

# TOURISM SCOPE

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Tourism Promotion Organization  
for Asia Pacific Cities

# *Tourism Promotion Organization for Asia Pacific Cities*

We'd like to invite you to TPO, the Tourism Promotion Organization for Asia Pacific Cities.

TPO is a network among cities in the Asia Pacific region and is an international tourism organization established for the development of the tourism industry. TPO exchanges tourism information between member cities to promote the tourism industry, and also carries out projects including tourism product development, joint marketing projects, and tourism industry education as well as human resources development. 72 city governments and 34 Industry members currently participate in as members of the TPO. Industry members consist of travel industry related associations, research institutes, and destination marketing organizations (DMO). TPO strives for the development of sustainable tourism and city tourism within the Asia Pacific region.

To sign up for a Tourism Scope E-Book,  
please visit us at [www.aptpo.org](http://www.aptpo.org).

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## Contents

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- 03**    **CULTURE & TRAVEL**  
Tour Bus for City Travelers  
Busan City Tour Bus
  
  - 07**    **SPECIAL**  
Discover enchanting time in Kyushu  
Romantic Kyushu
  
  - 13**    **CITY THEME TOUR**  
Shopping in Bangkok!  
Bangkok, Hip Shopping Places
  
  - 17**    **CITY THEME TOUR**  
Answer Me, My Good Old Days!  
Romantic Trip to Chuncheon
  
  - 23**    **TREND & ANALYSIS**  
6 Hiking & Trekking Trails This Spring!  
Trekking Beyond Nature
  
  - 27**    **TPO INTERVIEW**  
Minister of Culture, Tourism and Heritage  
The State Government of Kelantan
  
  - 29**    **TPO NEWS**
  
  - 31**    **FESTIVAL CALENDAR**
-



City Tour Bus for Busan Travelers

# Busan City Tour Bus

The Busan City Tour Bus is the only ride travelers need in Busan. With routes crossing all major neighborhoods around the city, you won't need a map to reach the hottest sites. So take a ride on the Busan City Tour Bus this spring and find out what the city has to offer.





**BEGINNING OF  
AM 10:00 BUSAN CITY TOUR BUS  
BUSAN STATION**

All Busan City Tour Bus tour routes depart from Busan Station. Select either Haeundae or Taejongdae and get on the bus. Since many tourists prefer an open-top bus (only two units are available), the operating schedule often changes. As soon as the bus leaves, brief information on major tourist destinations appears on the TV screen. It is like you are traveling around with a very informative tour guide.



**Boarding point** ARIRANG Hotel at Busan Station Square **TEL** 1688-0098 **Hours Loop tour route** 9:30~17:10 (departs every 30 min., 16 times a day) / **Theme tour route** once or twice a day (reservations required) Closed on Mondays (open if Monday is a holiday) **Rates** KRW 10,000 (adults) / KRW 5,000 (children & teens)

**CAMELLIAS IN FULL BLOOM  
AM 10:40 NURIMARU APEC HOUSE**

The sea between the mainland and island was reclaimed to build NURIMARU APEC House. This place is also mentioned in Korea's greatest singer Cho Yong-pil's Dongbaekseom Island. When the camellia bloom in spring, the entire island turns red. By walking along the NURIMARU walkway, a pavilion in the traditional Korean architectural style appears. This is the NURIMARU APEC House, where the 3rd APEC Summit Conference was held. From the Observatory Lighthouse, you can see Haeundae Beach, Oryukdo Islands and Gwangandaegyo Bridge and even Tsushima Island if the weather is fine. Be sure not to miss the bronze statue and monument of Choi Chi-won either.

**Address** Dongbaek-ro 116, Haeundae-gu, Busan **TEL** 051-744-3140 **Open hours** 09:00-18:00 (Closed on the first Monday of the month and when there is a national event) No admission fee



**Busan City Tour Bus – Loop Tour Route ①**

*A city in love with the sea!*  
**Haeundae Route**

Haeundae is the very place where the true charms of the marine city 'Busan' can be felt. For this reason, many tourists visiting Busan go to Haeundae first. Come and get on the Busan City Tour Bus and explore the beauties of Busan.

**Tour Route**

Busan Stationn → Busan Museum of Artn → Gwangalli Beachn → NURIMARU APEC Housen → Haeundae Beachn → Haeundae Stationn → Shinsegae / LOTTE Department Storen → Busan Museum of Art (BEXCO)n → Gwangandaegyo Bridgen → UN Memorial Cemeteryn → Busan Station

**PM 12:40 THE PRIDE OF BUSAN  
HAEUNDAE BEACH**

When speaking of Busan, you may think of the sea. And when it comes to the sea, Haeundae will probably come first to mind. In summer, the beach is crowded with thousands of tourists. You can see young couples taking a walk along the beach, girls taking a picture and kids feeding pigeons. They certainly all seem to having a wonderful in Haeundae.

**Address** Haeundaehaebyeon-ro 264, Haeundae-gu, Busan **TEL** 051-749-4000 **Website** <http://sunfun.haeundae.go.kr>



**EDITOR'S PICK  
MYSTERY LITERARY HOUSE**

A unique cultural space is situated in the back of Dalmaji-gil Road. It is the Mystery Literature House established by the great mystery writer Kim Seong-jong. As the first specialized library in Korea, this five-story building with a basement has 47,600 books over various genres. The exhibition hall and seminar room



are situated on the 2nd floor. By climbing up the shell-shaped stairs in the middle of the building, you can encounter the photos and books of the world's greatest writers.

**Address** Dalmaji-gil 117-Na 111, Haeundae-gu, Busan **TEL** 051-743-0480 **Open Hours** 09:00-19:00 (1st floor) / 09:00-18:00 (2nd & 3rd floor) / closed on January 1, Seolnal (Lunar New Year) and Chuseok (Korean Thanksgiving Day)  
**Admission fee** KRW 5,000 (drink included) **Website** [www.007spyhouse.com](http://www.007spyhouse.com)

**PM 05:00 ESSENCE OF BUSAN ROMANCE  
DALMAJI-GIL ROAD**

If you are in Haeundae, Dalmaji-gil Road is a must-see destination. It is called the '15 Gokdo' because of the 15 winding paths there. Thanks to a fantastic moonrise, it has been nominated as one of the Daehan Palgyeong (eight beauties of Korea). The 2.2km-long Moontan Road developed along the coast begins from the sign that reads 'Dalmaji-gil.' Don't miss Haewoljeong Pavilion and Haemaru Park. At night, lights illuminate the road, creating a romantic atmosphere.

**Address** Jung 2-dong, Haeundae-gu, Busan **Lights turned on at** 05:00 (sunrise) / 23:00 (sunset)



## Busan City Tour Bus – Loop Tour Route ②

# Come and Enjoy Dynamic Busan! Taejongdae Route

A dynamic city with a picturesque landscape of the sea, international port and high-rise buildings. The tour of Busan starts from and ends at the sea. To explore the charm of Busan as an international marine and tourist city, I left for Taejongdae.

### Tour Route

Busan Station → Yeongdodaegyo Bridge → 75 Square → Taejongdae → National Maritime Museum (International Cruise Terminal) → Namhangdaegyo Bridge → Songdo Beach → BIFF Square & Jagalchi → Busan Station



### AM 11:00

#### EXPLORE BREATHTAKING VIEWS ON DANUBI TRAIN TAEJONGDAE

Enchanted by the breathtaking beauty of the sea, King Muyeol from Silla Dynasty named it 'Taejongdae.' It is a coastal cliff situated in the southernmost part of Yeongdo Island. It will take about two hours to tour this tourist attraction, but be

sure to wear comfortable athletic shoes. Or, enjoy a ride on the Danubi Train, which departs every 20-40 minutes. There may be a long line to board this train even on weekdays, though. It is recommended to get off at the Observatory and walk up to Yeongdo Lighthouse and Sinseonbawi Rock.

**Address** Jeonmang-ro 24, Yeongdo-gu, Busan **TEL** 051-405-2004 **Open hours** 04:00-24:00 (open hours for beach: 04:00-21:00) / operating hours for Danubi Train 09:00-18:30 (departs every 30 minutes, every 20 minutes since 13:00) **Website:** www.taejongdae.or.kr **Taejongdae Tour Boat** (TEL: 051-403-9098, 051-405-2900, 3434)

### EDITOR'S PICK

#### SINSEONBAWI ROCK – FANTASTIC PRECIPITOUS CLIFF

After visiting the 100-year-old Yeongdo Lighthouse, descend to Sinseonbawi Rock. Standing on the flat rock and looking around the precipitous cliffs is a wonderful feeling. Take advantage of the informational signs that explain the geological features and dinosaur footprints.



### AM 10:00 SHELTER ON JEORYEONG COASTAL WALKWAY 75 SQUARE

Jeoryeong Coast, dozens of ships peacefully docked. Actually, many ships may be under repair near the Yeongdo Dockyard. If you want to have a better look of the sea, climb up to the 75 Square Observatory. From there, you can see the endless South Sea and look down Jeoryeong Coastal Walkway and Chulleong Bridge. The 3km-long Jeoryeong Coastal Walkway is particularly popular thanks to the gorgeous precipitous cliffs.

**Address** Dongsam-dong, Yeongdo-gu, Busan



### PM 03:00 ALL ABOUT THE SEAS OF KOREA NATIONAL MARITIME MUSEUM

In this museum, you can learn about the maritime history, culture, science and industry of Korea. This 4-story building with basement is a place for understanding and experiencing the sea in a fun and exciting manner. Thanks to its grandeur and magnificence, it is easily noticeable even from a distance. It features eight exhibition halls, 1 special exhibition hall, children's museum and maritime library. With Haneul Park, the observatory and outdoor exhibition field on the outside, this museum is a perfect place for family visitors.

**Address** Haeyang-ro 301-gil 45, Yeongdo-gu, Busan **TEL** 051-309-1900 **Open hours** 09:00~18:00(weekdays), 09:00~21:00(Saturday), 09:00~19:00(Sunday and holiday) No admission fee **Website** www.nmm.go.kr

### PM 04:30 YOUNG AND DYNAMIC STREET BIFF SQUARE

Just as there is Broadway in New York, Busan has Cinema Street. The Nampo-dong Movie District, home to Busan Theater, Daeyoung Cinema and CGV Nampo, is the center stage of the Busan International Film Festival. Here, you can encounter BIFF Square; handprints of international film stars are found on BIFF Street. In the hustling and bustling market, you can sense the warm and friendly atmosphere of Busan. Also try the famous ssiat hotteok (seed-stuffed pancake) and if you are tired of the typical menu offerings, try some twigim mandu (deep-fried dumplings) and busan eomuk (fish cake). Don't miss touring the nearby Gukje Market and Kkangtong Market. In Kkangtong Market, in particular, you can get a variety of imported goods at good prices and eat local delicacies, making it popular among young people. **Address** BIFFsquare-ro 36, Jung-gu, Busan **Website** www.biff.kr







## Busan City Tour Bus Diverse Theme Tour Routes

### Completion of Bus Tour Nightview Tour

The Nightview Tour, which begins at 7 o'clock in the evening, offers a chance to enjoy the scenic night views of Busan.

#### NIGHT PHOTOGRAPHY ZONE GEUMRYEONSAN MOUNTAIN

The Night View Tour Bus stops at Haeundae and Geumryeonsan Mountain. Make good use of the 10-minute photo time. The photo zone is located above the Geumryeonsan Youth Training Center. By climbing a little further after passing the center, a great view of Gwangandaegyo Bridge and the downtown of Busan will open up. This is probably the best place to observe the night view of Busan.

**Address** Hwangyeongsan-ro 156, Suyeong-gu, Busan **TEL** 051-625-0709

#### BUSAN CITY TOUR BUS THEME TOUR ROUTES

TITLE	DEPARTURE	TOUR HOURS	ROUTE
History & Culture Tour	9:20	4 hr. and 10 min.	Busan Station → Gold Theme Street → Seomyeon → Bokcheon Museum → Geumgang Park → Beomeosa Temple → Beonyeong-ro → Busan Station
Haedong Yonggungsa Tour	14:00	3 hr. and 50 min.	Busan Station → Gwangalli Beach → Haeundae Beach → Dalmaji Pass → Songjeong Beach → Haedong Yonggungsa Temple → Gwangandaegyo Bridge → Busan Station
Eulsukdo Eco-Tour	9:40, 14:10	3 hr. and 40 min.	Busan Station → Yeongdodaegyo Bridge → Namhangdaegyo Bridge → Songdo Beach → Amnam Park → Dadaepo & Molundae Cliff → Amisan Observatory → Eulsukdo Eco Center → BIFF Square & Jagalchi → Busan Station
Nightview Tour	19:00 (Oct. – Apr.)	2 hr. and 30 min.	Busan Station → Yeongdodaegyo Bridge → Namhangdaegyo Bridge → Songdo Beach → Amnam Park → Dadaepo & Molundae Cliff → Amisan Observatory → Eulsukdo Eco Center → BIFF Square & Jagalchi → Busan Station
	19:30 (May – Sep.)		

- A ticket for the loop tour route is a day pass. With this pass, you can freely transfer between buses (Haeundae and Taejongdae) for the day. However, this pass does NOT include the theme tour route.
- The loop tour route is an about 1 hour and 40 minute ride.
- For the theme tour route, advanced reservation is required. The boarding point is Busan Station only.

#### A PLEASANT AND COMFORTABLE ROOM FOR WALKING TRAVELERS BUSAN YOUTH HOSTEL ARPINA

ARPINA is located in Centum City, which accommodates BEXCO and Suyeong Yacht Stadium, and is a reliable youth hostel operated by the Busan Tourism Organization. It has easy access to transportation and is close to the Busan Museum of Art and Suyeonggang River. It offers various rooms, from dorm-style to condominium-style, which feature a living room and kitchen area for family guests. The warm and pleasant atmosphere makes even the solo traveler feel at ease and you can rejuvenate your body in the Fitness Center and Sauna. For Breakfast, both Korean and western dishes are served buffet style in the Cruiser Restaurant.

**Address** Haeundachaebyeon-ro 35, Haeundae-gu, Busan **TEL** 051-731-9800 **Guest room - Dormitory (1-bed):** KRW 29,700, **room -** KRW 143,000 **Rates** Breakfast (KRW 11,000, buffet), Sauna (KRW 7,000) **Open hours** Breakfast - 07:00~09:30 / Sauna - 06:00~24:00 / Fitness Center - 06:00~23:00 **Website** www.busan youth hostel.co.kr



#### EDITOR'S PICK

##### MUST-VISIT NIGHTVIEW TOUR SPOTS

Hwangyeongsan Mountain, which borders Geumryeonsan Mountain, is a great place from which to observe the night view of Busan as well and it is a 5 minute drive from Geumryeonsan Mountain. From the Hwangyeongsan Beacon Fire Station, you can see Haeundae-gu, Nam-gu, Dong-gu, Buk-gu and Dongnae-gu. Dongbaekseom is also one of photographers' favorite places to photograph the night view of Busan. Marine City and the NURIMARU APEC House look more beautiful if photographed in the evening. Recently, the Busan Cinema Center near the Suyeonggang River has emerged as a great spot for night observation of the city, as well.



Cinema Center



Marine City



NURIMARU APEC



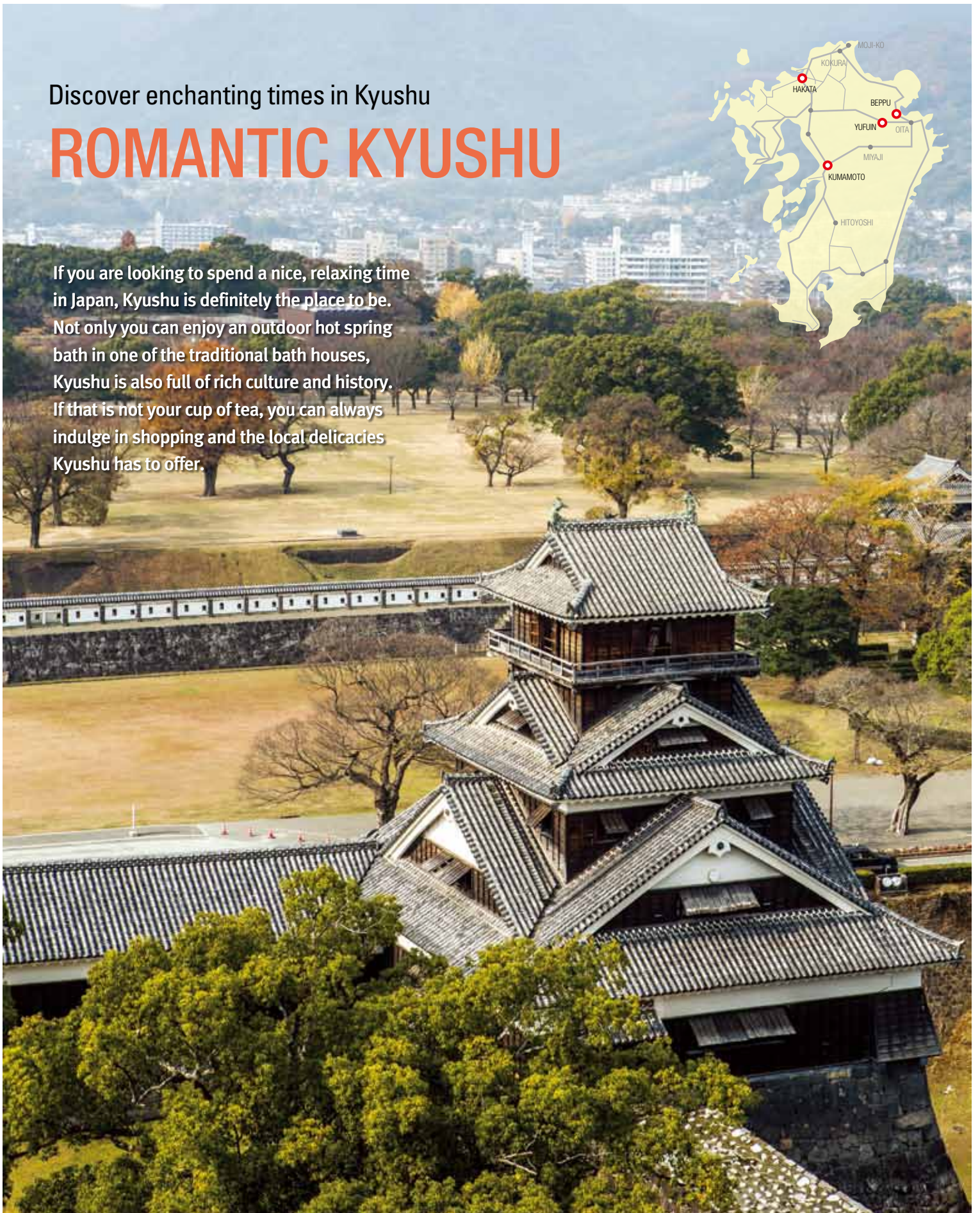
Hwangyeongsan Mountain



Discover enchanting times in Kyushu

# ROMANTIC KYUSHU

If you are looking to spend a nice, relaxing time in Japan, Kyushu is definitely the place to be. Not only you can enjoy an outdoor hot spring bath in one of the traditional bath houses, Kyushu is also full of rich culture and history. If that is not your cup of tea, you can always indulge in shopping and the local delicacies Kyushu has to offer.





# KUMAMOTO STATION



## Aso Boy

This tourist train passes through the world's largest caldera 'Aso Caldera.' The railroad cars are designed just like a train toy to be attractive to children and family tourists. This train also features a ball pool and mini library for kids.



Kumamoto is a historic place that is home to Kumamoto Castle, one of the most impressive castles in Japan. In this city, you can enjoy a natural hot spring on Mt. Aso, which has the world's largest caldera and there are many traditional Japanese inns in the forest (700m in elevation).



## BLACK FAÇADE KUMAMOTO CASTLE

Kumamoto Castle is one of Japan's top 3 castles along with Osaka Castle and Nagoya Castle. It was built by Kato Kiyomasa, who invaded Korea during the Imjinwaeran (Japanese Invasion of Korea in 1592), based on the advanced castle-building technology of Joseon. Because a centuries-old ginkgo tree stands tall in the courtyard, and many other ginkgo trees are found around the castle grounds, is also known as 'Ginnan Castle (Ginkgo Castle).' As one of Japan's top 100 cherry blossom spots, this is also an excellent place to enjoy the blossoms of the approximately 800 cherry trees. A variety of castle-related historical records are on display in the 50m-tall Tensukaku, which was restored in 1960. The observatory on the 6th floor offers a great view of the downtown of Kumamoto.

**Direction** Take the train at JR Kumamoto Station. About ten minutes later, get off at Kumamotojome Station. **Address** 1-1 Honmaru, Kumamoto City **TEL** 096-352-5900 **Open hours** 08:30-17:30 (Apr. – Oct.), 08:30-16:30 (Nov. – Mar.) **Admission fee** JPY 500 (adults) **Website** <http://joajoa-kumamotocity.kr>



## MT. ASO CRATER NAKADAKE

Mt. Aso, in the middle of Kyushu, is an active volcano with molten-hot waves of lava inside and is the symbol of Kumamoto. Nakadake (4km in circumference, 1,323m in height), the crater of Mt. Aso, is the world's largest caldera. If the weather is fine, you can

observe the gorgeous azure lake in the crater. Approaching the crater, the sulfur odor is quite strong. If you have asthma, bronchitis or heart disease, caution should be taken. Because of the high altitude, the mean annual temperature is about 10 °C. The cold, changeable weather conditions inhibit an easy tour around the crater and if the wind is blowing directly toward the crater, access is prohibited.

**Direction** Get on the Kyushu Sanko Bus at JR Aso Station. About 40 minutes later, get off at Aso-san Nishi Station. Take a cable car and get off at Gakko-Nishi Station (4 min. ride). **TEL** Mt. Aso Ropeway 0967-34-0411 **Open hours** 08:30-18:00 (Mar. 20 – Oct.), 08:30-17:00 (Nov.), 09:00-17:00 (Dec. – Mar.) (open throughout the year) **Timetable** Departs every 15-20 minutes (ordinary) / 6-15 minutes (busy season) **Rates** Adults – JPY 1,000 (round-trip) / JPY 600 (one-way) **Website** [www.kyusanko.co.jp/aso](http://www.kyusanko.co.jp/aso)



## BE MORE BEAUTIFUL! KUROKAWA ONSEN VILLAGE

This beautiful traditional Japanese village is home to about 24 open-air natural hot springs. Because there are more than 10 different types of hot springs in terms of mineral content, this village is also called the 'Onsen Department Store.' Traditional inns here are can be as old as 200-300 years and the quality of the hot spring water is ranked within the top 10 across the country. The hot spring water here is rich in sodium and sulfur. The IKOI Ryokan, located at the entrance to the village, is well-known for its 'Beauty Spa.' Because the hot spring water here is excellent for the skin, it is a popular destination for women.

**Direction** Depart Fukuoka and take the Kyushu Odan Bus ('trans-Kyushu bus') or Aso Yufu Kogen Bus via Yufuin, Beppu or Aso. **Rates** Nyuto Tegata (Onsen Pass which allows to visit three hot springs a day) / JPY 1,500 **Website** Kurokawa Onsen & Ryokan Association ([www.kurokawaonsen.or.kr](http://www.kurokawaonsen.or.kr))



# HAKATA STATION



## ARIAKE EXPRESS

It is an express train that runs from Hakata to Nakasu or Kumamoto. Before the Kyushu Shinkansen was launched, it operated between Hakata and Kagoshima. Now, it is a commuter train.

Hakata, a port city that flourished as an international trade port in the past, merged with the City of Fukuoka during the Meiji period. Since then, its name has remained in Hakata Station and Hakata Port only. Currently, Fukuoka is the center of politics, the economy and culture in Kyushu. Since cultural heritage is well harmonized with modern urban facilities, the city retains its own charms.



## SHRINE FOR THE GOD OF ACADEMIC ACHIEVEMENT DAZAIFU TENMANGU SHRINE

The Dazaifu Tenmangu Shrine enshrines Sugawara Michizane as the god of academic achievement. Every year, many examinees come to this shrine to pray for their success in the college entrance exam and get an amulet. According to legend, the Japanese apricot tree (the 'Tobiume') in front of the main hall flew here from Kyoto to see Michizane after hearing the news of his demotion. Since then, Japanese apricot trees have been donated by people from all over the country. Currently, about 6,000 Japanese apricot trees grow in the shrine. Based on this legend, the 'Umegae Mochi (rice cake)' has been developed.

**Direction** Transfer to Nishitetsu Train at JR Futsukaichi Station and get off at Dazaifu Station. Then, a 5-minute walk from there. **Address** 4-7-1, Saifu, Dazaifu City **TEL** 092-922-8225 **Open hours** 06:30-19:00 (open 24 hours from Dec. 31 to Jan. 3), open throughout the year **No admission fee** **Website** [www.dazaifutenmangu.or.jp](http://www.dazaifutenmangu.or.jp)



## APRICOT TWIG RICE CAKE KASANOYA

Kasanoya is a rice cake bakery located at the entrance of Dazaifu Tenmangu specialized. The rice cake they make is called Umegae Mochi (Apricot Twig Rice Cake) because the pattern on the rice cake was engraved using apricot twig. However, it uses apricot flower instead of twig for engraving these days. The dough, made from both regular and glutinous rice with red bean paste inside, is baked using special mold to create unique shape and taste. Kasanoya is famous for. It's best to eat the rice cake while it is still warm and chewy. It is believed that eating the rice cake helps passing test.

**Direction** 15 min from JR Futeukaichi Station by taxi **Address** 2-7-24, Saifu, Dazaifu City **TEL** 092-922-1010 **Open hours** 10:00-17:30, open throughout the year **Price** 1 for JPY 105, 5 for JPY 525, 10 for JPY 1050 **Website** [www.kasanoya.com](http://www.kasanoya.com)



## LANDMARK OF HAKATA PORT HAKATA PORT TOWER

As soon as you enter Hakata Port, the red, 103m-tall tower can be seen. Built in 1964, it is a great guidepost for boats entering the port and a fascinating observatory for tourists. The 73.5m-high observatory has a frameless window in all directions, offering a panoramic view of Hakata Bay, Hakata Port and the remote downtown of Fukuoka. In the museum on the 1st floor, you can learn the history of Hakata Port. You can also visit a huge aquarium, eat tasty food in a restaurant and enjoy shopping and a hot spa in Bayside Place Hakata across from the tower.

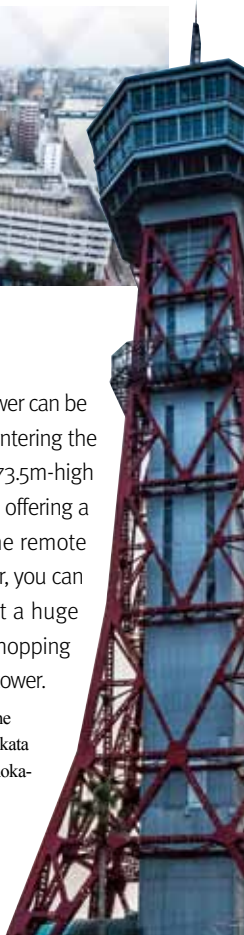
**Direction** It is located across from Hakata Ferry Terminal. Get on the Nishite Bus (No.99 for Hakata Port) at the E platform in front of Hakata Station Center and get off at the last stop. **Address** Hakata-ku, Fukuoka-cho 14-1 Chikkohon **TEL** 092-291-0573 **Open hours** 10:00-22:00 (Tower) / 10:00-17:00 (Museum), open throughout the year **No admission fee** / **Website** <http://port-of-hakata.city.fukuoka.lg.jp>



## SHOPPING ON THE WATER CANAL CITY HAKATA

Canal City, through which a 180m canal passes, is the largest shopping complex in Fukuoka. Two years ago, the annex was extended, making this place even more attractive. It features about 250 shops (fashion brand, cosmetics, accessories, souvenir, etc.), a movie theater and performance stage. On the central street in front of the main building, a dynamic fountain show is held every day. On the crystal canyon wall is displayed 'Video Art' by Paik Nam-june with 180 monitors.

**Direction** A 10-minute distance from Hakata Station or Tenjin Station by bus. **Address** Fukuoka Prefecture, Fukuoka, Hakata Ward, Sumiyoshi, 1-2 **TEL** 092-282-2525 **Open hours** 10:00-21:00 (shops) / 11:00-23:00 (restaurants & cafes) **Website** [www.canalcity.co.jp](http://www.canalcity.co.jp)







**THE FINEST POWDER TEA YAME TEA**

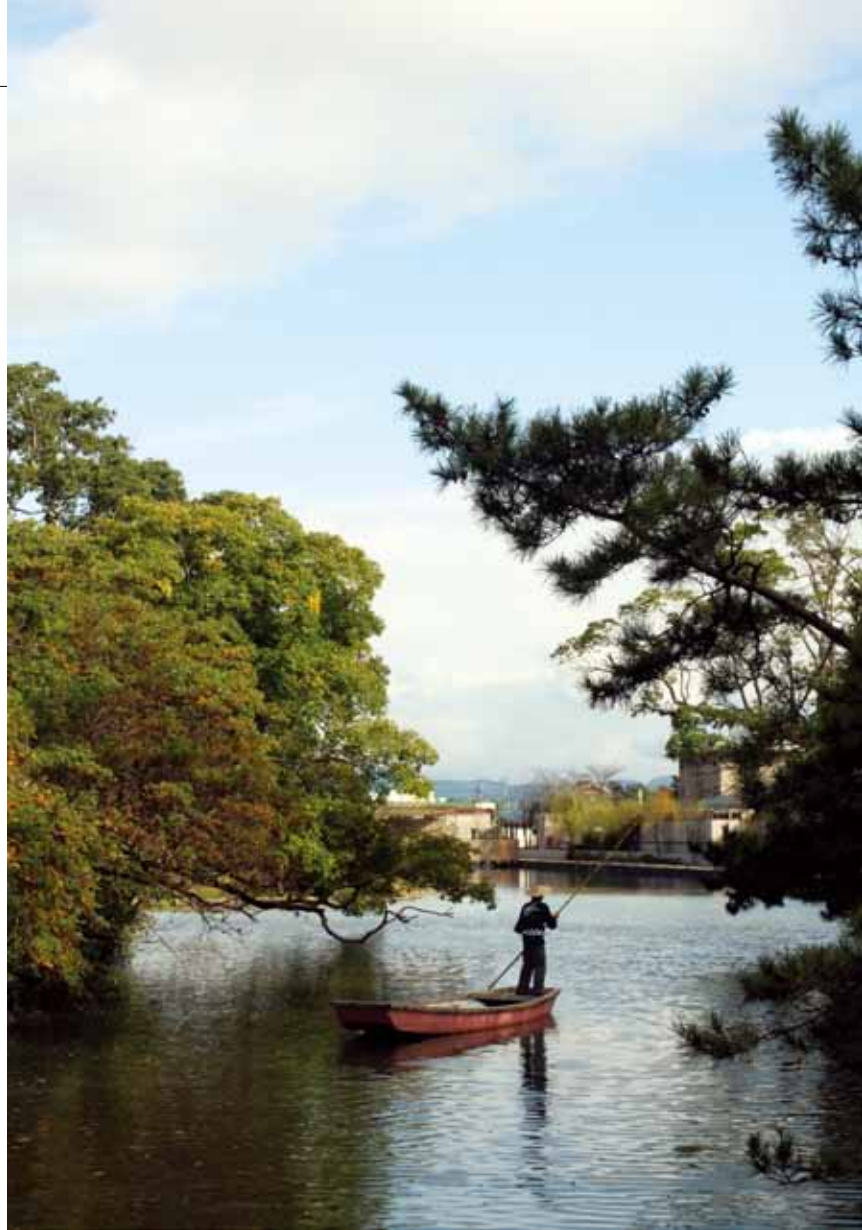
Yame Tea is a gyokuro green tea that has received awards at the National Tea Appraisal for eleven consecutive years. Gyokuro is a premium tea made of sprouts that were picked after being blanched for about twenty (20) days. The City of Yame is famous for Yame Tea. Here, the traditional rice straw is still in use instead of an artificial net. Sometimes, the old way is better than the latest technology. With its sweet, flavorful taste, Yame Tea makes Fukuoka more fragrant.



**BRIGHT NIGHT WITH NEON LIGHTS SNACK STALL STREET IN NAKASU**

If you are ready to have some fun, leave for Nakasu. Nakasu, an island between two rivers, is the busiest district in Fukuoka. At night, the street is bright with the neon lights from clubs and bars. You can eat delicious sushi made of fresh fish & shellfish in Kenkainada, savory mizukaki and spicy beef tripe hot pot before strolling around the district. When darkness falls, go to the Snack Stall Street in Nakasu for a quick bite to eat. Come and get a glimpse at the life of the locals.

**Direction** A 5-minute walk from Hakata Station. **Open hours** 18:00-02:00, open throughout the year



**ALONG THE WATERWAY AS ENTANGLED AS THE MESH OF A NET YANAGAWA BOAT CRUISE**

Yanagawa Village is 45 minutes from Fukuoka by subway. This village is home to a cave through which a lord could go out on patrol nearly 400 years ago. You can get on a donko-bune boat to visit this cave and on this slow boat, you can also see the little details of the village. In winter, you can enjoy rafting on a kotatsu-bune boat as well. Can you imagine what boating in winter would be like? Come and find out!

**Address** 329, Takahatake, Mitsuhashi machi, Yanagawa City **TEL** 81-944-72-6177 **Open hours** 09:00-17:00 (departs every 30 minutes) **Website** www.yanagawakk.co.jp



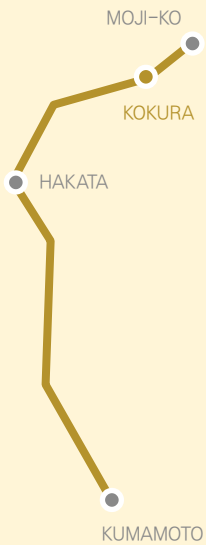
**ROMANTIC DATE ROUTE ITOSHIMA SUNSET ROAD**

People come to Itoshima Sunset Road in the west of Fukuoka to find romance. This 33.3km coastal drive in Kenkainada is a popular date destination for young couples. It is fun to spend time in the nearby cafes and stores and in the evening, the entire world is colored red by the sunset glow. The sea waves look like fluttering gonryongpo (business attire for king). Come and reflect upon your life in this beautiful Itoshima Sunset Road.

**Address** Itoshima County Shima-cho, Sakurai-Kofuji **TEL** 92-327-1111



# KOKURA STATION



## ARIAKE EXPRESS

An express train which runs from Hakata to Nakasu or Kumamoto. Before the Kyushu Shinkansen was launched, it operated between Hakata and Kagoshima. Now, it is a commuter train.

A prefix 'Kita' has been added because this district is situated in the northern part of Kyushu. Kitakyushu, a former industrial city, has been transformed into an eco city. It is now as green as green tea. It is a fascinating tourist city with history and green fields.



## AN OLD CASTLE SURROUNDED BY HIGH-RISE BUILDINGS

### KOKURA CASTLE

Kokura, located in the middle of Kitakyushu, is a very attractive place with an ancient castle and deluxe hotels and skyscrapers as well. Kokura is the busiest district in Kitakyushu, which is as modern as Fukuoka. In the middle of this hectic downtown, the 400-year-old Kokura Castle stands tall. It was built by the Hosokawa Clan in 1602 and was the governor's office in the past. It was restored in 1959 after a fire. The fifth floor has a great view of the downtown of Kokura. In spring, you can enjoy the tunnel of cherry blossoms while in summer, the exciting Matsuri Festival is held.

**Direction** A 15-minute walk from JR Kokura Station. **TEL** 093-561-1210 **Open hours** 9:00-18:00 (Apr. – Oct.), 9:00-17:00 (Nov. – Mar.) **Admission fee** JPY 350 (adults) / JPY 200 (students) **Website** [www.kid.ne.jp/kokurajou/html/k01.htm](http://www.kid.ne.jp/kokurajou/html/k01.htm)



## EXPLORE THE MYSTERY OF HUMANS AND NATURE

### KITAKYUSHU MUSEUM OF NATURAL HISTORY & HUMAN HISTORY

This is the largest museum in the western region of Japan. It covers natural history, human history and archeology. Here, you can see the evolution of a creature from two different perspectives—the human and the natural perspective—making it a great educational place for children. To help them understand nature more easily, various animal and plant specimens including dinosaur fossils are on display. You can also use a Korean-language interpretation device free of charge. Space World, the world's first space theme park, is located near the museum (about a 7-minute walk), making it easy for families to access.

**Address** 2-4-1 Higashida, Yahatahigashi-ku, Kitakyushu, Fukuoka **TEL** 093-681-1011 **Open hours** 9:00-17:00 **Admission fee** JPY 500 (adults), JPY 300 (students), JPY 200 (children) **Website** [www.kmnh.jp](http://www.kmnh.jp)



## A TRIP TO THE PAST MOJIKO RETRO

Moji Port, known as 'Moji-ko', once flourished as an international trade port during the Meiji and Taisho periods. In the 1920s, a lot of western civilizations were introduced to Japan through this port and the traces of its dynamic past are still found here. Although it was greatly damaged in the war, the western-style buildings have been perfectly restored. The Swiss building 'Old Mojimitsui Club' was the guesthouse and accommodations of the MITSUI GROUP. It has earned a great popularity since the room in which Albert Einstein and his wife stayed during their trip to Japan has been preserved intact.

**Direction** JR Mojiko Station **TEL** 093-332-0106 (Moji Port Retro Club)





# BEST FOUR ONSEN HOTELS IN KYUSHU

Even if you had a good rest in a fine hot spring, an uncomfortable bed could spoil your trip, so let's take a look at the top four accommodations:

## HOT SPRING BATH IN THE WOODS

### AMAGASE SUN VILLAGE

Amagase hot spring is not only famous for its healing benefits, but it is also one of the oldest hot spring spots in Japan with over 1300 years of history behind it. Its flagship hotel (Ryokan), Amagase Sun Village, has 3 hot spring wells divided into several differently themed pools, such as water fall bath, outdoor bath, women-only bath, cave bath, steam bath and a large open pool area. The hotel is also known for Kaiseki cuisine made only with locally grown, fresh seasonal ingredients. The visitors can also take comfort in traditional Japanese garden located inside the hotel.

**Direction** 1 hour from Fukuoka by car, 30 min from Yufuin by car **Address** 108-1 Akaiwa Amagase Machi, Hita, Oita Prefecture **TEL** 0973-57-3461 **Open hours** 05:00~10:00, 11:00~24:00 **Rates** February JPY 7500/night (2 meals), JPY 9075/day before holiday, JPY 12225/Weekend & Holiday (8% increase in March) **Website** [www.sun-village.co.jp](http://www.sun-village.co.jp)



## THE HISTORIC ONSEN VILLAGE UKIHA RYOKAN HOTEL

This is a traditional Japanese ryokan hotel situated in historic Amakase Village. Here, you can experience a high-quality hot spring in the kakanagashi (continuous flow from source) style. The sodium bicarbonate salt spring water is good for easing neuralgia, muscle ache, burns, scars, chronic digestive diseases, chronic constipation, diabetes and gout and for recovering from fatigue. The Hanako Jijo Ksitigarbha, the mascot of the hotel, prays for the health and wellness of guests.

**Direction** An 8-minute walk or 2-minute ride by taxi from JR Kyudai-honsen Amakase Station **Address** Hita, Oita Prefecture Amagase town red rocks 3-5 **TEL** 0973-57-3171 **Rates** Tatami / JPY 25,200/night (2 guests, 2 meals) **Website** [www.ukiha.co.jp/ukiha](http://www.ukiha.co.jp/ukiha)



## OCEAN VIEW OF HAKATA BAY HILTON FUKUOKA SEA HAWK

This is the largest deluxe hotel in Fukuoka. All rooms (over 1,400 rooms in total) have an ocean view. This resort hotel offers a cozy and comfortable atmosphere with environmentally-friendly interior design. For guests' convenience, various rooms including tatami (traditional Japanese-style room) are available. Situated in Hawks Town, this hotel is close to Fukuoka Dome and shopping malls.

**Direction** Get off at Sea Hawk Hoteru Stop. A 1-minute walk from there. **Address** Fukuoka, Chuo-ku, Fukuoka Jigyohama 2-2-3 **TEL** 092-844-8111 **Open hours** Onsen Spa: 02:00-24:00 (7th floor) **Rates** JPY 45,400 per night **Website** [www.hawkstown.com/hotel](http://www.hawkstown.com/hotel)



## MY OWN CUTE LITTLE SPACE ASO FARM VILLAGE

This is the hotel of Aso Farm Land, a theme park built on the hillside of Mt. Aso under the theme of 'Humans, Nature and Health.' Featuring dome-shaped guest rooms, it looks like a Smurf village. The Aso Volcanic Onsen (1,000m<sup>2</sup>) is one of the top five hot springs in Kyushu. It offers various types of spas such as a grand garden open-air spa, observation spa, cave spa, mineral spa and herb spa. It also offers a reducing bath, which is similar to jjimjilbang in Korea.

**Direction** Get on the bus at JR Akamizu Station and get off at Aso Farm Land / a 7-minute ride from the station by taxi. **Address** 13-10 Shinchi-cho, Nagasaki-shi, Nagasaki-ken **TEL** 0967-67-2600 **Open hours** Onsen: 7:00-9:00, 11:00-23:00 **Rates** JPY 8,000/night (2 meals) (JPY 500 for Volcanic Onsen) **Website** [www.asofarmland.co.jp](http://www.asofarmland.co.jp)





Shopping in Bangkok!

# BANGKOK, HIPPEST SHOPPING PLACES

Speaking of shopping, be sure to not miss Bangkok. Near Siam Station, the mecca of Bangkok shopping, are huge shopping malls such as the Siam Paragon and Siam Center. In Siam Square, known as the 'Myeongdong of Bangkok,' there are a wide variety of local clothing brand shops. A traditional market, a great place for frugal shoppers, is one of the must-visit destinations. Here, let's check out the hottest shopping places in Bangkok.





# Part 1

## Mall Tour

A mall tour offers the fun and excitement of shopping and various leisure activities. Here is a glimpse of the best places for a mall tour in Bangkok.

### WITH REFINED AND ELEGANT DESIGN ATTRACTING SHOPPERS! KING POWER COMPLEX

If you enjoy duty-free shopping, this is the destination for you. The only duty-free complex in the Bangkok downtown, this 2-story building opened in August 2006. By showing your passport at the lounge, you can get a shopping card. Current exchange and personal belonging custody services are available as well. Traditional Thai handicraft items, silk, aromatherapy goods, liquor, jewelry and food are displayed on the 1st floor while luxurious brand items, cosmetics and home appliances are available on the 2nd floor.

**TEL** 0-2677-8899 **Direction** Go out Exit 2 of Victory Monument Station (Skytrain) and get on Tuk Tuk (motorized 3-wheeler car). **Open hours** 10:00-21:00 **Website** www.kingpower.com



### THE ULTIMATE SHOPPING MECCA SIAM PARAGON

In Siam Paragon, the largest shopping center in Bangkok, you can find almost everything you need. It features a supermarket in the basement, HERMES and Marc Jacobs on the 1st floor and stylish and refined living & art items on the 4th floor. Prices here are not cheap. Siam Paragon also offers luxurious cafes, a food court, restaurants, Siam Ocean World, IMAX theater and Power Mall Ultra, with about 100 electronics stores.

**Direction** Exit 3 of Siam Station(Skytrain)  
**Address** 991 Siam Paragon Shopping Center,  
Rama 1 Rd., Pathumwan, Bangkok **TEL** 02-690-1000 **Open hours** 10:00-22:00 **Website** www.siamparagon.co.th



### MECCA OF LUXURY SHOPPING! GAYSORN

Gaysorn is the most luxurious department store in Bangkok. It can be compared to Galleria Department Store and AVENUE in Seoul. Unlike typical department stores in Bangkok with their loud or extravagant interior design, the interior of Gaysorn is decorated with glossy, refined limestone. It features premium brand shops such as Louis Vuitton, Ferragamo and PRADA on the 1st floor and Thai designer boutiques, local brands and accessory shops (ex: Greyhound, Sretsis, Kloset Red Carpet, Senada Theory, etc.) on the 2nd floor and above.

**Address** 999 Ploenchit Rd. Bangkok **TEL** 0-2656-1177 **Open hours** 10:00-20:00(Restaurant and café in the department store: ~21:00) **Website** www.gaysorn.com

### YOUNG & CASUAL SIAM CENTER

Siam Center offers a variety of stores selling trendy items and souvenirs to attract young shoppers. Along with Siam Square, it leads the fashion trends for young people. As the first shopping mall in Siam, this 4-story building was designed by an American architect in 1973. It features MOB.F, a new hub of Thai designers, and a radio station (EFM94, DJ Joe) on the 4th floor. Exhibitions and cultural performances are held in the square between Siam Center and Siam Paragon. It is a great place for pictures with a backdrop of the fountain and Skytrain.

**Address** 989 Rama 1 Road, Pathumwan, Bangkok **TEL** 02-2658-1000 **Open hours** 10:00-22:00  
**Website** www.siamcenter.co.th





## Part 2

### Best Places for Young Shoppers!

Bangkok has fascinating spots for young shoppers. Explore these places and witness the latest trends.



#### A YOUNG AND ENERGETIC PLACE SIAM SQUARE

A lot of small shops line the narrow alleys just like Idae and Hongdae Street in Korea. Here, you can see the latest trends for young Thai people in their teens and twenties. Located close to Chulalongkorn University, the best school in Thailand, college, high school and middle school students can be seen on the street in the afternoon. Find almost everything here, including clothes, accessories, bags, shoes, books, café, CDs and a movie theater. If you are tired of routine and standardized shopping malls, Siam Square is a great choice for you.

**Direction** Get off at Siam Station (Skytrain) and find the Phayathai Intersection.



#### A ONE-STOP SHOPPING PARADISE! CENTER WORLD

This huge shopping space connects the Thailand & International Centara Grand Hotel, Convention Center and deluxe office apartments. It features about 500 brand name stores (ZEN Department Store, Isetan Department Store, Zara, duty-free stores, Marks & Spencer, Top Shop, etc.) and 100 restaurants. In addition, local Thai brand stores offer a wide selection of fascinating items that make great gifts. Find pleasant, relaxing spaces such as open cafés, casual dining restaurants and a large bookstore. The ZEN Department Store, which was demolished in the Bangkok riots in 2010, is currently under construction.

**Address** Ratchaprasong Intersection, Patumwan, Bangkok **TEL** 02-640-7000  
**Open hours** 10:00~22:00 **Website** [www.centralworld.co.th](http://www.centralworld.co.th)

#### A FAVORITE HANGOUT FOR TEENS MAH BOON KONG CENTER

This shopping area is reminiscent of Namdaemun and Dongdaemun shopping malls and Myeongdong shopping street. It is particularly popular among teenagers. Compared to other malls, there are few foreign tourists here but the area is also home to Tokyu Department Store and Top's Market as well. Since it's not a touristy area, you'll have to pay THB 2 in order to use the toilet and it's recommended to bring a traveler's discount card (available at Information Centers) and have a welcome drink (buy one, get one free) at the Food Court on the 5th floor.

**Address** 444 Phayathai Rd., Patumwan, Bangkok **TEL** 0-2620-9000 **Open hours** 10:00~22:00 **Website** [www.mbk-center.co.th](http://www.mbk-center.co.th)



#### SHOPPING INFORMATION

##### AMAZING THAILAND GRAND SALE AN ANNUAL 3 MONTH-LONG SHOPPING FESTIVAL

From June 1 to August 31, a wide variety of products go on sale (5~80%) in approximately 1,000 shops and stores. These discounts also apply to tourist attractions; department stores, shopping malls, the King Power Complex, travel agencies, hotels, spas, golf resorts, online travel agencies, hospitals, jewelry shops, shops & stores along the Bangkok Shopping Street, Chiangmai, Phuket, Pattaya, Hua Hin and Hat Yai.

##### TAX REFUND

All products in Thailand include a 7% VAT. If you purchase any items (THB 2,000 or more) at a store with the 'VAT Refund for Tourists' sign, ask for a 'VAT Refund Form.' You can get a VAT refund if you have spent a total of at least THB 5,000. Before checking-in at the airport, present the VAT Refund Form and the products you have purchased to customs and have the documents signed. After passing through the departure procedure, submit the signed documents and original of the tax invoice to the VAT Refund Office. VAT can be refunded within sixty (60) days from the purchase. (VAT Refund Office at Suvarnabhumi Airport: 662-134-0674)





**COMMUNITY MALL  
PARK LANE**

Just like K Village, the European-style open-air shopping mall 'Park Lane', which opened in 2010, caters to foreigners. Featuring approximately 40 simple and stylish brand name stores, there

is also the fascinating pet shop 'Twinkle' and an exciting indoor park for kids 'Play Time.' Parents love Play Time because they can spend a pleasant moment with their children thanks to a variety of programs such as sports classes (yoga, Muay Thai, etc.), a job experience space and arts studio.

**Address** Gelson Development Co., Ltd., 18 Soi Sukhumvit 61, Wattana., Bangkok **TEL** 02-382-1580-85 **Open hours** Shop 10:00~22:00 / Play Time 08:30~21:00 Admission fee(Play Time) / Below 105cm THB 180 / 105cm or taller THB 300 / adults(parent or guardian) THB 90 **Website** www.parklanebangkok.com

Want A Special Shopping in Bangkok? **BKK Street Markets List**



Chatuchak Weekend Market



Patpong Night Market

**FIND ANYTHING YOU WILL EVER NEED!  
CHATUCHAK WEEKEND MARKET**

Here, you may be able to find almost everything you need. More than 7,000 shops and stores (clothes, souvenir, antique, furniture, interior design item, kitchenware, pet animal, food, street food, etc.) are clustered within this largest traditional market in Thailand. It takes several hours just to tour around the market. Be amazed at a great number of rare and exciting items and purchase fascinating souvenirs and clothing at good prices. You could even get a discount on the already-low prices. Here is a valuable tip: get a special discount 1-2 hour(s) before closing time on Sundays.

**Direction** A 5-minute walk from Exit 1 of Mo Chit Station(Skytrain) **Open hours** 07:00~17:00(open on Saturday and Sunday ONLY)

**EXPLORE FASCINATING NIGHTLIFE  
PATPONG NIGHT MARKET**

When office workers leave their office, Silom (around Patpong) is transformed into a night market. Because the Suan Lum Night Bazaar recently closed, the Patpong Night Market has been crowded with locals and tourists. Narrow streets are filled with street vendors selling clothing, bags and souvenirs. With its many knock-off products, this market may remind you of Dongdaemun Market and you should stay alert to avoid a rip-off. Be advised that this market is connected to the Patpong Red Light District.

**Direction** A 3-minute walk toward Silom from Exit 1 of Saladaeng Station(Skytrain). **Address** Thanon Silom, Soi Patpong **Open hours** 18:00~01:00

**OPEN UP A REFRESHING  
AND ENERGETIC MORNING  
DAMNOEN SADUAK  
FLOATING MARKETS**

The Damnoen Saduak Floating Markets are 2 hours away from Bangkok. Here, the markets are all on the river. Merchants sell all kinds of goods (squid, grilled seafood, fruit, rice noodle soup, fries, meat, etc.) on their boat for customers to buy. Massage shops, souvenir shops and restaurants line the narrow street along the wharf.

**Direction** Get on the Bus No.996 or No.78 at Bangkok's New Southern Bus Terminal. **Open hours** 07:00~12:00



Damnoen Saduak Floating Markets





Answer Me, My Good Old Days!

# ROMANTIC TRIP TO CHUNCHEON



In the past, the local train was a common means of transportation to get to Chuncheon. I have not visited that nostalgic city in nearly a decade. Now, the express 'ITX-Cheongchun' stands in for the old, slow train. I'm heading for Chuncheon, expecting to revive the good old memories.







Chuncheon is a 'City of Water.' Its large lake is surrounded by high mountains, and a pleasant walkway rings the lake. The smell of sweet mild coffee heightens the romance of winter in Chuncheon.



A Scenic Lake  
City Stroll along  
the River



### GREECE IN CHUNCHEON SANTORINI

The Italian restaurant situated on Gubongsan Mountain offers a complete view of the Chuncheon downtown. This restaurant has all the beauty of the fascinating buildings on the Mediterranean Sea. The exotic bell tower standing tall on the turf is easily noticeable even from the distance. With the romance of the Mediterranean Sea, Santorini is popular among young couples for dates or for marriage proposals. This restaurant offers genuine Italian dishes through which to experience the taste and charm of the Mediterranean. The restaurant also serves six different types of thin and savory Italian pizzas (margherita, diavola, capricciosa, quattro formaggio, etc.). The most popular menu item is the tenderloin steak. Enjoy a tender, juicy steak while watching the breathtaking sunset over Songyangho Lake. A guesthouse is also operated for those who want to spend the night here.

**Address** #144-16, Janghak-ri, Dong-myeon, Chuncheon, Gangwon-do **TEL** 033-242-9030 **Hours** Café 10:00~24:00, Restaurant 11:40~23:00 **Menu** Americano (KRW5,000) Margherita Pizza (KRW12,000), Tenderloin Steak (KRW 38,000), Steak Set Menu (KRW 45,000) **Website** www.i-santorini.co.kr



### KOREA'S FIRST COFFEE ROASTING CAFÉ THE HOUSE OF ETHIOPIA

Situated on the banks of Gongjicheon Lake, this was Korea's first coffee roasting café. It was established by the husband-wife team Choi Yong-I and Kim Yong-hui in 1968. Now, it is run by their daughter (Cho Su-gyeong) and her husband (Cha Jung-dae). It is a meaningful place where the Memorial Hall for Ethiopian Veterans was built to pay tribute to the spirit of Ethiopian soldiers who fought for Korea during the Korean War. In 2011, the road in front of the café was named 'Ethiopia Street.' In addition, the 'Chuncheon Ethiopia-gil World Coffee Festival' is now held every October, attracting coffee lovers from all over the country. There are other reasons why this café is special, as well. Haile Selassie I, the emperor of Ethiopia, named this café and even sent coffee beans through the Korean Ministry of Foreign Affairs. One of the most popular menu items is the Americano. Rich golden cream makes the coffee smoother and milder.

**Address** Ethiopia-gil 7, Chuncheon, Gangwon-do **Menu** Americano (KRW 5,500), Café Latte (KRW 6,600), Cafe Mocha (KRW 7,700) **TEL** 033-252-6972

### PRIDE OF THE LAKE GONGJICHEON RESORT

If you want to experience the romance of Chuncheon, Gongjicheon Resort is the best choice. Watch the duck boats floating on the river in peace. A variety of fun facilities (Walkways, sculpture park, fountain, outdoor performance stage, kids' center, Memorial Hall for Ethiopian Veterans, etc.) have been developed along the lake and since boat rides are available throughout the year, it is a popular destination for young couples and family tourists. Every August, the MBC Gangbyeon Music Festival is held. In the fall, many tourists visit to view the picturesque landscape around Gongjicheon Lake.

**Address** Ethiopia-gil 25, Chuncheon, Gangwon-do **TEL** 033-250-4312



## \* A Friendly, welcoming market! \*

Whenever I visit a place, I always visit the traditional market. My tour of Chuncheon started with a visit to the traditional market as well. In Nangman Market, you will see fresh fruits and fish, sweet American cookies and old-fashioned rubber shoes. In addition, you can also feel a great generosity and warmth here.



### A HUSTLING, BUSTLING MARKETPLACE! NANGMAN MARKET

An old traditional market has been re-born. Thanks to the 'Traditional Market Promotion Program' promoted by the Ministry of Culture, Sports and Tourism in 2010, the sluggish market has started to regain energy and vitality through public arts and culture. Nangman Market was called 'Jungang Market' in the past and it is still known as 'Yankee Market' among many senior citizens. You can still find stores which sell imported goods such as American candies, cookies and canned products. In the market, unique sculptures and beautiful wall paintings add interest to the shopping trip.

Address #11-134, Jungnim-dong, Chuncheon, Gangwon-do TEL 033-254-5338



### ECENTRIC TRAVELER'S CAFÉ IN THE MARKET GUNGGEUMHAN ICHEUNGJIP

In this café, you can get a lot of useful travel information including travel-related books. It is a great place to relax over a warm coffee. The café owner can give you a wide variety of travel information on various topics such as literature and cultural performances. Here, fair trade coffee (East Timor coffee harvested by hand) is the sole coffee offered. At the corner of the café, eccentric items such as Cornsox (socks made of corn fiber) are displayed and part of the café's revenue is donated to Burkina Faso in Africa. Address: 2F of Nangman Market, #11-134, Jungnim-dong, Chuncheon, Gangwon-do

TEL 070-4109-5401 Hours 11:00~21:00 (closed Mondays) Menu Americano (KRW 2,500), Café Latte (KRW 3,000), Hot Chocolate (KRW 3,000)





**THE NOODLES OF NOSTALGIA  
NANGMAN GUKSI**

If you miss your grandmother's homemade noodle soup, this restaurant in the market is the perfect place to enjoy that remembered taste. This little noodle soup restaurant, run by an elderly lady and her daughter-in-law, is always crowded with customers during lunch time. It offers only four menu items: janchi guksu, bibim Guksu, kalguksu and gimbap. The noodles are very soft, and the soup is thick and refreshing. The side dish 'geotjeori (fresh kimchi)' is very tasty as well. All dishes are served at a good price.

**TEL** 033-252-6255 **Menu** Janchi Guksu, Bibim Guksu and Kalguksu KRW 3,000/Gimbap KRW 1,500



**COME AND TASTE GENUINE  
DAK GALBI!  
WONJO DAKBULGOGIJIP**

Since 1961, this restaurant has maintained the same taste and quality for over five decades. Even on weekdays, you have to wait in line to get into the restaurant. This restaurant's dish looks different from the typical dak galbi. The chicken, marinated in a spicy sauce, is grilled without any other ingredients such as chopped cabbage, vegetables and teok (rice cake). You will be amazed at this soft, tender charcoal-grilled chicken.

**Address** #70, Jungang-ro 2-ga, Chuncheon, Gangwon-do **TEL** 033-257-5326  
**Open hours** 10:30~22:00 **Menu** Boneless Dak Galbi (KRW 10,000), Dak Galbi (KRW 9,000), Doenjang Jjigae (KRW 2,000)

**WAIT IN A LONG LINE TO ENJOY THE  
TASTY DAK GANGJEONG!**

**DR. GANGJEONG**

The owner of the restaurant visited famous dak gangjeong restaurants all over the country. He fried and ate chicken every day to develop his own recipe. After all these efforts, 'Dr. Gangjeong' was finally born. Instead of artificial flavor, glutinous grain syrup was used to reduce the overly-stimulating sweet flavor. Fresh Korean chicken and a special sauce make the chicken more delicious. Cooking begins when an order is received.

**Address** Nangman Market, #11-128, Jungnim-dong, Chuncheon, Gangwon-do **TEL** 033-252-2991 **Hours** 09:00~21:00 **Menu** Sunsal Dak Gangjeong (KRW 17,000), Dak Gangjeong (KRW 16,000)





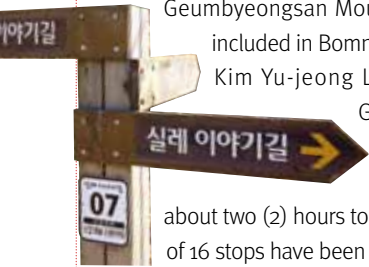
## On the trail of Kim Yu-jeong's literature

Have you read the novel 'Dongbaekkkot'? I have visited Kim Yu-jeong Literature Village where the love story with Jeom Suni can be felt. I also walked down the Sille Iyagi-gil Trail and was reminded of the beautiful scenes of the novel. I had some Memil Makguksu and felt a great happiness.



### BOMNAE-GIL ROUTE I (LITERARY TRIP) SILLE IYAGI-GIL TRAIL

The Sille Iyagi-gil Trail, which connects Sille Village with Geumbyeongsan Mountain, is a literature trail and is included in Bomnae-gil Route I. This trail starts from Kim Yu-jeong Literature Village and reaches Geumbyeongnisuk School and Maeulan-gil Trail via a mountain shrine and reservoir. It takes about two (2) hours to tour this 5.2km-long route. A total of 16 stops have been named after the scenes of Kim Yu-jeong's novels. TEL 033-250-3089



### WANT TO SAMPLE THE GENUINE TASTE OF GANGWON-DO MEMIL (BUCKWHEAT)? SIGOL JANGTEO MAKGUKSU

There is a shabby house across from Kimyujeong Station. Unless I had discovered the signboard, I would've taken it for a typical country cottage. The interior design is very simple. Once you open the door, a little room with several tables appears. It feels like eating makguksu at a warm grandmother's house. As I ordered makguksu, buckwheat noodles topped with mung bean sprouts, cucumber, laver powder and egg were served. The fragrant scent of the buckwheat and savory sesame oil stimulated my appetite. If you want, you can pour the stock over the noodles.

**Address** #861-14, Jeung-ri, Sindong-myeon, Chuncheon **TEL** 033-262-8714  
**Hours** 11:40~19:00 (closed on the 1st and 3rd Sunday of the month) **Menu** Sunmemil Makguksu (KRW 6,000), Memil Jeonbyeong (KRW 5,000), Memil Manduguk (KRW 6,000)



### HANOK-STYLE STATION, WITH THE LITERARY SPIRIT OF KIM YU-JEONG KIMYUJEONG STATION

From the name of the station, you can sense the scent of literature. It is the only railway station named after a person in the history of the Korean Railroad. In the past, it was called 'Sinnam Station.' In December 2004, it was renamed 'Kimyujeong Station' after the leading novelist 'Kim Yu-jeong' from Chuncheon. In 2010, a brand-new, hanok-style Kimyujeong Station with giwa (roof tiles) opened. The rail-bike station 'Book Station' nearby is also a fun place to visit. A total of 98 books written by 29 novelists who are related to Gangwon-do are arranged on the shelves.



### EXPLORING THE BACKDROP OF KIM YU-JEONG'S NOVEL! KIM YU-JEONG LITERATURE VILLAGE

Kim Yu-jeong Literature Village is about 5 minutes from Kimyujeong Station by foot. The Birthplace of Kim Yu-jeong and Kim Yu-jeong Memorial Museum opened in August 2002. The 'ㄱ'-shaped birthplace of Kim Yu-jeong was destroyed during the Korean War but restored based on the testimonies of Kim Yu-jeong's nephew and villagers and results of historical investigation. Kim Yu-jeong Memorial Museum is situated next to the Birthplace of Kim Yu-jeong. Here, you can encounter the traces of the master works of Kim Yu-jeong, who died at age 29. If you make a reservation through the city hall, you can get guide services from a cultural interpreter. The admission is free.

**Address** #868-1, Jeung-ri, Sindong-myeon, Chuncheon, Gangwon-do **TEL** 033-261-4650 **Hours** Winter 09:30~17:00, Summer 09:00~18:00 (closed Mondays) **Website** www.kimyujeong.org







A peaceful and quiet night in Namiseom Island

Namiseom Island is the place where Jun-sang met Yoo-jin in the mega-hit TV series 'Winter Sonata.' Now, you can see people entering the island with a passport (Republic of Nami). This island is a perfect place to relax and rest in peace, enjoying the starlight, moonlight and chirping birds.



A LOVELY FOOTPATH TO WALK WITH YOU THE METASEQUOIA TRAIL

Walking down the Metasequoia Trail makes you feel that you a part of nature. In 1977, seedlings were first brought from Seoul National University and the area has garnered a great popularity after appearing in Winter Sonata. It turns into green in spring and summer while in fall, you can enjoy the colorful leaves. In winter, the whole world turns white.



THE ONLY HOTEL IN NAMISEOM ISLAND JEONGGWANRU

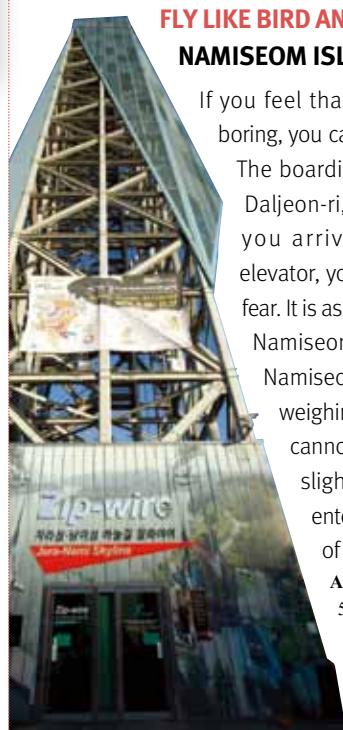
This hotel is situated in the southernmost part of Namiseom Island. With its quiet and tranquil atmosphere, you can hear birds chirping and the sound of water very clearly. It was built in 1979 and remodeled into a gallery hotel in 2006. The main building accommodates 46 rooms while the annex consists of 13 cottages. Under the motto of 'a boutique-style art hotel,' all rooms are designed based on artists' art works. All rooms are different with a different theme. Reserve the room you want in advance.

**Address** Namiseom-gil 1, Namsan-myeon, Chuncheon, Gangwon-do **TEL** 031-580-8000 **Rates Suite** (4 beds, KRW 120,000, KRW 150,000 on weekends) / **theme room** (2 beds, KRW 77,000, KRW 99,000 on weekends) / **family room** (3 beds, KRW 99,000, KRW 120,000 on weekends)

LIBRARY OF THE CHILDREN, BY THE CHILDREN, FOR THE CHILDREN FUN LIBRARY

Nami Island International Children's Book Festival has also made Namiseom Island famous. In April, you will encounter tens of thousands of children's books from around the world in Namiseom. Korea's largest children's book festival has been organized by the fairy tale writer Kang Woo-hyeon. He also opened a 'Fun Library' on the 1st and 2nd floors of Boplex. This library opened in April in celebration of the 6th Nami Island International Children's Book Festival. It features a Picture Book Library on the 1st floor and International Picture Book Library on the 2nd floor. This library is Korea's best in terms of the number of international picture books.

FLY LIKE BIRD AND LAND ON NAMISEOM ISLAND



If you feel that taking a boat is too boring, you can try a zip line instead. The boarding point is situated in Daljeon-ri, Gapyeong-gun. Once you arrive at the top via an elevator, your legs may tremble in fear. It is as high as a 25-story apartment building (80m) and about 940m from Namiseom Island. Once you get on the pulley system, you will arrive on Namiseom Island in 1 minute and 30 seconds. For safety reasons, those weighing less than 45kg (more or less depending on weather conditions) cannot use the system. It travels at 40km/h in general, but the velocity slightly varies depending on the total weight of passengers. You can enter the island through the zip line and leave it by boat. Consumption of alcohol may prohibit use of the system.



**Address** #144-1, Daljeon-ri, Gapyeong-eup, Gapyeong-gun, Gyeonggi-do **TEL** 031-582-8091 **Menu** KRW 38,000 (admission fee to Namiseom Island and ferry fare included) **Website** www.zipwire.co.kr



6 Hiking & Trekking Trails This Spring!

# Trekking Beyond Nature

There are countless hiking trails around the world, and none of them are the same. One of the charms of hiking or trekking is encountering the beauty of nature and meeting new people. At the start of spring, the world starts to wake out of its hibernation. Come on out and explore a new world.







## CONQUER THE HIGHEST MOUNTAIN PEAK IN SOUTHEAST ASIA

### MOUNT KINABALU

KOTA KINABALU, MALAYSIA

Kinabalu is called 'Akinabalu' in the language of the Kadazan tribe and it literally means 'a place worshipping the dead.' In fact, among hikers across the world, it is known as the easiest mountain to conquer. Even though it is the tallest mountain in Southeast Asia, the highest peak-- 'the Low's Peak'--can be gained using only a guide rope, without the need for any particular hiking equipment. Breathing the fresh air on the mountain peak (2km in elevation) and viewing the breathtaking natural beauty of Kinabalu are what all mountain hikers dream of. Even



though this mountain is relative easy, be careful to not push the climb as the lower oxygen levels could cause mountain sickness.

For general trekkers, a round trip to Low's Peak will take two days. Since it is just 2km from the Timpohon Gate (2.1km in elevation) to the peak, experienced hikers may be able to get to the top in one day. If taking the two-day route, it is recommended to spend the night at the Laban Rata Resthouse (3.3km).

The Laban Rata Resthouse is a hillside cottage, but the facilities are on par with that of a resort lounge, offering great comfort and relaxation to weary travelers. Reservations are required and because most trekkers visiting Kinabalu stay in Laban Rata, they should be made via the Internet at least 3-4 months in advance.

## HILL TRIBE CULTURE IN A GREEN ALPS

### SAPA HANOI, VIETNAM

What would it be like to view green Alps in Southeast Asia?

Get the answer at Sapa, a small tribe village in Vietnam situated on the highlands (1,500 in elevation). Experience the variety of culture that has been created by eight different ethnic groups. Known as 'the Alps of Tonkin,' this place is a famous hiking spot in Southeast Asia.

Take a Sapa tour through a hotel or travel agency in Hanoi or apply for a group trek program at Sapa as well. If the freedom of an independent tour is desired, create your own hike with a map from the tourist information center.

The 28km route starts from Sapa Village and ends at Giang Ta Chai via Y Linh Ho, in which can be experienced the culture of the Hmong along the Muong Hoa Valley, with its spectacular terraced paddy fields, Lao Chai Ta Van Village and Tavan. This route is designed for local use, making it safe and easy.

If the weather is fine, the tour may be able to be finished in one day. But why not spend a night at Tavan Village to glimpse the lifestyle of the alpine tribespeople? Get a meal and take a bath here, but remember to bring your own sleeping bag or something similar to keep you warm overnight. The traditional costume and accessories of the alpine residents are very popular among tourists visiting Sapa. It is particularly recommended to get one of the fascinating hand-embroidered items at Sapa Market.







## TREKKERS' DREAM PLACE

### LAOSHAN QINGDAO, CHINA

Tourists visiting Qingdao are divided into two groups: Qingdao beer tourists and Laoshan travelers coming to see the picturesque coast of Shandong.

Why not blend both goals by enjoying a cold Qingdao Beer at the highest peak of Laoshan Mountain, overlooking the open golden sea.

Laoshan Mountain is of decent height (nearly 1,000m in elevation), with a ridge that ranges up the Shandong Coast, forming the finest hiking trail. A long line of mountain peaks (nearly 30 peaks) rising along the 80km-long trail may be reminiscent of the noted mountains of Korea.

With Qingdao being the cradle of Taoism, there are a variety of Taoist facilities to see such as the 2,000-year-old Taiqing Temple, other old temples and wooden buildings. The long history and beautiful scenes of Laoshan can also be enjoyed via a cable car at the entrance to Sanmon. Real hikers, however, are recommended to hike up the highest peak of Laoshan Mountain. Discover the genuine charm of Laoshan Mountain by passing through each checkpoint, crossing the dizzy overpass and climbing up iron staircases.

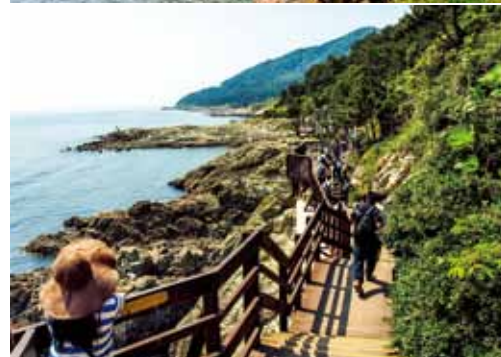
## THE ESSENCE OF TREKKING IN BUSAN!

### IGIDAE COASTAL TRAIL BUSAN, KOREA

If you are asked “What places have you visited so far in Busan?,” you might answer with some of the best-known tourist attractions such as Haeundae, Taejongdae and Nampo-dong. Although I have visited Busan a lot, I didn't know that Busan has an amazing hiking trail equal to the Jeju Olle Trail or the Jirisan Dulle Trail.

Actually, the Galmet Walkway is in fact a popular place. In particular, the Igidae Badat Walkway, which starts from Dongsaengmal and ends at Oryukdo Quay, is the best path along which to enjoy the picturesque landscape of the Namhae Sea. It takes less than two (2) hours to finish the trail. The entire Galmaet II Walkway, which starts from Gwangalli Beach and ends at Jaseongdae via Igidae, is 23km.

Along the Igidae Badat Walkway, there are a lot fascinating spots to encounter (ex: Overpass, the Haenyeo (female diver) quarter, natural caves, etc.), a barefoot pebble path and a hike up a coastal hill along a wooden pathway. Arriving at Eoul Madang, which offers a complete view of Gwangandaegyo Bridge, Haeundae Beach and Dongbaekseom Island after passing through Bawit Walkway, you can enjoy the breathtaking scenes of the sea. The Igidae Walkway will then lead to Chimabawi Rock, Nongbawi Rock and up to Oryukdo Park. Since the walkway in Busan has easy access to public transportation, it can be enjoyed anytime without any concerns for becoming over-tired.





## A THRILLING TREK OVER AN ACTIVE VOLCANO!

### MOUNT BROMO SURABAYA, INDONESIA

The rising of the sun turns the whole world pink here. Surabaya's Mount Bromo (2.3km in elevation) attracts many tourists seeking the thrill of walking along the ridge of an active volcano. Unpack your bag at Cemoro Lawang Village, situated on the end of the so-called 'Sand Sea', which covers the Bromo Volcano. From there, start your trek via a bus or jeep. If you have a personal means of transportation, you can go on a free trip but there are not many places to visit apart from walking the trails around the volcano. In general, the sunrise tour begins around 3 o'clock in the morning. It's a good idea to bring warm clothes to wear for this early-morning hike.

By crossing the Sand Sea and arriving at the volcano, the first sight to greet travelers is the black volcanic ash. The most recent volcanic eruption happened in 2011 and the huge pile of fine volcanic ash will indicate that there have been a lot of volcanic eruptions.

The stairs are hardly noticeable because of the volcanic ash, which seems to be warning tourists to stay away. It takes about 10 minutes to arrive at the peak via the stairs. The smoking crater and strong sulfuric seem to send a message that the volcano is about to erupt again.

The Bromo Route usually ends at Cemoro Lawang Village. If you are looking for more adventure, though, you walk along the volcano. Strolling along the quiet, desolate land covered with black ash guarantees an unforgettable experience.



## FOREST OF PRINCESS MONONOKE

### YAKUSHIMA KAGOSHIMA, JAPAN

Yakushima Island appears in the historical fantasy adventure film 'Princess Mononoke' directed by Hayao Miyazaki. The old, dark green trees and subtropical moss creates the feel of a primeval forest. Despite the picturesque landscape, it has been little known to foreign tourists but as one of the best natural trails in Japan, it is well-loved by the Japanese. The island itself was designated a UNESCO World Heritage Site. Although it typically rains about half the year, the thick upper-story of the trees block or deflect the rainfall, allowing hikers to keep going on the trail. In fact, walking the mountain trails while listening to the sound of rain is a lovely experience to have.

The Yakushima Tour can be divided into two routes: from Miyanoura to Jomon Sugi (7,200-year-old tree) via Shiratani Unsuikyo and from Anbo Port to Arakawa via Mononoke-hime Forest and Yayoi Sugi (3,000 year-old tree). The starting points for either route can be accessed by ferry from Kagoshima.

The trail for Jomon Sugi, located in the middle of the island, is the most popular route, but it takes nearly 10 hours to finish this trail. If this is too much, it is recommended to take the short route, which starts from Shiratani Unsuikyo. Experienced hikers are recommended to try out the challenge of Mt. Miyanoura-dake (1,867m), one of top 100 mountains of Japan. It takes at least two days to finish this trail but with mountain cottages scattered along the way, lodging should not be a problem.







Minister of Culture, Tourism and Heritage  
The State Government of Kelantan

## DATO' HJ. MD. ANIZAM BIN AB. RAHMAN

For the past few years, the Malaysian city of Kota Bharu in the state of Kelantan has been one of the most sought out destinations in the country, attracting both domestic visitors and overseas tourists thanks to the tremendous efforts made by the State Government of Kelantan. An emerging tourism destination among other popular cities in Asia, Kota Bharu offers rich cultural and historical attractions influenced by the city's Islamic roots. With a newly-conceived development plan for further expanding its tourism enterprise, Kota Bharu is eyeing the possibility of becoming a principal tourist destination in South East Asia.

[In a few words, how would you describe Kota Bharu City?](#)

Kota Bharu, the state capital of Kelantan, is situated on the East Coast as a gateway and a stronghold of Malay

Culture. It is at the same time very Islamic but supremely mellow. Kota Bharu city has the energy of a midsized city with less hassle. It has a compact feel and friendly environment with superb food and a good spread of accommodations. Kota Bharu is the cradle of the Malay culture and is quintessentially Malaysian.

[What is the most popular cultural attraction in Kota Bharu City? And what is your favorite tourist spot?](#)

The main attraction in Kota Bharu is the Cultural Zone, which is home to the famous Muhammadi Mosque, the Museum of Royal Tradition and Customs, the War Memorial Museum,

the Handicraft Village, the Sultan Ismail Petra Arch and Siti Khadijah Central Market. The majority of traders in the market are women.

My favorite tourist spot is known as the Gelanggang Seni or simply the Cultural Centre. It is a place where tourists can try their hand and skill at traditional games, traditional musical instruments and traditional cultural performances unique to the state such as Wayang Kulit (Shadow Play), Silat (Malay Martial Art) and Gasing (Top Spinning).

[What is the main reason for travelers to visit your city? And which country/region ranks first in the list of the international visitors arriving in Kota Bharu?](#)

Kota Bharu encourages visitors to experience

the way of life and culture of Malaysia's largest traditional Islamic city and the irresistible traditional cuisines. Primarily, Kota Bharu most attracts domestic tourists but foreign tourists from Asia and Europe also visit as well.





What are your views on tourism in Kota Bharu and what has changed since the city has opened up to increase the number of tourists?

As the cradle of Malay culture through adherence to its cultural heritage, Kota Bharu makes a truly captivating holiday destination for the world. A lot of changes have taken place during the past few years as the number of tourists has been increasing rapidly. The new upgrade of the local airport in Kota Bharu, with 32 daily flights connecting directly to Kuala Lumpur, Penang, Johor Bahru, Kota Kinabalu and Kuching, is an advantage to the tourism industry in Kota Bharu. People also come to Kota Bharu for shopping as the city offers a variety of shopping outlets to meet every budget, from modern shopping malls to the famous Wakaf Che Yeh night market. Annual international events such as the Kelantan International Kite Festival and Kelantan International Bird Singing Competition have been introduced to attract more tourists. A wide range of accommodations from budget hotels to five star hotels is available.



As a destination for visitors from all around the world, what do you think is Kota Bharu's best asset?

Kota Bharu's best asset is the unique lifestyles of the local people. Apart from that, the heritage and culture of Kota Bharu city have long been known by people, including the food, cultural activities, museums and historical sites.

Nowadays, many cities rely on tourism as the mainstay of their economy. To what extent have you been able to market out tourism abroad?

Kota Bharu has been part of the TPO since March 2012 and is also attached to the Newcastles of the World alliance based in Newcastle upon Tyne, UK. Further, business to business strategies in marketing and promoting Kota Bharu were also introduced to neighboring countries such as Indonesia, Thailand, Brunei and Singapore through travel fairs and exhibitions.



Do you have any other important ideas, advice or cautions to share with our readers and potential tourists to Kota Bharu?

Kota Bharu will ensure the best hospitality and warmth for the guests who come to stay in this land of culture and heritage. The state of Kelantan government has put key consideration into development plans in order

to preserve the rich culture and heritage of the area while also maintaining the Islamic way of life in Kota Bharu.

We understand that many events, including the 6th TPO Forum 2014, will be held in your city. Could you share with us your views regarding the vision of Kota Bharu City?

contributed greatly to development in Kota Bharu. Our vision is to turn Kota Bharu to a unique world class Islamic city in its very own traditional way.

Do you have any suggestions or projects in mind for tourism promotion in Asia Pacific Cities and TPO?

enhance tourism, the business to business travel fair and FAM trip (Familiarization trip) are also good opportunities for consideration.

Kota Bharu, an Islamic City of Malaysia, has emerged from being a small city to a midsized modern city in a very short period. The tourism industry has

A good suggestion would be a Cross Cultural program among TPO member cities and a twinning city program. To





## TAINAN, CHINESE TAIPEI

### 2014 Taiwan International Orchid Show (10th Anniversary)



exotic orchids are exhibited and Orchid Park with a scenic natural landscape around a lake. Thanks to the great diversity of orchid species and quality breeding capabilities, Tainan has been called the 'Orchid Kingdom.'



This year is the 10th anniversary of the Taiwan International Orchid Show, one of the world's top three professional orchid shows. This year, it is being held in Tainan from March 8 to 17 under the theme of 'Amazing 10.'

The exhibition halls include Orchid Hall with a magnificent landscape, Jingyeon Hall in which the award-winning orchids are displayed, Punghwa Hall where orchid and horticulture-related products are sold, the International Big Road in which rare and



## RUSSIA

### Visa-free travel agreement between Korea and Russia goes into effect

An era of visa-free travel between Korea and Russia finally started. In January, the visa-free travel agreement between the two countries went into effect. As a result, Koreans and Russians are now able to stay in each other's country for up to 60 days at a time (not exceeding 90 days within 180 days) under the agreement. This yields savings in both visa issuance fees and in time, improving traveler convenience. It is forecasted that the number of foreign tourists visiting Korea will increase. The Voice of Russia has also announced that the Russian National Tourist Office has signed an MOU with the Korean Ministry of Culture, Sports and Tourism by declaring 'Visit Korea and Russia Years 2014 and 2015.'



## KUALA LUMPUR, MALAYSIA

### Visit Malaysia Year 2014

On January 4, the Malaysian Ministry of Tourism and Culture held the 'Visit Malaysia Year 2014 (VMY 2014)' meeting in Kuala Lumpur. Various cultural performances were staged, and 'VMY 2014' was officially declared.

The Malaysian authority promoted its campaign under the theme of 'Celebrating Malaysia, Truly Asia.' This catch phrase implies a perfect harmony among

Malaysian people and respect for racial and cultural diversities. In addition, it unveiled a slogan for the campaign ('We Are the Host!') and mascot ('proboscis monkey'). The Malaysian government plans to hold many other events and festivals under the theme of 'VMY 2014' with a goal of attracting 28.8 million foreign tourists.





## JAPAN

### The number of foreign tourists visiting Japan hits record high

In November last year, the number of foreign tourists visiting Japan hit a record high. According to the Japan National Tourism Organization (JNTO), the number of foreigners visiting Japan during November last year was 840,000 (29.5% increase from prior year). This figure broke the previous record of 687,000 which was set in 2007 by a great margin. In addition, the number of foreigners visiting Japan from January to November reached 9,499,000. In terms of the number of foreign tourists by country, China, Taiwan, Hong Kong, Thailand, Indonesia, Vietnam and India visitors significantly increased from the previous year. In particular, Malaysia recorded the highest figure in terms of the number of tourists visiting Japan both monthly and yearly. The JNTO concluded that the number of foreign tourists visiting Japan dramatically increased due to the weak Japanese currency, continued promotion of the JV project, promotion of the 'Visit Japan' program and the easing of processes to enter Japan.



## KITAKYUSHU, JAPAN

### Starflyer launches the Muan-Kitakyushu route

The low-cost Japanese carrier 'Starflyer' has operated the Muan-Kitakyushu route six times in total during February. In terms of aircraft, service is provided by an Air Bus A320 (144 seats). The flight time (about 1 hour and 10 minutes) is far less than conventional flights that depart from Gimhae or Incheon.

Meanwhile, the budget airline operated the Muan-Kitakyushu route a total of four times in September last year for the first time among Japanese airline companies. Last year, it launched seven new routes including those with China. Currently, it operates as many as 21 routes.

## KAGOSHIMA, JAPAN

### Incheon-Kagoshima Route operated everyday

The number of flights on the direct route between Incheon and Kagoshima increases going into the busy season. Specifically, the route will increase operation from 3 times a week (Wed., Fri. and Sun.) to daily flights until March 29. It is forecasted that the number of Korean tourists visiting Japan will increase due to the strong Korean currency and cold weather in Korea.

Kagoshima, which attracts nearly 9 million tourists annually, is the best-known tourist city in Kyushu, with its picturesque natural environment including Sakurajima and diverse tourist resources, which have both ancient and modern culture. The mean annual temperature is about 18.5°C. Thanks to the warm weather, this city is popular as a pre-season training camp for professional Korean sports teams. In fact, it has significantly increased its reputation as a winter tourist attraction site.



## KOTA BHARU, MALAYSIA

### The 6th Tourism Promotion Organization (TPO) Forum

The 6th TPO Forum is being held at Kota Bharu from June 15 to 19. From December 2 to 5 last year, Hwan-Myung Joo (Secretary-general of the TPO) visited Kota Bharu, and met YAB. USTAZ DATO' HAJI AHMAD BIN YAKOB (Chief Minister), DATO' HAJI ABDUL FATTAH BIN MAHMOOD (Minister of Administration), YB DATO' HJ. MD. ANIZAM BIN AB. RAHMAN (Minister of Culture, Tourism and Heritage) and working-level officials to discuss matters associated with the international event such as date and venue. A venue for the forum, the Grand Riverview Hotel with its great location and modern facilities, has already been chosen. In addition, the 'TTT 2014 Malaysia – Joint Fair,' part of the TPO overseas marketing project during the event, will be held in Kuala Lumpur from June 13 to 14. The chief minister of Kelantan said "As the capital city of the state of Kelantan, Kota Bharu has its own culture, which differs from other cities in Malaysia." He added, "We hope that many officials from TPO member cities attend this forum and experience the charm of Kota Bharu in person."





# 03 March 2014

## Festival Calendar

Guangzhou, China

March (date to be determined)

### Polo Birth Festival Temple Fair

**Location** Miaotou Community, Huangpu District, Guangzhou

The Polo Birth Temple Fair, the biggest folk craft fair in China, has over 1,000-years of history. Many Chinese people even say that the experience of this festival is more important than finding their lifelong partner. They believe that a chicken-shaped polo made of paper has magical powers. According to legend, polo brings good luck and therefore visitors to the festival definitely buy polo.



Fukuoka, Japan | March 23

### Fukuoka Asia Collection 2014

**Location** Fukuoka International Congress Center

The Fukuoka Asia Collection (FACo) 2014, the biggest fashion event in Kyushu and one of the top 4 collections of Japan, is being held at the Fukuoka International Congress Center on March 23. The FACo offers a brand-new fashion genre with famous models and movie stars on the runway and hosts a variety of exciting performances such as music performances and talk shows. As a result, it's been called a 'Fashion Concert.' This event was launched in 2009 with a goal of developing Fukuoka into a global fashion hub. Since then, it has expanded significantly every year.



Russia

Feb. 24 ~ Mar. 2

### Maslenitsa

**Location** Across Russia

Maslenitsa is a week-long festival that takes place before Lent to celebrate the end of winter and the approach spring. During the festival, meat is forbidden and Russians are encouraged to fill up on buttered bread or the traditional Russian pancakes 'blini', making it also called 'Russian Pancake Week Festival.' During the festival, you can see Maslenitsa dolls made out of straw being burned and people mock-fighting with each other. In the square, souvenirs and pancakes are sold, and a variety of fun and exciting performances and traditional plays are held.



Shanghai, China

March (date to be determined)

### Shanghai International Fashion Culture Festival

**Location** Shanghai New International Expo Center

The Shanghai International Fashion Culture Festival organized by the City of Shanghai will be held at the Shanghai New International Expo Center in March. During the festival, a variety of exciting events are held including a clothing and textile fair, a fashion forum, a fashion show with well-known international designers, a design contest, a rising designer competition and a model contest. In addition, many other fashion-related programs will be held to offer visitors a chance to see global fashion trends and understand Chinese fashion culture.



Gwangju, Korea

Mar. 28 - Apr. 6

### Gwangju Spring Flower Show 2014

**Location** Kim Dae-jung Convention Center

This year, Gwangju will host its first flower festival. The Kim Dae-jung Convention Center, which has hosted an indoor spring flower show every year, decided to host the Gwangju Spring Flower Show 2014 under the theme of 'Flowers, Life and Healing.' The festival would be particularly attractive to family tourists since the indoor garden was expanded, and character and experience spaces were added. Visitors can now learn about horticulture in person and enjoy a variety of programs such as floriculture lessons and flower wrapping.



Incheon, Korea | March 30

### 14th Incheon International Half Marathon

**Location** Incheon Munhak Stadium (also referred to Incheon World Cup Stadium)

The 14th Incheon International Half Marathon, the biggest sports event in Incheon, is slated to be held with the attendance of nearly 20,000 people. As Korea's only half marathon approved by the International Association of Athletics Federations (IAAF), it is divided into three races: 5km, 10km and half marathon. To prepare for the event, a total of 20,000 applications were received on a first-come-first-served basis since February 28. The marathon begins at Incheon Munhak Stadium and ends at Songdo International City. Five winners (1st to 5th places, for men and women, respectively) will be awarded a trophy, a prize and an official certificate. In addition, various souvenirs such as T-shirts, sports bags and medals are given to all participants.



# 04 April 2014

## Festival Calendar



Changwon, Korea

Apr. 1-10

### 52<sup>nd</sup> Jinhae Gunhang Festival

**Location** Across Jinhae including the Jungwon Rotary

The Jinhae Gunhang Festival, Korea's biggest cherry blossom festival, is being held in Jinhae from April 1 to 10. Since 1963, it has been held with a goal of paying tribute the memory of Admiral Yi Sun-shin and of promoting local arts and culture. At the 2013 National Brand Awards, it received an Excellent Prize. This year, a variety of fun programs are planned including art and cultural events, an International Military Band & Honor Guard Festival and a Paldo Pungmul Market.



Hangzhou, China

April (date to be determine)

### International Cartoon and Animation Festival

**Location** White Horse Lake Animation Plaza

The International Cartoon and Animation Festival, the biggest cartoon & animation festival in China, is being held in Hangzhou. It has been held since 2004 and offers a chance for visitors to see the latest global animation trends. The monkey designed by renowned Chinese artist Han Meilin is the mascot of this festival. The Monkey King Award, the highlight of the festival, was launched in 2008. Now, it is the most influential animation contest in China and is sponsored by the Chinese government and private and academic sectors.

Yeongju, Korea | Apr. 6

### 12<sup>th</sup> Yeongju Sobaeksan Marathon

**Location** Yeongju Citizens Stadium

The Yeongju Sobaeksan Marathon, one of top 10 marathons in Korea, is being held at Yeongju Citizens Stadium on April 6. It is divided into four races: 5km and 10km for family and young couple marathoners and half and full marathons for professional runners. It is forecasted that over 10,000 people will participate in the event this year. In celebration of the 12th anniversary of the festival, there will be more souvenirs and a variety of local delicacies (Pork, noodles, Hongsam extract, apple, etc.).



Iksan, Korea | Apr. 16-27

### Iksan Jewelry Expo

**Location** Jewel Palace, Iksan Jewelry Museum

The 2014 Jewelry Festival is being held at the Jewel Palace and Jewelry Museum in Iksan, Jeonbuk from April 16 to 27. During the festival, a wide collection of rare and fancy jewels will be showcased. In the Jewelry Museum, rare jewels from around the world and 118,000 valuable minerals will be on display. In addition, you will encounter a large variety of fascinating accessories made of diamond, ruby, pearl and sapphire (nearly 1 million items). The City of Iksan began the production of jewels beginning in the 1970s. Known as 'Gem City,' it now exports over US 60 million dollars of gems to about 40 countries annually.

Penang, Malaysia

Apr. 12-13

### Penang World Music Festival 2014

**Location** Penang Botanic Gardens, George Town

The Penang World Music Festival, blending both traditional and modern music, invites music lovers from around the world to visit in April. The festival lasts for two days. On Day 1, a variety of art and music workshops are held beginning at 2PM prior to the opening ceremony. The events will take place with the backdrop of beautiful Quarry Park, and a wide variety of traditional handicraft items, music CDs, local food and souvenirs will be sold at the booths, making the festival more exciting.



Busan, Korea | Apr. 18-21

### Art Show Busan 2014

**Location** BEXCO

The Art Show Busan, an art market that has uncovered new opportunities in the sluggish domestic art market, is being held at BEXCO from April 18 to 21. Last year, for example, it attracted 33,000 visitors and achieved KRW 5.1 billion in sales, drawing great attention from art collectors, art lovers and related officials. This year as well, differentiated programs are planned. Art Show Busan targets evolution into an international art show by discovering and supporting rising artists with great potential and concentrating on the attraction of super and new collectors.





# 05

May 2014

*Festival Calendar*



Daejeon, Korea

May 15-18

### 6<sup>th</sup> Daejeon Builder's Show

**Location** KOREA Exhibition Center (KOTREX), Daejeon

As a part of the policy to boost the local economy and recover construction business, the 'Daejeon Builder's Show' is being held at KOTREX Daejeon from May 15 to 18. This year, the show will promote projects associated with the development of Sejong City and the Southwest district of Daejeon. It will offer organizations and companies in the central region a chance to share new interior information and promote marketing.

Kitakyushu, Japan | May 24-25

### Mojiko Port Festival

**Location** Mojiko Port

The Mojiko Port Festival, one of the top 3 port festivals in Japan, is being held at the more than 100-year-old Mojiko Port on May 24 and 25. The exciting dance parade is the highlight of the festival. Over 1,000 people join this amazing parade, which is led by a marching band, a decorated car and Miss Mojiko Port. More than 50 cars are used in this 5-hour-long parade. Employees and members of local groups and companies also join in to dance in the parade. A variety of fun scenes are sure to be discovered throughout the streets during the festival.



Busan, Korea

May 30 – Jun. 8

### Busan International Motor Show

**Location** BEXCO

The Busan International Motor Show is being held at BEXCO from May 30 to June 8 under the theme of 'An Ocean of Vehicles, Feeding the World.' This year, a total of 17 brands (7: domestic, 12: import), up by 2 from 2012 (15 brands), will participate in the event. A new building as well as the main hall will be used this year (increase in exhibition area from 5,300 to 9,500m<sup>2</sup>). A variety of exciting programs are planned for this year.



Ulsan, Korea | May 9-11

### 10<sup>th</sup> Ulsan Soeburi Festival

**Location** Buk-gu office of Ulsan, Buk-gu Art & Culture Center

This year is the 10th anniversary of the Ulsan Soeburi Festival. At the opening ceremony, a special performance will be given under the theme of 'The Rumble of Industry, Echo of Soeburi.' In addition, many other fascinating events will be held including an ancient iron restoration event, an iron-themed art collaboration academic symposium with the topic of 'Explore Iron', and the Soeburi Mini Car Racing Festival. 'Soeburi' is a regionalism of Gyeongsang-do and refers to a traditional iron-manufacturing process. It implies the history of Ulsan, a city of the steel industry.

Daegu, Korea | May 23-25

### 2014 Daegu Beauty Expo

**Location** Daegu EXCO

The Daegu Beauty Expo, launched last year, attracted approximately 13,000 visitors. This year, a total of 120 companies (400 booths) are slated to participate in the event. Visitors can encounter a variety of beauty industries including cosmetics, aesthetics, hair, nail and medical institutes. In addition, various fun, interesting programs (Beauty show, seminar, contest, my look before and after makeup & hairdressing, etc.) are scheduled. The expo is sure to attract many who are interested in hairdressing.



Gangneung, Korea | May 31 – June 7

### 2014 Gangneung Danoje Festival

**Location** Namdaecheon Danu Rite

The UNESCO Intangible Cultural Heritage 'Gangneung Danoje Festival' is being held across the City of Gangneung from May 31 to June 7. This year, nearly 70 fun, exciting programs (Sinju Bitgi (drinking alcoholic beverages to the Gods), Guksaseonghwangje worship, Yeongsinje Ritual, Yeongsin Haengcha Parade, etc.) in 10 sectors are scheduled. Gangneung Danoje has been recognized as one of Korea's most unique ritual cultural ceremonies. It was also listed on Korea's Top 50 Festivals last year.

