worships Aizen Myo- oh, the greatest of the 8 Buddhist guardian gods and the temple's principle image. Hundreds of thousands are coming every year to see the glamorous parade of geisha riding on decorated palanquins called hoekago. It is a celebration of Aizen myo oh, the principle image of Shoman in the Temple, which is a branch of the Shitennoji Temple. The festival features unique Osaka style baskets decorated in red and white cloth and morning glories, which are used to carry by beautiful young geishas in yukata summer kimonos along the lively parade route that continues to the Aizen- do Temple.

Surabaya, Indonesia

Jul.

Cross Culture Festival

The Cross Culture Arts Festival is an annual event held in Surabaya. It shows various cultures from many cities in Indonesia and many countries in the world. This event is to conserve and develop traditional arts of Surabaya and other cities in Indonesia, as well as various international arts. This will be an arts show that can be enjoyed by public from different parts of Indonesia and international countries who visit the 2010 Cross Culture Arts Festival. The show will present the Remo Dance Festival and Yosakoi Dance Festival in a competition.

Jakarta, Indonesia

Jul. 1 to Aug. 31

Jaksa Street Festival

Jalan Jaksa (abbreviated as Jl. Jaksa) is a short street approximately 400 meters long in central Jakarta. It is located about 1km south of the national museum, west of the Gondangdia main line train station. The coordinates for Jl. Jaksa are 6.186 South and 106.829 East. The origin of the street name dates back to the Dutch era, when students of the Rechts Hogeschool Batavia (Jakarta Law Academy). Because of this the street officially became known as Jaksa, the Indonesian word for Prosecutor. Jalan Jaksa is the main backpacker and tourist street in Jakarta, with many cheap accommodations, budget restaurants and friendly bars. Each year, it celebrates its diverse identity with the annual Jaksa Street Festival which includes live music, local Batawi art exhibitions, craft stalls and sporting contests. The sole goal of the day is to have fun and entertainment and usually carries on late in to the night.

Fukuoka, Japan

Jul. 1 to 15

Hakata Gion Yamakasa Festival

Venue: Kushida Shrine

Hakata Gion Yamakasa brings a sense of summer in Hakata. It is a shrine ritual dedicated to the Kushida shrine, the grand tutelary shrine of Hakata, with a 760-year-old history. On the 1st of July, when the displays of luxurious floats named "Kazariyama" for decorative purposes (Sei-no-Yamakasa) are set up on the streets around the town, all people in Hakata and Fukuoka are in a festive mood. This is the beginning of a spectacle festival to play to opposite two kinds of floats that is held for 15 days. "Kakiyama" float (Do-no-Yamakasa) is to be carried in the festival by bearers wearing a loincloth. After receiving water on their bodies in spirited manner, they carry 1-ton floats while giving each other a shout, "Oisa, Oisa" then running through the streets of Hakata while pushing the float from behind. The festival culminates with "Oiyama" held at 4:59am on July 15, and there will be feverish excitement around the town. Heartbeats and the enthusiasm of "Yamanobose"(leaders) gives the audience the most inspirational sensation.

Ipoh, Malaysia

Jul. 4

Ipoh International Run, 2010

Ipoh developed into a main city due to the booming tin mining industry around the turn of the 19th century. These days Ipoh is best known for its restaurants, hawkers, and

famous local dishes. The Ipoh International Run began in 1985 organized by Ipoh Rotary Club, a non-government organization based in Ipoh. The event was later taken over by Ipoh City Council in 1991 with about 3,400 participants. In 2008, the Ipoh International Run hit a record participation of 12,800 runners from domestic and foreign countries. Fact has it that Ipoh International Run made history with numerous of participating countries from North American, African, European and Australian continents. The city council will also be giving cash prizes to the top 20 runners in each category, and awards and certificates to participants who complete the race in the stipulated time, said Roshidi. Those who are interested should register before noon deadline on June 29, as latecomers would have to pay extra RM7.

Buyeo, Korea

Jul. 22 to 25

Buyeo Seodong Lotus Flower Festival

Venue: Seodong Park

The Buyeo Seodong Lotus Flower Festival, which set an example for festivals held in other areas by being designated by the Culture and Tourism Ministry as the '2009 Cultural and Tourism Festival and as '2009 Chungcheongnam-do Best Festival' at the same time. 10 million lotus flower floating on the 400,000m²-wide pond makes people mesmerized. There are some visitors who want to watch lotus flower and also famous photographers who want to take pictures of the spectacle. Fragrance of lotus flower spreading around will calm the visitors' minds. Along with tourism, visitors can participate in various events including making necklace, drawing lotus flower on a fan, drinking love lotus tea, and lotus face painting. During the festival period, laser shows and various concerts decorate the beautiful summer night.

Nagasaki, Japan

Jul. 22 to 26

Nagasaki Tall Ships Festival

Venue: Nagasaki Port (Mizube no Mori Park, Matsugae International Wharf, Nagasaki Dejima Wharf area)

Tall ships from Japan and around the world gather in Nagasaki Port and take part in events such as the Port Entry Parade, opening of ships to the public, sail drills, cruise experiences and more. In the evening the ships will be illuminated under fireworks displays.

Osaka, Japan

Jul. 24 to 25

Tenjin Festival (Boat Parade)

Venue: Temmangu shrine to Tenjin Bridge

Osaka is Japan's second largest city, and the heart of one of the largest metropolitan areas in the world. The Tenjin Festival ranks alongside the Sanno Festival in Tokyo and the Gion Festival in Kyoto as one of the top three festivals in Japan. Tenjin Matsuri is Osaka's main summer event, held on the 24th and 25th of July. A parade of thousands in traditional costumes carries exquisite portable shrines from The Osaka Temmangu shrine to the Tenjin Bridge. There they board more than 100 ornamented boats and barges to proceed from the Dojima River to the Okawa River. Nightfall brings a spectacular fireworks display. This enormous and dramatic festival dates back to the 10th century and is one of the largest events of its kind in the country. This is an on-the-water festival during which, from the evening until about ten at night, about 100 river boats crowd onto the Okawa River.

Jul 07



Surabaya, Indonesia



Jakarta, Indonesia



Fukuoka, Japan



Buyeo, Korea



Nagasaki, Japan



Osaka, Japan

Deputy Director General of Shandong Provincial Tourism Administration

Wang Yuansheng

Shandong is situated in the eastern part of China on the lower reaches of the Yellow River. A lot of tourist cities belong to this province which is located between Beijing and



Shanghai. Thanks to abundant fresh marine products along the 3,100km coastline and thousand-of-years-long history and culture, Shandong always attracts many tourists from around the world. We have heard the past and present of the Shandong Province from the Deputy Director General of Shandong Provincial Tourism Administration Mr. Wang Yuansheng.



In 2009, six more cities including 'Zaozhuang', 'Dongying', 'Binzhou' and 'Heze' were included on the list of 'China Excellent Tourist Cities'. As a result, Shandong is the highest (35 cities in total) in terms of the number of China Excellent Tourist Cities. Shandong has achieved relatively high growth for the past years. What has made this kind of growth possible?

The Shandong provincial government emphasizes the development of the tourism industry. In line with it, the government published <Good Ideas to Quickly Promote Tourism Industry> in April 2009 and adopted the publication as a guideline to advance the tourism industry. To become an outstanding tourist province and to let the province known as a great tourist spot and holiday destination, Shandong Provincial Tourism Administration did its best to reap a great achievement last year despite global financial crisis. The government was at the head of the effort, while there were active civil participation and help of the tour products, big company projects and effort to upgrade the industrial structure. All of these led to the improvement of the industry itself and transformation of the development method. Furthermore, to get an advantageous position in the tourism market the government made break through. In addition, provision of tourism friendly policies, cooperation with big tour companies and airlines assisted the provincial government to relentlessly promote the 'Friendly Shandong' brand image by

providing quality products to the customers. As a result, we were able to get an excellent outcome.

The Shandong Province created the 'Friendly Shandong' slogan. Please tell us the meaning and what was at the background of the creation.

From 2007, we began to think about a brand new slogan that can put the abundant tourism resources, cultural resources and new tourism market of Shandong in a short phrase. After much deliberation and solicitation of ideas from the public, we came up with 'City of Cultural Heritage, Heavenly Holiday Destination' and again shortened it into 'Friendly Shandong'. Everybody knows that Shandong is the hometown of Kongzi, the Confucius, the origin of Confucianism and that Shandong is always friendly to its visitors. Kongzi said in his famous book <The Analects> that 'Is one not happy when friends come to visit from afar?'. The friendliness of Shandong didn't change for the last 2000 years, so we looked for ways to put the cultural aspect and modern aspect together. In the end, by merging the culture and modern, we came up with 'friendly', which best represents the people of Shandong and the Shandong province. At the same time, we created the outstanding 'friendly emblem' which is the combination of wonderful English letters, color and '山东 (Shandong)', the Chinese character itself. Therefore, the 'City of Cultural Heritage, Heavenly Holiday Destination' slogan came from our own experience and it clearly shows that Shandong is a holiday destination. We blended the foreign language to demonstrate the special attraction of Shandong as a holiday spot. Combination of friendliness, honesty, justice-friendliness and courage of Shandong people sums up into global mindset. The symbol that demonstrates the especially kind character of the Shandong people creates a strong impression. Through different angles and dimensions the special character of Shandong people already created a wide impact.

Following the 2008 Beijing Olympic Games, the Expo 2010 is scheduled to be held in Shanghai. What influence have

these international events had on the number of tourists to Shandong? And is there any plan or project in progress to attract more tourists?

The world expo is the Olympics of economy, science and culture. It is an event of the world. People are excited to see the World Expo firsthand and are proud to participate in the Expo. To help Shanghai Expo visitors to travel to Shandong easily, Shandong Provincial Tourism Administration will do its best to collaborate with travel agencies at Shanghai and Shandong to provide tour products under the motto of 'Visit Expo, Travel Shandong'. From May 1st to October 31st, the Shandong Province will promote the 'Visit Expo, Travel Shandong' campaign. On April 28th, Tai'an city at the Shandong Province will host the kick off ceremony of 'Visit Expo, Travel Shandong' campaign. We will utilize the Shanghai Expo as a springboard and grasp opportunities to make the world know about Shandong to enhance the tourist environment. We will also put the Shanghai Expo at the center when expanding foreign and domestic tour markets. Korean and Japanese markets will be our targets. We will encourage travel agencies that sell 'Visit Expo, Travel Shandong' products and pay 100 yuan per tourist to travel agencies that send foreign visitors to Shandong to stay more than one day during the Expo season.

The number of tourists to Shandong has annually increased. How many tourists visited Shandong last year and how much growth do you expect in the number of tourists this year?

In 2009, the Shandong attracted 3.1million foreign tourists, which was 22.14% growth compared to last year. We hope we can attract 3.5million tourists and raise the percentage by 15% in 2010. At the same time, there were 288 million domestic tourists to Shandong in 2009, which was 20.1% rise year to year. We are anticipating 15% growth of domestic tourists and the number is expected to reach 330 million in 2010.

What do you think is the attraction of Shandong Province? And as the Deputy Director General of Shandong Provincial Tourism Administration and a resident of Shandong, why do you think people should visit Shandong? Please tell us the beauty of Shandong as tourist spot.

Shandong is a romantic modern city with distinctive four seasons, country landscape, well-known mountains, beautiful rivers and lakes, unique folk culture and delicious food from China and other countries. All these make varied tour products and enables to meet the different needs of tourists. Shandong is a big tourist city with mountains and rivers, harmonious sea and land, wonderful nature and culture and coexisting history and modern aspects. Mountain Tai is a World Natural Heritage while Qufu has Confucius temple, Residence of Confucius descendants and Confucian forest. Furthermore, there are Jinan – city of springs, Zibo – old capital of Qi dynasty, Liaocheng – city of rivers, Penglai – city of angels and 14 other historical sites. Still there are beautiful Qingdao, Yantai, Weihai and Rizhao that connects the 3000 km of gold coast. Qingdao is near water and has mountains, red roof tiles, green trees, blue sea, clear sky and 2008 Beijing Olympics sailing game was carried out in the city. Mysterious under-the-sea world, romantic beer festival hold people from going back home, so it is an

attractive city. Yantai is called the world's top 7 coastal wine production sites with exotic buildings and abundant sea life, so it is a unique city. Weihai is surrounded by mountains and waters, beautiful and elaborate, and it is the most exquisite place where people would like to live.

Tourism infrastructure is concentrated in some famous areas such as 'Qingdao' and 'Qufu'. Is there any plan or project in progress in cooperation with other cities for balanced regional development?

Jinan, Tai'an and Qufu made 'Scenery and saint tour road' while Qingdao, Yantai, Weihai, Rizhao made 'Gold coast tour road'. These projects helped the tourism industry of the region to develop for the last few years. Shandong province is actively promoting cooperation of the cities to encourage tourism co-projects and realize balanced growth of cities in the region. For example, Qingdao, Zibo, Tai'an, Qufu made 'Qi dynasty and Lu dynasty tour road' while Zibo, Binzhou, Dongying, Laiwu made 'Wonderful tour road', Dezhou, Liaocheng, Jining made 'River culture tour road' and Jining, Heze, Liaocheng, Tai'an made 'Water margin culture tour road'. These efforts added more beauty to the sceneries of Shandong and attracted more tourists.

Let us know if you have any suggestions or projects in your mind for tourism promotion in the Asia Pacific region.

Since the 1990's, North America and Western Europe created the biggest number of tourists and received the biggest number of tourists. So, the region naturally stood as the top tourist region. However, thanks to the fast economic development of the Asia Pacific region, the center of tourism moved to the East and the region's tourism industry had been great with sustainability and rapid advancement. The international tourism industry is gradually widened to include the Asia Pacific region along with the Europe and the U.S. The Asia Pacific region needs to sustain its growth in tourism industry. To that end, the region needs more cooperation and collaborative operations. Intensified competition of the tourism market makes it hard for a single country to maintain its position in the market. Many countries understood the need for cooperation and proactively sought alliance with other countries and achieved notable success. 'All-in-one tour' of 5 ASEAN countries is an example. Therefore, the Asia Pacific region formed a cooperative relationship to advance the tour market together and to better the tourist environment by multiplying reciprocal advantage and mutually supplementing weakness. At the same time, the region is co-marketing the tour products of the region. The region's alliance is formed because of geographical contiguity and resources that can be shared. So, when co-developing the international tour market and co-advertising the tour products of the region, it is necessary to cooperate to make the region's tourism market more diverse.



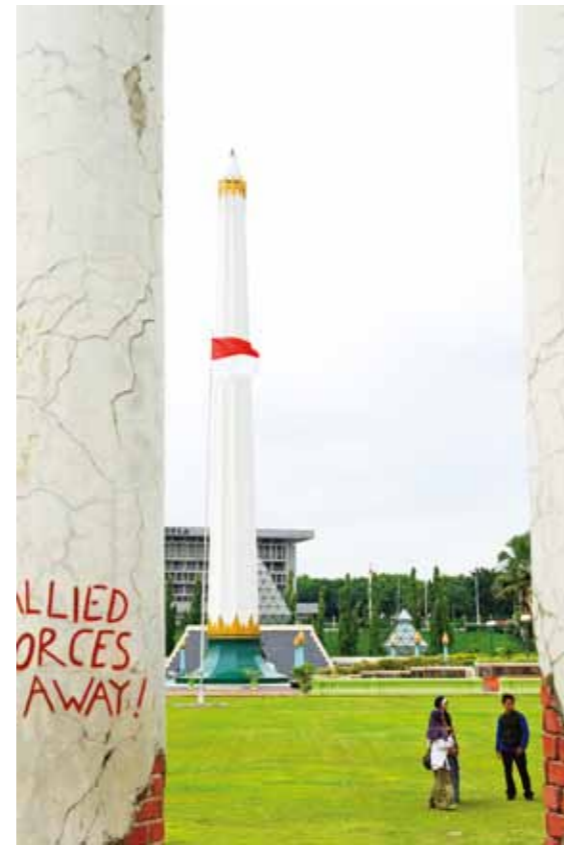
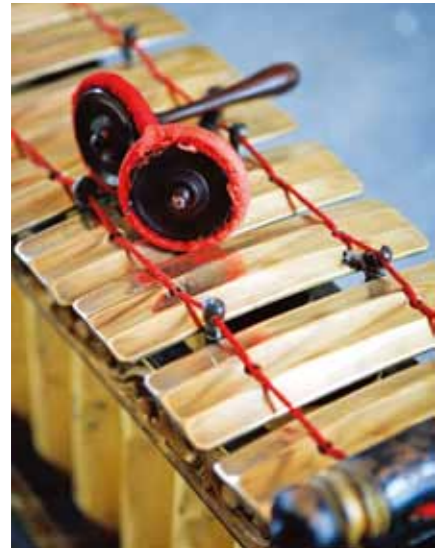


Sparkling Surabaya

I browsed through a guidebook to look for travel information about Surabaya, the second city of Indonesia, located at East Java, only to find three to four pages about the city in it before leaving to the city. My worries and suspicions over whether the city has things to see has changed after the one-week travel to Surabaya. Rather I was sorry for the people who could not recognize its value.

Editor Su-Jin Kim Photo Choong-Keun Oh

Photo Gallery



City of History and Heros, Surabaya

Let me exaggerate, every road and intersection has a statue or monument of a hero for national independence. The existence of many statues and monuments is based on the sad Indonesian history. They had been colonized by the Netherlands for 350 years and then by Japan for three years and suffered with the Pacific War. They had to stand against the colonization of the Netherlands again, therefore, it is natural that heros appeared. They respected their heros and had to live with the times of struggle and resistance.

First Impression is not What It's All About

Surabaya people in East Java have distinctive traits which distinguish them from West Java People. Unlike rough and fortis intonation, fast-speaking and wild-looking first impression, one or two words in their local language are enough to feel their innocence as they treat even strangers as an old friend. Surabaya people who live in the hottest region in Indonesia live a busy life with warm heart.



1 Bromo Volcano Tracking

If you miss the Bromo Volcano when you travel Surabaya, it seems that you miss the beauty of the world. With a sunrise at around 5 am, adventure trips such as jeep-riding / horseback-riding, volcano tracking start. Even in a middle of Summer, it is cold at the Bromo Volcano thus you should put on some thick clothes.



2 Indonesian Traditional Dance

In Surabaya, there are not many places to see as Indonesian traditional dance unlike other places in Indonesia. So, Reog dance and traditional dance performances are a must-to-see in the morning on every Sundays. What is regrettable is that the two performances are played at similar hours.

3 Surabaya Heritage Track

Traits of the 350 year-long Netherlands' colonization can be found today in Surabaya. If you wonder about European buildings while walking the street or riding a car, heritage track will solve your curiosity. Three times a day, the two-hour long bus tour going around the Surabaya downtown will solve your curiosity for free from Tuesday through Sunday.

4 Go Shopping

What we should do during overseas trips is shopping. You will have various shopping experiences including modernized shopping malls, local markets, souvenir shops which uses a traditional textile dying technique, Batik. You can spend your afternoon at item-specific shopping streets such as flower, furniture, shoes, jewelry in Surabaya.

5 Indonesian Traditional Food

Indonesian traditional food which include various types of food with rice as a staple and noodle, chicken and vegetables as a main ingredient. Along with them, various international restaurants including China, Europe, Japan and Singapore will please your palate. If you love spicy food, you must try Sambal sauce.

6 Golf

There are five regular golf-courses in Surabaya. Surabaya is equipped with ideal weather and good price for golfers. Among them, are located in the downtown and the farer one is 45 minutes away from the city. If they are not enough, two golf courses located outside of Surabaya are waiting for golfers.

7 Mosque, Temple, Church

Various religions including Islam, Buddhism and Catholic exist in Surabaya. And those religion places are new things to see for the tourists. The biggest Al-Akbar Mosque, which shows a combination of Chinese and Java style, four surface Buddha statues and cathedrals are tourist attractions worth paying attention.

8 Plat At a CITRA!

New city of Surabaya, Citra! You will think that you are in Singapore when you come here. It even has the Merlion statue, the symbol of Singapore. People will get to Citra after a 45 minute-long ride from the downtown to visit G-WAK where a water park, golf course, hip bars and restaurants are gathered.

9 Get Cultured

You can experience the unique East Java culture in Surabaya, which is located in East Java. People can enjoy modern and traditional performances, artworks and exhibitions all year long at the French Culture and Language Centre (CCCL). And the East Java Art & Culture Center (Taman Budaya Jawa Timur) and Youth Hall (Balai Pemuda) also provide permanent performances.

10 Night Life

There is of course a night life in Surabaya. You can't find them during day time, but after the sun goes down, sparkling lights and flashy signboards lure tourists. Pubs and clubs, performances of live bands and cocktail shows are on every night.



Surabaya Touring



Mt. Bromo

A caldera which is called 'Sea of Sand', a huge 10km radius crater created at an altitude of 2200m east of Indonesia Java Island. Bromo Volcano (altitude of 2393m) which is spewing acrid smoke through a towering crater in the middle of the huge crater is busy even before the sun rises at around 3 am. Most of the people are here to see the sunrise at the Surabaya Observatory or to climb Mt. Bromo. Most of them stays one night at a hotel near the national park and leave at around 3:30 am. After one hour ride in a Jeep on a rough mountain road, we arrived at the observatory which was already filled with more than 200 people. Regrettably, October through April is wet season, so what we had was an unclear sunrise surrounded by clouds. But don't be disappointed, the highlight of the tour was still left, Bromo Volcano. Even in tropical Indonesia with the average temperature of 28-30 celsius degree, here the temperature is only 3-15 celsius degree. So, thick clothes are needed as you will feel chilly when you spend a long time outside. Coming back from the observatory and taking a car for 40 minutes through the caldera, you will arrive at the Bromo Volcano. You can ride a horse or walk to reach the volcano. It's your choice. After going up 245 stair, you can reach the peak of the volcano which is spewing murkey smoke. From the top, you can see the peaks nearby the Mt. Bananjakan (2800m) and Mt. Batok (2970m), etc. Also, you can see the crater of the Sumer

Volcano (3676m), the highest peak of the Java Island spewing white smoke at the same time far from the peak. You can meet merchants who sell Edelweiss which grows only high in the mountain. It is said that if you throw a bunch of flowers into the crater, your wishes will come true.

Entrance Fee 26,000 Rupiah

Tip Unique Experience, Horseback Riding

The horses are not slender and shapely but those small horses are rather strong. You can rent a round-trip or one-way trip at a large stable on a caldera to the Bromo Volcano. For beginners, a horseman can lead a horse or you can ride your horse on your own if you are experienced.

Price Round trip 100,000 Rupiah, One-way trip 50,000 Rupiah



Route





Cheng-Ho Mosque [Map-1](#)

A round roof which looks like squeezed whipped cream, Koran resonating around the place and a man covered his hoby with white Kofia and a woman covered her body with Abaya are what people think of when it comes to a Mosque, but the Cheng-Ho Mosque is painted in red so it feels like, if I am in a Chinese temple. Moreover, it has the same fence as a Chinese kindergarten and school. The explanation that the Mosque is in Chinese style is because it was built by the Chinese army who came to Indonesia on one side of the wall. Inside Koran bibles are neatly arranged on one side with a drum indicating the praying time and high ceiling and elaborate interior structures just like a ordinary mosque.



Suramadu Bridge [Map-3](#)

In December 2009, when the 'Suramadu Bridge' was completed which connects Surabaya and the neighboring Madura Island, all Surabaya citizens gathered around the bridge to look at it. The 4km long bridge crossing the sea with 6 lanes has an exclusive road for motor cycles other than cars as a special bridge with various types. The Suramadu

Bridge has a significant meaning as it opened a new trade between two areas. There is an episode when it was under construction. Both sides of the bridge was constructed starting from each side and did not match precisely over the sea at the end. So it opened later than scheduled.

Citra Land [Map-4](#)

An apparent Singapore symbol, Merlion, is serenely spewing water in the middle of Surabaya street. When you go to the new Singapore city, Citraland, you will see anything you can imagine about Singapore. Beautifully built houses, neatly arranged roads and street trees and a G-Walk which reminds people of Clarke Quay. Golf resort with a 18 hole-regular course, water park which are popular among family tourists with children, the complexity of Surabaya city can't be found here. Since its opening in 2005 as average of 5000 visitors come to the water park every day, as it is equipped with perfect conditions including a 480m river pool and wave pool and a 15m slide.

Waterpark Tel +62-31-744-1155 **Admission fee** Tue.-Fri. Adult 45,000 Rupiah, Children 35,000 Rupiah, Sat.-Sun. Holiday Adult 60,000 Rupiah, Children 40,000 Rupiah
CIPUTRA Golf, Club&Hotel Tel. +62-31-741-2555 **Website** www.ciputragolf.com



China Town [Map-2](#)

You can find China Town in Surabaya, which is said to be found anywhere in the World. The bridge leading to Chinatown is decorated with red colors and red lights, therefore you can find China Town without any sign post. As a temple built in the 16th century, it has traces of history. A big stage where a huge amount of money had been donated or a puppet show had been performed on anniversaries and a large candle which seems to touch the ceiling is now half melt or crumbled away. But, incense and yellow papers offered by those who came here to bow and Chinese characters on the papers show the today of Chinese living in Surabaya.



Editor's Choice Hotel Bumi Surabaya [Map-5](#)



In Surabaya, a city of international business and trade with a lot of hotels, it is not easy to choose a right hotel for you. The Hotel Bumi Surabaya is one of the finest hotels, which meets travelers' diverse needs and demands. It offers exquisite comfort and convenience with a variety of modern facilities such as 242 guest rooms, 6 conference facilities, Chinese, Japanese and Italian restaurants, three luxurious bars and modern spa facilities.

Address Jl. Jend. Basuki Rakhmat 106-128 Surabaya **Tel.** +63-31-531-1234 **Website** www.bumisurabaya.com

Ken Park [Map-6](#)

Tourists go to the Ken Park near the sea for similar reasons. To see the big statue of Buddha or to see the sea. Or to see motorcycle competition held on weekends and take a rest at the park. But, the latter reasons are more favored by the local people.

Operation Hour 08:00~17:00
Entrance Fee 2500 Rupiah



Al-Akbar Mosque [Map-7](#)

The Al-Akbar Mosque located at the outskirts of Surabaya is the biggest Mosque in Surabaya. Whopping 18,000 people can enter and pray at the same time. You get speechless when you take off your shoes and enter the beautifully decorated interior of the two-story Mosque. People walking and praying calmly look sacred. Entrance fee to the right spire of the Mosque is 3000 Rupiah per person. After and 20 second-ride of elevator, you can look down the peaceful Mosque and Surabaya cityscape. In the hot afternoon, a cool breeze on the observatory can be a good escape.



Kampung Arab [Map-8](#)

In order to find traits of Muslim in the modernized cityscape, tourists go to the Kampung Arab area. When you enter the place, what you have seen in Dubai



and Egypt overlaps. Unreadable Arabics and women who wear Abaya. The place is always crowded with people who pray at the tombs of nine saints. Non-muslims cannot enter both mosques and tombs. but you can watch them from a distance. You can easily find a date palm which can be found only in the Middle East at the market where a line of people to mosque extends.

Surabaya Traditional Dance [Map-9](#)

If you want to experience something new and distinctive in Surabaya, you need to get up early in the morning and go to Balai Pemuda and the Surabaya Plaza Hotel. In Balai Pemuda, the Reog dance which symbolizes courage is given at 10 o'clock in the morning for an hour. A splendid and gorgeous performance by approximately 30 dancers who are wearing peacock feather hoods and tiger and devil masks! At the Surabaya Plaza Hotel, a colorful traditional Surabaya dance performance is given at 9:30 in the morning for 30 minutes.



House of Sampoern [Map-10](#)

As entering the museum, there is a smoky smell coming from somewhere. This is because the place used to be a cigarette factory. Now it is merged into Philip Morris, it still manufactures quality and popular cigarettes. On the first floor, pictures and cigarettes which show the factory's history are displayed. and on the second floor is a souvenir shop. Over the window is a still operating factory with hard working staff members. Surprisingly, each staff member manufactures 4000 packs of cigarettes a day. Backside of the factory is a unique gallery and cafe.



Address Taman Sampoerna 6, Surabaya **Tel.** +62-31-353-9000
Operation Hour 09:00~22:00 **Website** www.houseofsampoerna.com

Tip Surabaya Tourist Information Center [Map-11](#)

This is a must-visit destination for travelers to Surabaya. It is one of the two tourist information centers located in the downtown of Surabaya. You can get many useful information such as a tourist map in English and Indonesian, tour brochures, festival brochures and travel magazines.

Operation Hour Mon.-Thu. 08:00~16:00,
Fri. 08:00~15:00, Sat.-Sun. 08:00~14:30



Surabaya Shopping



Mal Galaxy **Map-12**

Luxury shopping mall which opened most recently are the second top together with the Tunjungan Plasa in terms of size and brand distribution. What is outstanding compared to other shopping malls is its specialized and sophisticated restaurant section, which can't be called a food court. As it is slightly outside of the downtown, the mall is crowded in the evening with many people who comes for shopping and a

leisure dinner.

Address Jl. Dharmahusada Timur No 37, Surabaya **Tel.** +62-31-593-7100 **Opening Hour** 10:00-22:00



BG Junction **Map-13**

While looking around the vibrant and interesting traditional markets in Surabaya, I think of a cool shopping mall. BG Junction caught my eyes while looking around. The six-story building has a high percentage of electronic appliances such as IT and computer products. Even though Carrefour located across the traditional market shows a weird conflicting relations, you can buy fresh and delicious vegetables and fruits in both

places.

Address Jl. Bubutan No. 1-7, Surabaya **Tel.** +62-31-547-2111 **Opening Hour** 10:00-21:00



CITO (City of Tomorrow) **Map-14**

Located at north of Surabaya, it has a low accessibility, but tourists to Al-Akbar Mosque can drop by easily to shop. The CITO opened in December, 2001 is connected with the Mata Hari Department Store and the Hyper Mart, a large scale discount market. Traditional martial arts, line dances are performed sometimes on the stage at the center of the shopping mall.

Address Jl. A Yani 288, Surabaya **Tel.** +62-31-827-5888 **Opening Hour** 10:00-21:00



Tunjungan Plasa **Map-15**

The Tunjungan Plasa is located at the very center of Surabaya. Because there are a number of hotels around it, there are more foreign tourist customers than other shopping malls in Tunjungan Plasa. Therefore, it has equipped with shopping mall maps and information centers. First and second basement floors through ground fifth floors are operated as a shopping mall and ground sixth and seventh floors are equipped with conference facilities. International brands and local brands are mixed properly to give enough pleasure of shopping.

Address Jl. Basuki Rachmat No. 8-12, Surabaya **Tel.** +62-31-531-1088 **Opening Hour** 10:00-22:00



Surabaya Plaza Mall **Map-16**

The four-story shopping mall, located across Surabaya Plaza Hotel. As many students are visiting the mall, it has various fast food restaurants and game centers such as KFC, A&W, Dunkin Donuts and Bread Talk. Mart, cosmetic shops, large bookstores are for adults.

Address Jl. Pemuda 31-37, Surabaya **Tel.** +62-31-531-5088 **Opening Hour** 10:00-21:30



Pasar Atom Mall **Map-17**

Traditional market, Pasar Atom and the Atom Mall create a synergy effect. Without a boundary between the traditional market and shopping mall, the other side of a glass door is Pasar Atom. Atom Mall has many jewelry shops compared to other places.

Address Jl. Setasiun kota No.7A, Surabaya **Tel.** +62-31-353-1888 **Opening Hour** 10:00-18:00

Mirota **Map-18**

Mirota is the best place to purchase the Batik-related products, handicrafts, and souvenirs in Surabaya. You don't need to struggle to get a discount as




product prices are fixed and reasonable. Each floor of the four-story building sells different items. The first floor sells handicrafts, Batik clothes, the second floor sells porcelain, antique items, the third floor furniture made in Pasuruan and the floor between the second and the third floor sells nice Batik pictures.


Address Jl. Sulawesi 24, Surabaya **Tel.** +62-31-501-7926 **Opening Hour** 09:00-21:00




Tip When you need something to eat?


- **Apem** Javanese food made with rice. Baked with a middle part flated. Eat it with cheese, nuts and various fruits on it. 
- **Nagasari** Sweet banana between boiled rice cake and wrapped with a banana leaf. Mainly eat as a snack. 

- **Lemper Bakar** Glutinous rice which is wrapped with a banana leaf and tared meat inside is boiled and then grilled again. 

- **Kue Thok** Taut and chewy taste reminds people of jelly with flashy colors which stimulate one's appetite. 

- **Wajik** This is also made of boiled glutinous rice seasoned with sweet and salty sauce, many people enjoy it. 

- **Cantik Manis** Coconut milk, vanilla, sugar and small and cute rice cake filled with beans. 

- **Es Dawet** 'Es' means ice, delicious and sweet traditional Javanese beverage with jelly-like thin grains made of glutinous rice via on a hot summer day. 

Surabaya Traditional Market



okay to get dirty when you go there.

Pasar Keputran **Map-19**

If you find fresh fruits and vegetables, going to Keputran Pasar is the right answer. It is a night market, opening from 6 pm to 5 am the next day. You can see people peeling coconut piled up like a mountain and freshly picked various vegetables. But, you need to wear comfortable shoes which are



They are mostly made of rice, it is very unlikely that you don't like them.

Pasar Atom **Map-21**

If you are now in Northern Surabaya, go to Pasar Atom. It has a modernized building with great parking facilities for a traditional market. What you can find most frequently are clothing stores and general merchandizes in Pasar Atom. If you want to eat something, buy traditional snacks displayed on a table.



Pasar Bunga Kayoon **Map-20**

Pasar Bunga Kayoon is an old market established in 1650. You can easily find flower made of styrofoam, which are mostly made here.



Pasar Blauran Baru **Map-22**

If you missed the opportunity to taste Indonesian traditional food, go to Pasar Blauran Baru. Market is a heaven of traditional Surabaya food and beverage! You can buy various rice cakes, bags of fried chips and snacks, clothes and cosmetics.

Surabaya Dine



Bumbu Desa [Map-23](#)

When you are in Surabaya, an East Java city, you need to eat traditional East Java Food. Bumbu Desa is a buffet-style restaurant, but customers do not get the food themselves as staff members serve customers their food of choice. You don't need to struggle with hard Indonesian names on the menu but can choose food by looking at them in person. Therefore, you can choose the food that suits your taste with the help of staff members.

Address Jl. A. Yani 41 D Sidoarjo Telp, Surabaya **Tel.** +62-31-895-5772 **Operation Hour** 10:00-22:00 **Price** Adult 45,000 Rupiah, Children (13 and under) 25,000 Rupiah **Website** www.bumbudesa.com



Kebon Kalapa [Map-24](#)

Like Bumbu Desa, it also sells Surabaya traditional food. Unlike exterior, the restaurant is composed of a first and second floor decorated with a artificial fall and rain forest. They don't have an English menu, but staff who are fluent in English kindly let customers know the day's special and popular menu. A neat and beautiful setting and flavor are the key factors to choose Kebon Kalapa.

Address Jl. Polisi Istimewq 23-25, Surabaya **Tel.** +62-31-562-0037 **Operation Hour** 10:30-22:00

Colors Pub & Restaurant [Map-25](#)

Even if it is a Muslim country, night life shouldn't be missed. 'Colors Pub & Restaurant' is a general entertainment spot where people can enjoy a light meal, liquor and performances. It starts at 17, but its peak time is around 23. Different event on different day. live band performance on Thursday, dance culture show on Friday and 'University of Colors (Fashion Show)' on Sunday are popular among them. Fire show of bartenders during break times is also an interesting thing to watch.

Address Jl. Sumatera No.81, Surabaya **Tel.** +62-31-503-0562 **Operation Hour** 17:00-03:00 **Price** Snack 16,525-24,790 Rupiah, Main Course 24,790-82,640 Rupiah



Cafe at House of Sampoerna [Map-26](#)

Cafe and restaurant at the same time which is related with the House of Sampoerna. A stylish place with walls and furniture which are painted in red, unique pictures and artworks which fit the young generation's taste. When you visit the Museum, have a meal or a cup of tea here. They serve non-alcohol beverages, soup, salad and East Java food and Nasi Goreng is a popular dish which serves rice and meat together.

Address Taman Sampoerna 6, Surabaya **Tel.** +62-31-353-9000 **Operation Hour** 09:00-22:00



Holland Bakery [Map-27](#)

Is it because they had been ruled by the Netherlands? Indonesian people don't like the Netherlands, but there are many Holland bakery shops with windmills spinning on it around the Surabaya downtown. The shops sell cake, bread and ice cream. If you want freshly baked bread, find a roof with windmill on it.

Address Jl. Indrapura No. 53A, Surabaya **Tel.** +62-31-355-4115 **Operation Hour** 07:30-21:30



Surabaya Map

2010 Surabaya Event Calendar

| Period | Title of Festival | Date | Venue | Characteristics |
|--------|---|--------------------|----------------------------------|---|
| April | Sambitan Kites Festival | In April | Pantai Kenjeran | Various colorful of kits cover the sky. |
| | Surabaya HealthSeason | April 1st-30th | All Hospitals in Surabaya | Special discounts in all hospitals and clinics during the festival. |
| | Festival of Lanterns | In April | Kalimas | Commemorating its 717 year-anniversary, Surabaya will decorate its Kalimas riverside more splendidly. |
| | Surabaya Wedding Expo | In April | Empire Palace | Don't hesitate, when you want to experience an Indonesian traditional wedding. |
| May | Bukit Darmo Golf Tournament | May 8-9 | Bukit Darmo Golf | Amateur Golf Tournament. |
| | Cultural Parade | First week of May | Tugu Pahlawan→Surabaya City Hall | Parade decorated with flower and traditional clothes is worth to see! |
| | Surabaya Heritage Tour Theme Tour | In May | House Of Sampoerna | History trip program commemorating the Visiting Indonesia Year. |
| | Cak and Ning Award Night | May 22nd | Surabaya | Selecting smart and versatile men (Cak) and women (Ning)! |
| | Surabaya ShoppingFestival | May 1st ~31st | Surabaya | Excellent shopping festival! |
| | Majapahit Travel Fair | May 19th ~23rd | Grand City Expo | Tourism Fair in the East Java area. |
| | Rujak Uleg Festival | May 16th | Kembang jepun | Excitement of thousands of people making together Rujak Uleg, spicy salad stirred with peanut sauce! |
| | Festival of Sailing Boats | Fourth week of May | Pantai Kenjeran | Yacht Tournament held at the Kenjeran Beach. Dozens of white sails race through the water. |
| June | Photo Exhibition "My Lovely Surabaya" | Third week of May | House Of Sampoerna | Surabaya photograph community members gather to take pictures of beautiful scenes in Surabaya. |
| | Maritime Industrial Expo | In May | Convention Hall, TP3 | Maritime Expo along with various seminars, forum and interesting entertainments. |
| | Surabaya Art Festival | In June | Surabaya | Main arts festival in Surabaya, providing an exciting ground for film, dance, music, exhibition, etc. |
| | Campursari Festival | In June | RRI | Indonesia pop song contest. |
| | Graphic Design Exhibition on Meseums in East Java | Third week of June | House Of Sampoerna | Combination of interior design and visual communications is worth watching. |
| | East Java Traditional Food Festival | In June | Surabaya | Pay attention to a food competition among participants at the East Java Traditional Food Festival. |
| July | Surabaya Great Expo | In June | Gamedia Expo | Expo of overall industries in Surabaya. |
| | Festival of Decorative Kites | In July | Pantai Kenjeran | Kite-flying festival held at the Kenjeran Beach. |
| | Cross-Culture Festival | In July | Surabaya | Stage for arts of Asian countries including Indonesia, Korea, Japan and China. |
| | Exhibition on The Art of Calligraphy | In July | Ampel | Calligraphy artworks of picturesque Arabic. |
| | G-Walk Festival | In July | G-walk, Citraland | Citraland is a new city of Surabaya, which is filled with hip restaurants and pubs. Enjoy the festival and food at the same time. |

Finding Busan Jung-gu

Time to **Bloom** in **Busan Jung-gu**

Busan Jung-gu situated in the southeast of Busan is one of the 16 administrative districts of Busan. It is a hub of tourism with tradition and culture. When it comes to Busan Jung-gu, you may instantly think of the Jagalchi Market and vibrant other local markets. With a boat whistle, Jung-gu becomes bustling and dynamic with its own charm. Let's go on a tour to the attractive and vibrant Busan Jung-gu!

Editor Jin-Joo Shin Photo Choong-Keun Oh



Finding 01 Harmony between Culture and History

Historically, Busan was often exposed to external aggressions. The foot of Bosusan Mountain which faces the Busan Port was a Japanese residential area during the colonial period. After national independence, the place was occupied by low-income citizens. Now, it is filled with traditional and modern buildings in harmony. Let's take a close look at the past and present of Jung-gu, Busan.



Yongdusan Park

'Yongdu' literally means 'Dragon Head' which originated from a dragon coming out of the sea. Yongdusan Park is a symbolic place in Jung-gu. There is an entrance to the park on the Gwangbok-ro. A narrow escalator is connected to the top of the park. On your way to the park, you can watch a variety of beautiful art pieces at the Yongdusan Art Gallery. Don't miss a visit to the 120m-tall Busan Tower. From the tower, you will have a great view of the entire city. In particular, the tower observatory has a shape of the roof of the Dabotap Pagoda at the Bulguksa Temple. At the entrance stands the magnificent Admiral Yi Sun-shin Statue. There is also a bell tolling ceremony at this park on December 31.

Busan Tower Admission fee KRW 3,500 (Adults), KRW 3,000 (Teenagers), KRW 2,500 (Kids)



Bookstore Street in Bosu-Dong

Narrow winding streets are seen next to the broad 8-lane road. If you follow one of the streets, piles of books are lined along the street. You would easily find people burying their noses in books. Here, you will not find a modern and stylish bookstore. Instead, you can meet antique and cozy second-hand bookstores along the narrow alley. In the 1950s, people came here and sold books to get some food. As more people visited, the number of bookstores started to increase. Poor kids and students also came here to get used books. At the entrance, school textbooks and periodicals are mostly on display. If you go down the alley, you can discover rare and unusual books such as photo books and art books. During the Bosu-dong Bookstore Street Festival in fall, diverse cultural events such as music concerts and public readings are held.

Business hour 09:00~22:00 (Closed on the 1st and 3rd Sundays of the month) • **Directions** Nampo-dong Station, Jagalchi Station (Line 1), 15minute walk distance

Book Village

Among the crowded gray-colored stores long-lined along the narrow alley, a small bright-yellow bookstore draws attention. In terms of facade, it is equivalent to the famous bookstore 'Shakespeare & Company' in Paris. Here, you can find English language literature and classical Korean novels.

Address 116-149, Bosu-dong 1ga, Jung-gu, Busan • **Tel** 82-51-244-7569



Old Bookshop

It is an old used bookstore which is filled with ancient books. It is so crowded with books that it is even hard to go into the store. A variety of old Korean books, philosophy books and books in Korean studies are available. The people in a group picture next to the signboard are the owners of bookstores on the Bosu-dong bookstore street

Address 119, Bosu-dong 1ga, Jung-gu, Busan • **Tel** 82-51-253-7220 • **Website** www.oldbookshop.co.kr



Busan Modern History Museum

Busan is a city that had to go through a lot of ordeals and sufferings during the Japanese colonial period. The Busan Modern History Museum is an extant evidence of the sad history of Busan. This building had been used as a branch of the Oriental Colonization Stock Company since 1929. Since 1949, it was used as the Busan Cultural Center of the Ministry of Information of America. Because of citizens' continuous claim to return the historical building, it was finally returned back to Korean government in April 1999. Then, it was reborn into the Busan Modern History Museum in July 2003. Korean students keep visiting this historical place to learn correct history. Even though you are not interested in Korean history, it is a fun and exciting place to see the past and present of Busan. Since the historical data and resources are written in English, Chinese and Japanese, it is easy to tour around.

Address 99, Daecheong-ro, Jung-gu, Busan • **Tel** 82-253-3845-6 • **Business hour** 09:00~18:00 (the gate is closed at 17:00) • **Directions** Jungang-dong Station, Nampo-dong Station (Line 1)



Baeksan Memorial Hall

The Memorial Hall was built on this spot where the patriot Baeksan Hee-Je Ahn (1885~1943) established and administered the 'Baeksan Company' in order to generate funds to support the Korean Independence Movement during the Japanese Occupation. He raised 60% of the fund of the Korean Provisional Government in Shanghai. He worked undercover so no picture of him exists. As soon as you enter the memorial, you may be disappointed with the lack of data and resources. In addition, almost all explanations are written in Korean only. However, this is a great place to learn and understand Korean history. The memorial is located in the basement while the ground floor is a lounge. A Chinese quince which is said to be brought from his hometown stands alone at the entrance.

Address 62, Baeksan Street (10-2, Donghwang-dong 3ga), Jung-gu, Busan • **Tel** 82-51-600-4067~8 • **Business hour** 09:00~18:00 (~17:00 on Saturdays and Sundays) • **Website** www.baeksan.bsjunggu.go.kr • **Directions** Exit 3 at Jungang-dong Station (3minute walk distance)



PIFF-Plaza

This year is the 15th anniversary of Pusan International Film Festival (PIFF). Jung-gu is the place where this world's renowned film festival first began. In the PIFF-Plaza, you can find world celebrities' handprints, movie posters and an open-air performance stage. For example, you can see the handprints of the Italian film composer Ennio Morricone and Chinese director Hark Tsui. The pre-opening event is held here. It is recommended to try the savory Hotteok (Korean caramel pancake).

Directions Nampo-dong Station, Jagalchi Station, 5minute walk distance



Gwangbok-Ro Shopping Street

If you want to go shopping in Jung-gu, go to the Gwangbok-ro. Tons of global brand shops and Korea's trend-making designers' shops are clustered in this street. Because the street is spacious and well-designed,



it is easy to shop. If you get tired, you can take a rest on a bench decorated with funny sculpture. In addition, a variety of small shops are lined along the narrow streets. On weekends, it is more comfortable and exciting to shop because no cars are allowed. You can also meet 'City Spot', a symbolic sculpture of Jung-gu, here.

Directions Nampo-dong Station (Line 1), 5minute walk distance

[Don't Miss] Recommend Accommodation

Commodore Hotel Busan

If you come up towards Jung-gu from Busan Station in a car, you will find a unique and magnificent building standing tall. This traditional architectural style Korean building has restored a royal palace during the Joseon period. In fact, it is just like the Palace of the Joseon Dynasty except for its size. The name 'Commodore' symbolizes Admiral Sun-shin Yi who saved the nation and Busan from the Japanese invasion. Besides the antique and impressive façade, the interior of the hotel is stunning. Once you enter the lobby, you will see a glittering lotus flower-shaped black marble floor and a traditional Korean lamp-shaped luxurious and extravagant chandelier with a mysterious rainbow color on the ceiling. Furthermore, the elegant and refined ceiling interior in Dancheong patterns which are easily found in Korean temples is also very unique and attractive. You will also be amazed by many other unique designs such as the tile-decorated lobby desk and traditional Korean-style rooms. Because of these unusual charms, many tourists visit again.

Address 743-80, Yeongju-dong, Jung-gu, Busan • **Tel** 82-51-466-9101 • **Room rates** KRW 130,000 (standard), KRW 170,000 (deluxe), KRW 225,000 (corner suite), KRW 410,000 (royal suite) • **Website** www.commodore.co.kr



Finding 02 Enjoying a Walk at a Local Market

Jung-gu was the most commercial district in Busan in the past. Many large markets are still connected to each other like a maze. While you shop around the Gukje Market, you will soon realize that you are at the Buyeong Market. Then, you will reach up to the shopping street Gwangbok-ro. At the dynamic and vibrant local markets, you will see the genuine side of Jung-gu.



Jagalchi Market

Jagalchi Market has been a symbol of Busan. 'Jagalchi' is the name of a fish in Korean. It also literally means 'small pebbles'. Because this fish market was full of small pebbles in the past, it was called, 'Jagalchi Market'. If you want to get fresh seafood in Jung-gu, Jagalchi market is the best choice. Because a port is located nearby, you can get fresh seafood at good prices. In addition, a lot of raw fish restaurants and dried seafood shops are clustered here. In the past, a variety of seafood including squid, sea slug, mackerel and whale was densely displayed on the street under a large tent. Merchants shouted to grab people's attention. Now, everything is tidy and well-arranged in a modern building. It is more convenient for customers to look around with no worry about their shoes being stained. It looks like Jung-gu citizens are the loudest people in the world. Merchants pick up fresh fish right before your eyes. Some merchants even ask you try fresh raw fish. They have deep wrinkles on their face because of strong sea wind. However, they are very vigorous and energetic. Once you purchased fish on the 1st floor, go up to a restaurant on the 2nd floor. If it is your first time to try Korean sliced raw fish, it may taste weird. However, once you get the savory and tender taste, you will become a fan of Korean sliced raw fish.

Address 37-1, Nampo-dong 4ga, Jung-gu, Busan • **Tel** 82-51-713-8000 • **Business hour** 06:00~22:00 (Closed on every last Tuesday of the month) • **Directions** Nampo-dong Station, Jagalchi Station (Line 1), 5minute walk distance

Famous Raw Fish Restaurants at the Jagalchi Market

On the 2nd floor of the Jagalchi Market a lot of raw fish restaurants with small signboards are situated. A list of recommended restaurants at the Jung-gu Office will be helpful in choosing a restaurant. Be aware that all shops are closed on the last Tuesday of every month.



Daibongi Seafood

This restaurant is located in the east on the 2nd floor of the Jagalchi Market. A course meal which includes Jeonbok Juk (rice porridge with abalone) and Jeonbok Gui (grilled abalones) and sliced raw fish is served.

Price KRW 30,000 per person (at least four people) • **Tel** 82-51-256-3340



Chungjung Seafood

This raw fish restaurant is famous for its sliced raw flatfish and sea bream and aged kimchi.

The employees welcome you with a big smile. Because of its kindness and abundant food, it has many regular customers.

Tel 82-51-242-0121



Jagalchi Seafood

Here, you can enjoy fresh seafood, watching the sea at the window. It will be an unforgettable moment to have delicious seafood,

watching the spectacular sunset over the horizon.

Tel 82-51-241-6770



Dried Seafood Wholesale Market

If you walk into the east for 300 meters from the Jagalchi Market, you will encounter very old and ragged shops that are densely lined along the street. A variety of fresh dried fish brought from the South Sea is available at in this dried fish market. Even though this market is very common and ordinary, shop owners are very proud of its almost 100-year-long history. Some scenes of the mega-hit Korean film 'Friend' were filmed here.

Business hour 07:00~19:00 (Closed on the 1st and 3rd Sundays of the month)

Travel Tip

Busan City Tour Bus

If you want to tour around the entire city, the Busan City Tour Bus is the answer. If you get on a city bus with the Taejongdae Route, you can tour on the Yongdusan Park, Jagalchi Market and Piff-Plaza at once.

Business hour 12 times a day (09:20~16:40, every 40 minutes) • **Tel** 82-51-464-9898

Route Busan Station (Leave) ⇒ Yongdusan Park ⇒ Coastal Ferry Terminal ⇒ Yeongdo 7-5 Square ⇒ Taejongdae (Prospect Observation) ⇒ Piff-Plaza ⇒ Jagalchi Market (Gukje Market) ⇒ Busan Station (Arrival)



Food Street in Changseon-Dong

If you feel tired after shopping, go to the Changseon-dong Food Street. You can try a variety of delicious street dishes including gimhap (laver rice rolls), sundae (Korean-style sausage) and guksu (noodles) at low prices (KRW 5,000 or less) in this 50m-long street. A sweet and refreshing lemon tea and coffee are available for KRW 1,500. Above all, you can experience true kindness and generosity here.

Directions Nampo-dong Station, Jagalchi Station (Line 1), 10minute walk distance



Gukje Market

A variety of local markets as well as the large Gukje Market are clustered here. You can often see vibrant and energetic merchants shouting on the street to attract more customers. Since 1945, the Gukje Market had been a symbol of Busan. A variety of stores such as kitchenware store, stationery store and luggage store are lined along the maze-like, narrow and winding street. They are available for low prices (lower than other markets by 20~30%).

Business hour 09:00~20:00 (Closed on the 1st and 3rd Sundays of the month) • **Tel** 82-51-245-7389 • **Directions** Nampo-dong Station, Jagalchi Station (Line 1), 15minute walk distance



Bupyeong Market (Kkangtong (Tin) Market)

Bupyeong Market has been called 'Kkangtong (Tin) market' because of the variety of canned products and liquors available at wholesale prices. Since the national independence and Korean War, this market has been naturally formed along with the Gukje Market. You can see a lot of stores inundated with diverse products. Because fine imported liquors are available at wholesale prices, many tourists visit here to buy them as a gift.

Business hour 08:00~21:00 (Closed on the 1st and 3rd Sundays of the month) • **Directions** Bus No. 8, 15, 40, 58-1, 81, 126, 135, 186



Jokbal (Pettitoes) Street in Bupyeong-Dong

Jokbal (steamed pettitoes) is one of the most favorite dishes in Korea. As Americans frequently order a pizza at night, Koreans enjoy Jokbal very often. If you have never seen this dish, you might be disgusted at the shape of pig feet. Once you try and get the juicy and savory taste, however, you will come again. The Jokbal Street is lined from the shopping street Gwangbok-ro to Bupyeong Market. You can try almost all kinds of Jokbal here.

Business hour 10:00~24:00 (open throughout the year) • **Directions** Jagalchi Station (Line 1), 5minute walk distance

Travel Tip

Tourism Information Center

In Korea, it is not easy to communicate in English. The Busan Tourist Information Center which opened in December 2009 in Nampo-dong offers English, Chinese, Japanese and Russian interpretation services. Here, you can get useful information such as tourist maps and information on accommodations and restaurants all year round.

Finding 03 Bon Appetit! Real Taste of Busan Jung-gu

Busan is a city with delicious local delicacies. As a port city, Busan offers a variety of fresh seafood. You can also meet a variety of tasty side dishes such as kimchi and salted fish. In Jung-gu, there are a lot of traditional restaurants in which you can try a diversity unique of cuisines. Abundant dishes on the table and great generosity will make you visit this place again.



Youngbin Hanjeongsik (Korean Regular Meal)

This Korean restaurant which has offered exquisite traditional Korean dishes for almost three decades is located next to the Busan Hotel. You will be amazed of the great amount of food on the table. Many Koreans still think that they have to serve a lot of food - enough to make the table bend - when they invite someone to their homes. In a Korean restaurant, you will be surprised twice with its huge amount of food and its stunning taste. The Youngbin Hanjeongsik serves a variety of cuisines such as bulgogi (beef in a soy sauce marinade), galbi (beef short ribs) and dolsot bibimbap (bibimbap in a hot stone pot) as well as fresh seafood. In particular, this restaurant has satisfied many people's appetites with a variety of delicious kimchi such as traditional spicy kimchi and sweet and refreshing kimchi made of fruits.

Address 8-1, Donghwang-dong 2ga, Jung-gu, Busan (Next to Busan Hotel) • Tel 82-51-246-0328

Jungang Momil (Buckwheat Noodles)

Korea is a rapidly changing society. Because everything in Korea changes very fast, you may even find it hard to go to a place you have been before. Hence, You will be lucky to meet a restaurant with a long history and special cuisine in Korea. Jungang Momil has been in the same place for 55 years. Even though this restaurant has no fancy modern interior design and no famous chef, a lot of people wait in line during the lunch time. If you plan to visit this place on a weekday, it is recommended to avoid the lunch time. You can have buckwheat noodles which are served in two dishes at KRW 5,000. An extra dish is available at KRW 2,000. You will be satisfied with the savory and soft noodles with yubu chobap (fried tofu rice ball) for your lunch.

Address 27, Jungang-dong 2ga, Jung-gu, Busan • Tel 82-51-246-8686 • Business hour 09:00~21:00



Oase Seafood Restaurant

Oase is a seafood buffet restaurant which serves a variety of delicious seafood cuisines. Located on the 5th and 6th floors of the Jagalchi Market, the Oase Seafood Restaurant is the largest seafood buffet restaurant (1000 seats) in Busan. You will be amazed by its than 220 different menus as well as the size of the restaurant. About 70% of the menus are seafood while the rest includes other international cuisines such as pizza and pasta. Since all seafood is directly brought from a wholesale market, it is very fresh and safe. On weekends, advanced reservations are essential.

Address Jagalchi Market Bldg. (5F and 6F), 37-1, Nampo-dong, Jung-gu, Busan • Tel 82-51-248-7777 • Price Weekday Lunch KRW 23,800 (Adults), KRW 15,400 (Kids) Weekday Dinner KRW 28,700 (Adults), KRW 15,400 (Kids) Weekend Lunch & Dinner KRW 30,800 (Adults), KRW 15,400 (Kids) • Website www.oasebusan.co.kr



The Cafe : Coffee

This coffee shop is located across the street of the Yongdusan Park. You can see many people having a good time over a cup of coffee on the spacious terrace on a fine sunny day. An Italian restaurant and rice noodle restaurant are located next to the coffee shop. It is fun to tour around beautiful restaurants along the street. You can also take a good rest over a coffee with classical and romantic music. A cup of sweet coffee in a comfy couch under the comfortable and cozy atmosphere will wash away your fatigue from the journey.

Address 1F, Saebusan Town Bldg., 8-3, Sinchang 1ga, Jung-gu, Busan • Tel 82-51-242-8066



The Road to Pyeongsari

'Pyeongsari' is a small village in Hadong, Gyeongnam. Korea's literary legend Kyung-Ree Park wrote 'Toji (the Land, 21 volumes)' over 25 years based on this village. All the menus were named after the characters in the novel. For example, a womanly 'Seohui' Course Meal and a manly 'Gilsang' Course Meal is available. The cuisine of this restaurant are not different from those of other ordinary Korean restaurants. However, green tea is added to all cuisines without use of any artificial flavors. The ingredients change by season. All the dishes are nutritious and colorful.

Address 60-1, Jungang-dong 4ga, Jung-gu, Busan • Tel 82-51-441-9571

Kongwonjib Hanjeongsik (Korean Regular Meal)

If you have never tried Korean dishes before, you may don't like the spicy and salty side dishes. However, most foreigners love bulgogi (beef in a soy sauce marinade) and galbi (beef short ribs). This 40-year-old Korean restaurant specializing in bulgogi and galbi has developed a variety of menus that satisfy foreigners' appetites. All the dishes are made of fresh organic food materials without artificial flavors. The refreshing and comfortable interior design is also fascinating. You will also be satisfied by its abundant food and employees' kindness and generosity.

Address 45-3, Donggwang-dong 3ga, Jung-gu, Busan (The back gate of Tower Hotel) • Tel 82-51-245-3367



[Don't Miss] Enjoyment to Drink Local Alcohol



C1 (Busan Soju)

C1 (Busan Soju) is very popular in Jung-gu, Busan.

'C1' stands for 'Clean No.1', defining its purest and cleanest taste. This local Soju tastes mild and refreshing.

Price KRW 1,500



Saengtakju (Makuly)

Makgeolli is the oldest traditional liquor in Korea. This opaque rice beer is relatively weak with 6~7% alcohol. Saengtakju is a local Makgeolli which accounts for about 90% of the total Makgeolli consumption in Busan. If you have never tried this liquor before, it may taste strange and weird. Once you get used to it, however, you will definitely

love it. In addition, it goes well with traditional Korean dishes. If you want to try this local rice beer, go to a convenience store and say, 'Saengtak, please'.

Price KRW 1,500~2,000

Chunnyunaksok (Rice Wine)

This rice wine is made of Phellinus linteus. Instead of yeast, mycelium (Phellinus linteus J21) has been used to brew this rice wine.

Therefore, Cheonnyeunaksok has been called, 'Yakju (medicinal liquor)'. This traditional wine was used to make a toast at the APEC 2005 Summit. If you hate the smell of mushroom, you maybe don't like this liquor. However, it tastes light and refreshing without having a hangover afterwards.

Price KRW 10,000~20,000



Hanoi, 1000 Year Flow



Hanoi, the capital of Vietnam, offers a variety of fascinating things to see, buy and eat. The Hanoi Old Quarter known as a shopping district attracts a lot of tourists with its vibrant street in which the past and present of Vietnam coexist, museum, historic sites and exotic atmosphere from the colonial period. Hanoi is a city comprised of a river, fields and a lake without mountains. This year, it celebrates its 1000th anniversary.

Editor Young-Joo Yoon, Si-Won Kim

Place to Visit in Hanoi

Now, let's take a close look at the fascinating tourist attractions that should not be missed in Hanoi. The Vibrant Old Quarter with 1,000 year history and Tam Coc which is as magnificent as the Ha Long Bay are about 2 hours away from Hanoi. These two places are a must-visit destinations.



Lang Chu Tich Ho Chi Minh (Ho Chi Minh Mausoleum)

The First Choice in Hanoi The Ho Chi Minh Mausoleum is a large memorial where the Vietnamese leaders and founders of modern Vietnam is buried. In general, you need to wait in line for about 30minutes to enter because every visitor has to pass through an inspection process. If you are wearing short pants or clothes with bare shoulders, you will be rejected. In the mausoleum, it is strictly forbidden to take pictures. You are not allowed to have a private talk or put your hands in your pocket either. This monument opens from December to September. It is also highly recommended to visit the Ho Chi Minh's House and Presidential Palace (Nhn San Bac Ho & Phu Chu Tich Nuoc) and Ho Chi Minh Museum (Bao Tang Ho Chi Minh) behind the Ho Chi Minh Mausoleum.

Address Ong Ich Khiem • **Business Hours** 08:00~11:00 (Tue~Thu, Sat~Sun) • **Admission fee** Free (VND 10,000: Ho Chi Minh Museum)

01 Ho Chi Minh's House and Presidential Palace 02 Grim-faced guards in white uniforms 03 Ho Chi Minh Mausoleum and square where the independence of Vietnam was proclaimed



Chua Mot Cot (One-Pillar Pagoda)

Beautiful Pagoda Filled with The Scent of Refreshing Lotus Flowers This pretty little pagoda was built by Emperor Ly Thai Tong to honor the Goddess of Mercy because she came to him in a dream in which she was sitting in the centre of a lotus flower presenting him with a son. A lotus flower-shaped Buddhist statue is enshrined in the pagoda. It was destroyed by France in 1954 but restored by the Vietnamese government. You can visit this beautiful spot from the Ho Chi Minh Mausoleum on foot.

01 Lotus flowers in a pond draw great attention. A statue of the Buddha is enshrined in this pagoda. 02 Vietnamese women making a wish with burning incense in front of a Buddhist statue



Travel Tip

Mua Roi Nuoc (Vietnamese Water Puppetry)

The origin of this traditional Vietnamese water puppetry dates back to 1121. It was first created by farmers. This performing art is closely related with farming conditions in Vietnam. The stage consists of a quadrilateral water tank which is filled with water up to waist level. The puppets are maneuvered on rods behind the stage. Because of skilful maneuvering and water, it looks like the puppets are living creatures from the audience. Under a theme of the foundation of Vietnam and Vietnamese farming life, the performance is lasts about an hour.



Thang Long Water Puppet Theatre
Address 57 Dinh Tien Hoang St. • **Tel** 84-4-824-9494 • **Performance Time** 15:30, 17:00, 18:30, 20:00, 21:15 (Mon.-Fri.), 09:30 (Sun.) • **Admission fee** VND 40,000, VND 60,000 • **Website** www.thanglongwaterpuppet.org



Hanoi Old Quarter

Backpacker's Paradise There are many antique and classical buildings from the colonial period in the Old Quarter which was a busy industrial area in the past. Because 36 different specialties are lined along the street, the Old Quarter has been called '36 Street' which is the best place for shopping. A variety of traditional Vietnamese items including souvenirs, musical instruments, Buddhist items, memorial service items are available. Window shopping is very interesting. Low-priced guest houses and restaurants for backpackers are also clustered. For a convenient tour, it is recommended to use a cyclo. You may find it exciting to tour around the Old Quarter in a cyclo during hot weather. The basic rates are 2~3 dollars per 30minutes. It is recommended to give the driver 1~2 dollars for a tip. A water puppet theater is also located in the Old Quarter.



Travel Tip Ao Dai

Ao Dai is a garment which is tightly tailored up to the wrists so that it is impossible to find ready-made Ao Dai. It is not easy to make a Ao Dai from cutting to sewing. Once you place an order, you can get a Ao Dai in three days if you are lucky or in several weeks. You are free to choose textile (from silk to nylon, from white to extravagant pattern). In general, it costs about 40 dollars. However, the price of a Ao Dai greatly varies depending on the quality of textile and details. In general, you can get a Ao Dai at the Old Quarter at about 300,000 VND in Hanoi. To buy a Ao



Van Mieu (The temple of the Literature)

The Trace of Confucianism in Vietnam This temple was built by Emperor Ly Thanh Tong in 1070. It is the first university in Vietnam. It was offered to Confucius to pay a tribute to scholars'academic achievements. He was enshrined in the main hall. The 82 tablets on the stone turtle are the most important cultural heritages in this temple. The names of national civil examination passers are listed on the tablets by year. Traditional Vietnamese architectural patterns have been well preserved with beautiful landscape. It is recommended to visit this beautiful temple.

Address 65 Nguyen Thai Hoc • **Business Hours** 08:30~11:30, 13:30~16:30 • **Admission fee** VND 20,000

01 Visitors at the entrance. Thanks to a beautiful garden, this temple has been popular among citizens. 02 Confucius is enshrined in this temple.



Hanoi Alley Journey

Diverse and Vibrant Hanoi The cities in Vietnam are bustling and busy. The loud motorbike horn irritates you all the time, and exhaust gas makes it hard to breathe. However, you may soon realize that it is fun and exciting to tour around the cities in a group of motorbikes. It is recommended to take narrow alleys instead of broad roads. Local citizens are very welcoming and friendly to tourists. From the alley tour, I discovered a yellow fence, shabby wooden door and pastel European-style apartment and saw a very old citizen (he looked 100 years old) fixing his bike wheels and an old

tree in a Chinese-style temple. One crying baby saw me and surprisingly stopped crying. Young girls were busy playing with an elastic string. Even though I could not understand Vietnamese, I was able to sense the factory employee's generosity when he lit the pipe tobacco for me and local citizens'favor. If you want to avoid those who keep following you for a dollar USD, take a narrow alley.

Dai, you need to choose the textile and style of Ao Dai and have your body size measured. When you choose the textile, you can get it the following day. If you want to repair your Ao Dai, you can get it in 2 hours. Remember that white Ao Dai is made for single women while black pants are designed for married women.

Where to purchase stylish Ao Dai To Uyen Silk

Address 85 Hang Bac Str., Hanoi • **Tel** 84-4-926-1383



Hanoi Lake Landscape

Young Couples Flock Together around the Lake at Night If you are in a place other than metropolitan cities such as Ho Chi Minh, it is hard to enjoy a night life. After all, entertainment business is not well established in Vietnam. In a cool evening, citizens of Hanoi flock together around the Hanoi Lake. A big tree in the lake creates a romantic atmosphere. You can see many young couples sitting and kissing and their parked motorbikes around the lake. An exclusive residential district, Presidential Palace and embassies are situated around the lake because of the scenic landscape.

* Where to have a drink in Hanoi

Le Pub

Address 25 Hang Be • Tel 84-4-3926-2104 • Website www.lepub.org

Jazz Club Minh

Address 31 Pho Luong Van Can, Old Quarter • Tel 84-4-828-7890 • Website www.minhjazzvietnam.com



Hoan Kiem Lake

Peaceful and Romantic Lake in The Middle of Hanoi This lake has been loved by almost every citizens. You can easily find people jogging and playing badminton in the morning and taking a rest on a bench under a tree in the afternoon. At night, many young couples visit here with their motorbike for a date. The lake is directly seen from the Old Quarter.



Enjoy Local Beer!

It is also fun and hilarious experience to taste a variety of local beers such as 333, Hanoi Beer, Hue Beer, Saigon Beer, Biere Larue and Bia Hoi. Due to the hot and humid weather, you may want cold beer. Local beers are available for low prices (VND 35,000 at a luxurious restaurant or club, VND 12,000 in coastal restaurants in Nha Trang). You can also get them on the street at a far lower price.



Finding Outside Hanoi

Tam Coc

Picturesque Landscape Tam Coc situated in Ninh Binh, 2 hour distance from Hanoi, is another must-visit tourist destination. Except for the fact that it is not in the sea, Tam Coc is just like Ha Long Bay. Thanks to its scenic landscape, it is called, 'Ha Long Bay in a rice field'. You can tour the splendid surroundings for 1~2 hour(s) in a bamboo boat. Don't forget to use UV-blocking cream because you will get direct sunlight during the tour. You can also avoid the sunlight with an umbrella or non (conical hat). The caves (Tam Coc means three caves) that you will encounter during the tour offer a great shelter as well.



01 Going into a cave in a boat
02 Tam Coc with the scenery as beautiful as Ha Long Bay



01 02

Fancy Restaurants in Hanoi

Another pleasure in travel is food. Here, let's find out delicious local snacks and a refined full-course meal in Hanoi.

Have a Nice Meal!

A variety of delicious foods including baked, steamed, fried and raw food are available. Depending on recipe, Vietnamese dishes taste quite different. Fresh mint leaves create a unique flavor. In addition, unique dishes are made with ordinary ingredients. The street food which is served by wrapping steamed glutinous rice in banana or lotus leaves with addition of raw ginger is also very fascinating. If you want a spicy soup, 'Lou (hot pot)' is recommended. This food tastes slightly different by region and restaurant. This soup is made

with fresh seafood or meat with addition of fresh vegetables. You will be amazed at its deep savory taste. 'Pho', the world's famous rice noodle soup, originated from the northern area including Hanoi. In the southern area, raw vegetables are popular. Anyway, it is a pleasant experience to taste a variety of local Vietnamese delicacies. Why don't you try Hue royal cuisine which is made with traditional cuisine in the north and flavor in the south?



Little Hanoi

This restaurant is more popular among foreign tourists than local citizens. You can often see foreigners checking their itinerary. Light meals, desserts and drinks are available. Vietnamese-style coffee with condensed milk is recommended.

Address 21 Hang Gai Street, Hoan Kiem District, Hanoi • Tel 84-8-288-333 • Business hours 07:30~23:00



Nam Phuong

This restaurant is the best choice to experience a genuine Vietnamese full-course meal. The elegant and extravagant interior design and refined atmosphere make your meal more delicious. Traditional Vietnamese music is performed in the evening (19:30~21:30).

Address 19 Pho Phan Chu Trinh, Street-Hoan Kiem, Hanoi • Tel 84-4-824-0926 • Business hours 11:00~14:00, 17:30~22:00



Le Tonkin

Traditional Vietnamese set dishes are available at relatively low prices. You can have a lunch special which includes nine dishes including appetizer and dessert at VND 20,000. A romantic open-air table is also available.

Address 14 Ngo Van So, Hoan Kiem, Hanoi • Tel 84-4-943-3457



Green Papaya Restaurant

It is also very exciting to taste unique traditional Vietnamese dishes served in modern style in a modern house. It is recommended to have dinner at the open-air garden, breathing fresh air. Traditional Vietnamese performances are given every night.

Address 30 To Ngoc Van, Tay Ho, Hanoi • Tel 84-4-718-0202 • Business hours Open 24 hours (reservations can be made for anytime) • Website www.greenpapaya.com.vn



Indochina

This international restaurant offers a variety of dishes that satisfy foreigners' tastes. There is a branch restaurant in Ho Chi Minh. The big crispy crab dressed in apricot sauce and 'hot pot (hot seafood soup boiled with fresh vegetables)' are recommended.

Address 16 Nam Ngu Street, Hoan Kiem District, Hanoi • Tel 84-4-942-4097 • Business hours 11:30~14:00, 17:30~22:00



Exceptional and Unique Street Food

Pho

You cannot miss the savory rice noodle soup in Vietnam. Stock is made mostly of beef or chicken parts. While 'Pho Bo' is garnished with sliced beef, 'Pho Ga' is added with chicken. If you have never tried this dish before, you may don't like it because of unique flavor. Once you get used to the taste, however, you will love this noodle soup. You may feel uncomfortable to eat a rice noodle soup in the morning. However, it is common to have it as breakfast in Vietnam. If you want to try a genuine rice noodle soup, it is highly recommended to try it on the street.

Price VND 10,000~15,000

Nuoc Mia

You can easily find a group of people having juice on the street. Nuoc Mia is a sugar cane juice. It is pleasantly sweet and flavorful with ice. A cup of this refreshing juice is enough to escape from the afternoon heat.

Price VND 2,000



Walking on Sunshine in **Miyazaki**

Miyazaki Prefecture is located in the south eastern corner of the island of Kyushu.

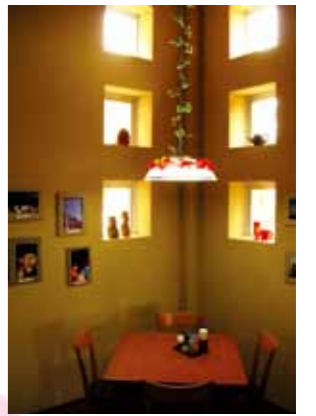
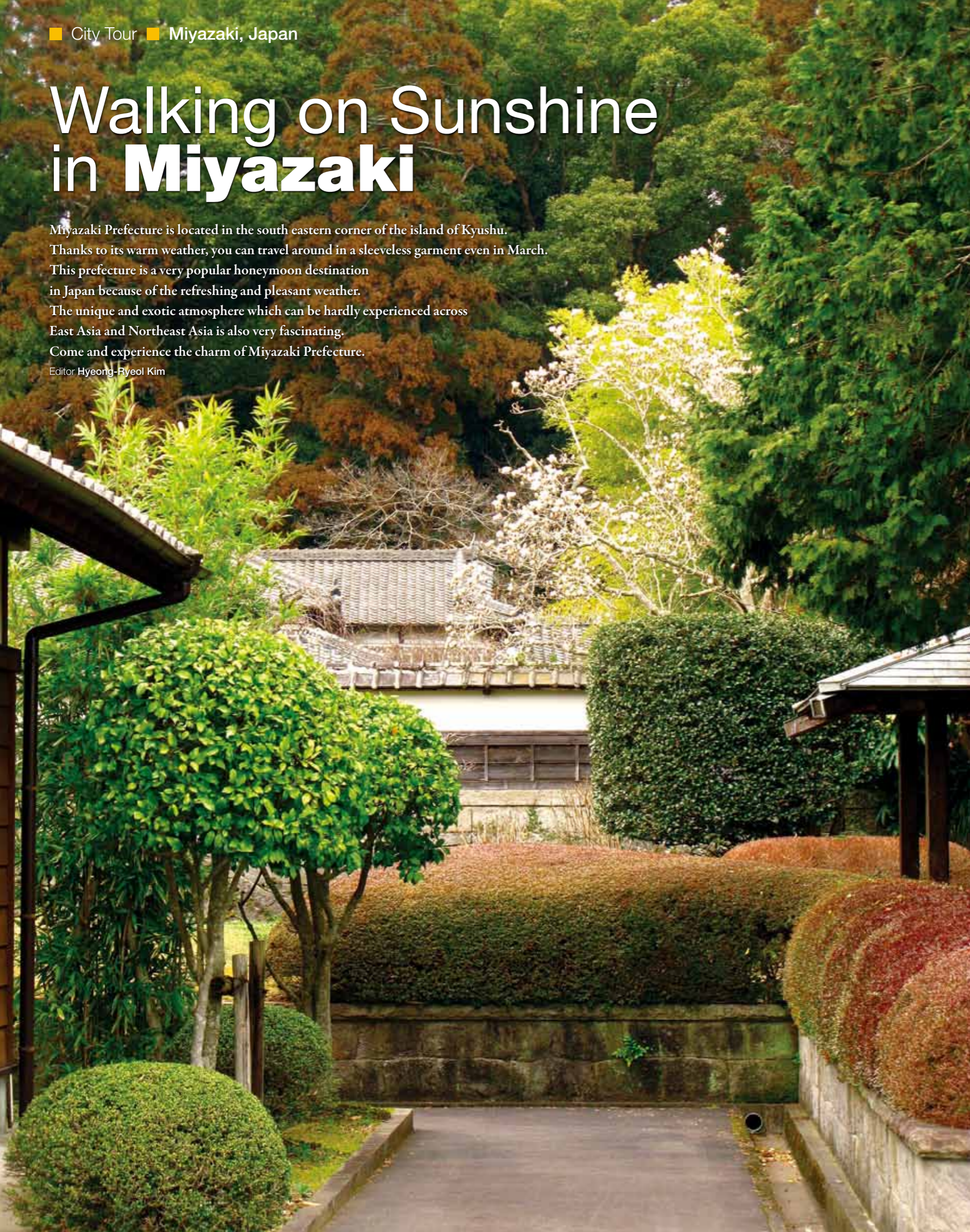
Thanks to its warm weather, you can travel around in a sleeveless garment even in March.

This prefecture is a very popular honeymoon destination in Japan because of the refreshing and pleasant weather.

The unique and exotic atmosphere which can be hardly experienced across East Asia and Northeast Asia is also very fascinating.

Come and experience the charm of Miyazaki Prefecture.

Editor: Hyeong-Ryeol Kim



Typical Beauty of Japan

As soon as I arrived at the Miyazaki Airport, I could smell the fresh sea. The subtropical trees such as palm trees well explain the warm climate of Japan. You don't have to go up to Okinawa situated in the southernmost (westernmost) part of Japan to experience the beauty of tropical or subtropical nature. In particular, you can find genuine Japanese style in subtropical weather conditions. Without this traditional Japanese style, Japan would not be different from common tourist attractions in Southeast Asia.

Even though it is hard to describe unique Japanese culture and lifestyle with few words, let me try to explain them briefly. First, you can meet very clean and tidy streets, villages and houses. Even the fields and open spaces are very clean and well-maintained. If you walk along a remote street, you may feel that you are in a shooting location. Japan's neat and tidy atmosphere is very different from the artificial cleanliness in Singapore. Singapore is known as an extremely tidy and clean place in which citizens' every movement is controlled. However, this country turns into a very different place at night with no government employees including police around. The streets are full of trash, and people jaywalk all night. While Singapore is kept tidy and clean by force, Miyazaki's cleanliness is based on Japanese culture and customs. All places including street, village, downtown, suburb, kitchen and bathroom are very clean all the time. This neat and clean Miyazaki is very different from some European cities where you often see people littering cigarette butts on the street.

You can also find the charm of Japan in Japanese people's kindness and generosity. In fact, it is hard to find the highly competitive side of the Japanese society from the frank and kind local villagers in Miyazaki.



Famous Tourist Attractions

There are several famous tourist spots in Miyazaki. One of the most impressive places is the Aoshima Island. This is a small island (1.5km in circumference) located in the northernmost of the Nichinan Coastline. It is connected to the mainland with a bridge. Once you step on this island, you will be pleased with a sweet scent. The scent of flower in the sea wind makes you feel relaxing and comfortable. In the past, the public would be prohibited to enter into this island. Therefore, the island is densely filled with subtropical trees. The rare coastal rocks called "Devil's Washboard" are also very impressive. They look like artificial concrete structure even though they are shaped by sea waves. The entire island is surrounded by these unique rock formations. You can also find the Aoshima Shrine which stands tall in the middle of the island. Many wish notes are hanging around the sacred place.

The Sun Messe Nichinan Moai statues which imitated Moai stone statues in Easter Island in Chile are also fascinating. You can instantly sense the typical kitsch culture from these statues. You may wonder how the weird kitsch culture has become so famous. A long time ago, a Japanese mason went to Easter Island and participated in a stone statue restoration project. As a token of their appreciation, Easter Island villagers allowed Nichinan Moai statues to be built in Japan. After hearing the origin of these statues, the seven Moai statues look somewhat different. Each statue has its own story. For example, it is said that the 2nd statue from the right will bring wealth.

This tourist destination would be a pasture in the past. Besides Moai statues, there are many fascinating places at this beautiful island. For example, you can find the Center Plaza around the peak. It has been said that you can see the Easter Island through a long and narrow crack in the middle of the plaza. It is like everything has a meaning. Even a fly has its own story at this island. Personally, I really liked the cool and refreshing sea wind. If you take a deep breath of the sea breeze, you may feel like you are an actor in a romantic TV commercial.



Make a Wish at the Udo Shrine

The Udo Shrine is the most famous tourist destination in Miyazaki. Located at the precipitous sea cliff, this fascinating tourist spot offers magnificent views and a stunning landscape. Many people are wishing this place and make a wish. They try to tell their fortune and guess if their wishes will come true by throwing a stone into a small puddle. It seems that people would throw a coin instead of a stone in the past. Because of environmental pollution and difficulty to pick up the coins, people started to throw a stone. You can buy the throwing stone at the Udo Shrine. However, it doesn't look like they try to make profits by selling the stones. The rules are that men should throw it with their left hand while women should use their right hand. There is also the Obi Castle and Castle Town near the Udo Shrine. Since the town looks like Kyoto, it has been called "Little Kyoto". Some people say that the clean streets and kind people are typical in Japan. Actually, objective and visual styles represents Japanese housing culture. Personally, I believe that a traditional Japanese house (modern traditional house) is one of the most beautiful houses to live in the world. Touring around the town, I was surprised to see very neat and tidy streets, old but clean stone fence and spotless walls, roofs and gates. In Castle Town many handicraft studios and restaurants are clustered. Once you buy a tourist map with coupons for JPY600, you can buy small fancy items and eat tasty snacks at five handicraft studios and restaurants are clustered. It is a part of tour promotion programs to attract more tourists. You can tour around the town and buy interesting items at good prices. It is highly recommended to try this package. There are many other fascinating tourist spots where you can enjoy tropical weather and unique Japanese culture in Miyazaki Prefecture. March is already spring time. In Miyazaki, spring generally comes a month earlier than other cities. From late March, various fun and exciting festivals begin with cherry trees in full blossom. It is a great place to enjoy the fragrance and beauty of spring.

One-Day Trip to Miyazaki

Go further to find abundant nature and historical places of Miyazaki after spending some free time in Miyazaki city. Three places introduced below are perfect places to look around in one day. It is recommended to feel a flow of long time by staying one night in Nangoson (南郷村) which cherishes a long history between Korea and Japan.



Aya (綾)

Ayacho (綾町), located west of Miyazaki, is a region of abundant nature with a wide area of evergreen broad-leaved forests and tasty water. It is famous as a village of crafts so that workshops for pottery or glass crafts can be easily found on the street. A must to see is the 'Aya (綾) International Craft Castle'. Miyazaki transportation: 55minutes by bus from the city.

01 A swinging bridge of 250m height and 1.2m width, Teduha Suspension Bridge. Great panorama feels like coming back to the bosom of the nature. **02** Shusenomori, a liquor theme park, where you can enjoy local beer, wine and sake along with the local food.

Saito (西都)

Saito City (西都) of abundant nature and history. As a city where ancient and middle age's culture had blossomed it is a home to many historical sites including Saitobarakofun (西都原), the site of Gokufun (國分寺) and Ssmajinja (都萬神社). The beautiful scenery of plain embroidered with cherry blossoms in Spring and cosmos in Autumn is impressive. Miyazaki Transportation: about one hour by bus from the city.

03 Saitobara Museum, a general museum of the Miyazaki Prefecture where you can feel as if you go into a tomb. **04** Saitobarakofun where 311 tombs of various shapes and years are located at a 2km x 4km wide hill.

Kudarano Sato (百濟の里, 南郷村)

The locality has been known as a place of exile by the royal family of Baekje, an ancient nation of Korea. 'Nishino Shosoin (西の正倉院)' which houses cultural assets in the identical building with Shosoin (正倉院) in Nara (奈良) and 'Baekje Exhibition' which replicates the building of Buyeo, an ancient nation of Korea shows a long history of Korea-Japan exchange. It has open-air onsens and accommodation facilities.

05 Relics of Baekje royal family, 'Nishino Shosoin' which holds many cultural assets including a copper mirror with 24 faces. **06** Baekje Exhibition which gathers traits of Baekje culture around Japan. A style of a building which is decorated with a splendid and beautiful pattern of Dancheong is impressive.

Pleasure of Eating in Miyazaki



Ramen

Japan's representative noodle dish. Miyazaki is famous for Gamaage Udon noodle (釜揚げうどん) which is a hot noodle dish with sauce. You will regret it if you do not try the Ramen with the Kyushu (九州) style pork bone soup.

Native Chicken (地鶏, Jidori-momoyaki)

Jidori is a roasted native chicken which are grazed, a Miyazaki's special product. The dish boasting its great texture. Among Jidori, Jidotko is the best as farmers raise native chickens in small number and its density is only 2 chickens in 1m² which creates a more relaxing environment and therefore good taste. It is roasted on charcoal fire with natural salt sprinkled on it or grilled on a iron plate.

(Only all-natural Miyazaki chickens are used for this food. The chicken is salted, and then grilled over a charcoal fire, creating a crunchy texture and fine aroma. This delicious food is 100% fat free.)



Miyazaki Beef

Enjoy premium Miyazaki beef itself without sauce.

(Cattle in Miyazaki are raised in spacious, all-natural environments, which ensures a high quality, tender, and delicious meat.)



Onsen Travel to Miyazaki

It is well known throughout Japan that bathing in an Onsen (hot spring), not only warms the body, but also is beneficial to one's health. For this reason, they are popular all year round. Why don't you try the 'Onsen Experience' whilst in Miyazaki?

Miyazaki Resort Onsens, Tamayura-no-yu (Miyazaki City)

There are 6 hotel-based onsens to choose from in Miyazaki City. All are located on the banks of the Oyodo river, which runs through the center of town. A free foot-only onsen is also available at the source of the hot spring, and has become a favorite of many Miyazaki locals.

Hotel Kandabashi 81-985-25-5511 • **Hotel Plaza Miyazaki** 81-985-27-1111 • **Miyazaki Kanko Hotel** 81-985-27-1212 • **Miyazaki Grand Hotel** 81-985-22-2121 • **Hotel Kanezumi** 81-985-25-3455 • **Hotel Hamaso** 81-985-24-3019



Enjoying Golf in Miyazaki

Phoenix Country Club

Established in 1974, this club is proud to be home to the annual Dunlop Phoenix Golf Tournament; the richest event on the Japanese golfing calendar. Some of the world's best players, such as Tiger Woods, David Duval, and Jack Nicklaus have played in the tournament.

International level course. Near resort beach but separated with pine trees, 27 hole-course is composed of three courses; Takachiho, Sumiyoshi and Nichinan. Oohashi Chuyosi designed the course based on the concept of the golf course with internationally accepted layout and conditions. Since 1974, it has become the stage of Dunlop Phoenix Tournaments.

Address 3083 Hamayama Shioji Miyazaki City Miyazaki Prefecture • **Tel** 81-985-39-1301 • **Rates** JPY 28,725 on weekdays, JPY 35,225 on Saturday, Sunday and Holiday • **How to get there** 20 minutes from Miyazaki Airport by car



Where to Stay

Miyazaki Tourist Hotel (Miyazaki Kanko Hotel)

Located on the banks of the Oyodo River, which flows through the center of Miyazaki City, the hotel also caters weddings or convention. The Miyazaki Kanko Hotel, celebrating its 56th anniversary in 2010, is a charming hotel with open-air onsen of the South flavor. Jacuzzi and Sauna are very popular and Damayuragozen (たまゆら御膳), a set program of onsen and lunch, is receiving positive feedbacks.

Address 1-1-1, Matsuyama Miyazaki City, Miyazaki Japan 880 8512 • **Tel** 81-985-27-1212 • **Room Rates** Twin Youth in the West Budling (Charge for one person), One night including breakfast from JPY 11,700~, one night including two meals from JPY 15,900~



Sheraton Grande Ocean Resort

This is a 154 meter, 45 storey, prism-shaped Resort Hotel. All rooms have a view to the ocean.

Address Hamayama, Yamazaki-cho, Miyazaki City, Miyazaki Japan 880 8545 • **Tel** 81-985-21-1133



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 40 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.



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- Providing TPO Travel Cards, discount available in its member cities

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- 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

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- Creating leadership and peer networking opportunities among its member cities :
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 - TPO Executive Committee Meeting as occasions demand
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- **Tel** : 82-51-502-1967 • **Fax** : 82-51-502-1968
- **E-mail** : secretariat@aptpo.org

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