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CHINA | DALIAN
KOREA | YEONGJU
CHINA | TIANJIN
KOREA | GUNSAN



Youhao Square, Dalian



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 68 city members and 32 industry 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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Dalian

PORT CITY HIDDEN IN THE CONTINENT

Soccer, fashion and woman. Those are words searched with the keyword, Dalian. The close but strange city is just the hometown of the pro soccer team where Korean player Jung-Hwan Ahn belongs to, the city of latest fashion trend or the hometown of a glamour girl. Going back in time, Dalian is the address of the Lushun Prison where the independent movement activist Jung-Geun Ahn was jailed. We started journey to Dalian without any information. Located at the southern part of the Liaoning Peninsular, Dalian is still China but is far from it at the same time. We went there with three words, soccer, fashion and women. The land was vast and the population was huge.

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REPRESENTATIVE CITY OF NORTHEASTERN KYUSHU

The Hidden Onsen Village Oita

Other than famous tourist destinations such as Kita-Kyushu, Hakata and Fukuoka, the southern part has the cities with long history and tradition. Onsens in the eastern part have different colors due to the concentration of sulfur and different efficacies. One of the Onsen towns is Oita City where Oita Province Office is located at the northeastern part of Kyushu.



Kyushu and Onsen, Onsen and Kyushu. It is true that Kyushu Island is just considered as an Onsen town in the close but distant nation, Japan. Indeed, Kyushu Island has many tourism spots famous for Onsen including Beppu, Yufuin and Oita and is good for travel in cold days as it has a warm temperature. However, looking closely, Kyushu has many things to enjoy other than Onsen and foods and culture are different from those of the main Island. Other than famous tourist destinations such as Kita-Kyushu, Hakata and Fukuoka, the southern part has the cities with long history and tradition. Onsens in the eastern part have different colors due to the concentration of sulfur and different efficacies. One of the Onsen towns is Oita City where Oita Province Office is located at the northeastern part of Kyushu. Oita has the largest yield of hot spring in Japan along with the attractive natural environment.

Oita City has 170 places where you can enjoy hot spring. You can easily find Onsen near your hotel as the city has abundant yield of water. And the water in Oita gives different feeling from other regions as its high concentration of sulfur makes the water have dark brown color and slippery texture. And each Onsen has different effect. Among them, Tsukano Onsen famous for its long history is good for gastrointestinal disorders. Drinking the Onsen rich in carbon dioxide, sodium and hydrocarbon sodium is also effective in treating gastropathy, chronic constipation and diabetes, and therefore the Onsen attracts many visitors every year. Nibu Onsen is famous for speeding up metabolism and outdoor Onsen surrounded by the nature.



Oita is literally the Onsen Paradise as you can enjoy quality Onsen anywhere in the city. Oita City has experienced a drastic development in the 1950s. It was a small city with the population of only 100,000 after the war ends. However, Oita was benefited from the rapid economic development of Japan in the 1960s. The small village blessed with pristine nature grew after the modernization. The city executed the industrial promotion strategy. Being designated as a new industrial

city, Oita became the representative industrial city in Kyushu Island. In 1963, the population of Oita City doubled to 210,000 in 10 years. The current population is 470,000 and the land area is 501km², a bit smaller than Seoul. Natural environment and modern culture well harmonize in Oita. Every fall, the city boasts beautiful landscape with autumn leaves as it has dense forest other than Onsen. Festivals around the village heightened the festive mood in summer and fall. In addition, the city is famous for the best shitake mushroom, which takes up 20 % of the domestic production. Kyushu is exciting for Hakata and Kita-Kyushu. Traveling around the main island is enough. However, Oita, located at the northeastern part of Kyushu, is a must-visit for its natural environment, civilization, culture, festival and Onsen. How about traveling Oita which is abundant with water and forest? Traveling around Kyushu starting with Oita will make you different experience in Japan.

COLORFUL ADVENTURE

Ipoh, Malaysia

One of the oldest cities in Malaysia, Ipoh has grown into one of the four largest cities along with the tin industry and the advantage of being the transportation center connecting large cities. Various cityscape created by various ethnicities including Malaysian, Chinese, Indian and Portuguese, and beautiful nature makes Ipoh from just a passing transportation center to a must-visit tourist destination.

OLD DOWNTOWN FULL OF INTERESTING BUILDINGS

Tour to downtown Ipoh usually starts from railway station. Ipoh Railway Station which has a round dome at the center is loved by Ipoh citizens as it is also called as 'Taj Mahal'. The Moroccan and Victorian-style building is small but clean and sophisticated. At the garden where a fountain cools off the heat of the day, red bougainvillea which symbolizes Ipoh, blossoms. Ipoh tree is planted at one corner of the garden. The city's name came from the tree. Not long ago, the tree was easily found in the city. However, as the city develops, they disappear so that the city have only three Ipoh trees. The Ipoh Town Hall across the station is the symbol of downtown Ipoh. The white building similar to the station which was built during the Britain's colonial rule is tasteful neo-classic building. Across the State Mosque, another landmark, Birch Memorial Clock Tower stands tall. Anticlockwise, 44 great figures who changed the world from the pre-historic period to today including inventors, theorists and politicians are painted on the tower. Moslem market opens around the tower every Friday. The market is small but is full of interesting Moslem goods including traditional food, books, cosmetics, perfume, hats, religious music CD and lecture video.



ADVENTURE FINDING ANCIENT NATURE

Getting out of the downtown, you can fully feel the beauty of the city's natural environment. It takes only 20 to 30 minutes by car even from the suburban area. Therefore, it is not difficult to have the adventure to the nature through public transportation or travel agency's tour package.

GUNUNG LANG RECREATION PARK

Gunung Lang Park is closest to Downtown Ipoh. Visitors can enjoy limestone topography near city. The topography has been created over the last 500 million years and has been preserved as a hidden garden. Inside the limestone mountain fence, three lakes and 85 species of plants created a quite landscape on the 280,000m².

PERAK TONG

The largest cavern temple in Ipoh, Perak Tong is located near the Gunung Lang Park. A Chinese monk established the temple at the huge natural cave on the 122m-high limestone hill in 1926. The temple has a 12.8m-tall seated Buddha statue, 40 Buddha statues and unique Chinese murals inside. As stepping on 385 stairs leading to the inside the cave, you can reach the top where you can overlook the suburban Ipoh region at a glance. It looks like a water painting, oddly with tin mine and refineries.



SUNWAY CITY IPOH

Tambun is famous for water theme park and Onsen. Ipoh Sunway City is the best attraction complex in Ipoh where entertainment facilities gather. At the center is water theme park 'Lost World of Tambun'. The water here is good for skin as it is natural hot spring of Tambun coming from the 600m deep underground and is rich in minerals including calcium and magnesium. It is also equipped with the adventure river with the 600m-long artificial wave pool, children swimming pool, artificial beach, attraction, tiger zoo and futsal field.



Azran Osman-Rani



CEO OF AIRASIA X SDN BHD

Recently, Low Cost Carrier (LCC) has come into the spotlight by lowering the cost through limited cabin services. AirAsia X is a leading budget airliner in Asia with extensive international routes including Malaysia (Kuala Lumpur), Korea, Japan, China, Australia, New Zealand, Iran and Europe. Azran Osman-Rani, the CEO of AirAsia X, has played a key role for this success.

Can you introduce about AirAsia X to us?

AirAsia X is an airline focused on providing affordable lowest-fares for long-haul routes, under the AirAsia brand. We are a global pioneer in low-cost long-haul aviation, using widebody aircraft (Airbus A330-300) to fly to routes from over 4 hours to 12 hours distance. We connect Southeast Asia, through our hub in Kuala Lumpur, Malaysia to a global network of long-haul distances across Korea, Japan, China, Chinese Taipei, Australia and New Zealand, India, Iran and Europe.

It seems that a lot of people confuse AirAsia X with AirAsia. What is the difference between the two brands?

To the consumer, we do not intend to emphasize the difference between AirAsia and AirAsia X, because we use the same 'Consumer Brand', i.e., AirAsia (and the same website AirAsia.com). Behind the scenes, we differ because we specialize it using bigger wide-body aircraft that is capable of flying longer



distances. The aircraft that we use are new, with more comfortable seats, including Flat-Bed business class seats

How much has AirAsia X improved this year compared to last year in terms of growth rate? What is your sales goal for 2012?

AirAsia X is still going through a period of rapid growth. We launched in November 2007. In 2009, we tripled our sales and revenue compared to 2008 (our first full year of operations). In 2010, we almost doubled our growth rate and achieved revenue of RM1.3 billion, or approximately US\$450 million. We are expecting to continue to grow by about 50% in 2011, and a further 20% in 2012. Long-term, we have a confirmed aircraft order book that will take us from our current fleet of 11 aircraft to 40 aircraft by 2020, a capacity growth of about 15% a year.

Why should people use AirAsia X? What are the strengths of AirAsia X?

Firstly, we are the world's most cost-efficient airline. This allows us to offer the most number of low fares that make it affordable for people to fly. Secondly, we offer a wide range of destinations. From Seoul, Korea to Kuala Lumpur, we have an unrivaled comprehensive network across Southeast Asia, from tropical island paradise like Penang, Langkawi, Phuket and Bali, to pulsating cosmopolitan cities like Kuala Lumpur, Singapore, Bangkok, Jakarta, to exotic historic and eco-tourism sites like Angkor Wat, Borobodur, Sabah, scuba diving islands across Indonesia – and even onward flights to Australia

and New Zealand. Next, we have worked hard to achieve on-time performance and reliability rates better than even full-service airlines. This year, we are consistently surpassing on-time performance rates of over 90% for our flights. We also have a comprehensive Safety Management Program that is certified by authorities around the world, including from Australia, Europe and Japan that rigorously audit our operations.

Finally, we offer a convenient service and we are looking to enhance our service quality further. Our websites and mobile sites enable passengers to purchase tickets directly. In case of Korea, we have Korean language call centre operators. We are also upgrading the quality of our local onboard service, from having Korean cabin attendants, serving quality Korean meals and even Korea's most popular drink Soju (Korean distilled liquor) on board.

What is the most important project in progress? Please describe your plan for the project in detail.

There are many but the most important strategic initiative for us is to keep maintaining our strong on-time performance and safety/reliability track record. This is an area where we do not compromise, and we expect to be among the world's best airlines for reliability. We invest in state-of-the-art predictive engineering systems and tools, and invest significantly to offer our pilots and engineers the best training programs.

AirAsia X visits a variety of cities. Please mention your marketing strategies by city.

The most important marketing principle in every city is to be locally relevant and to be consistently present, especially in the digital space. This means offering local language content, continuously having our brand present in consumer media, and having on-going promotions and contests to increase the awareness and appeal of the destinations that we offer to our target customers.

As a young CEO, you may be short of free time. However, you are good at Frisbee, surfing, snowboard and marathon. What makes all these possible?

Waking up early in the morning!

What are your business plan for 2012 and long-term goal?

Keep achieving world's best standards in cost-efficiency, on-time reliability and safety, and customer convenience and comfort.

Wang Li Hua



BOARD CHAIRMAN OF DALIAN GULIAN INTERNATIONAL TRAVEL SERVICE

This company was founded in Dalian in 1989 based on the proposal by China National Tourism Organization. With a great pride such as 'One of top 100 travel agencies in China' and 'One of top 10 travel agencies in Dalian City', it has become a respected and reliable travel agency in China. Based on exquisite services and a variety of travel products, Dalian Gulian International Travel Agency is still evolving.



Please tell us a brief overview of your company's situation to our readers.

Dalian Gulian International Travel Service was founded in 1989, is approved by the National Tourism Administration as one of Chinese Outbound Travel Agents. The Service has won many honorary titles, such as 'Top Hundred Nationwide Travel Agencies', 'Top Ten Liaoning Province Travel Agencies', 'AAAA-Class International Travel Agencies', 'Double Ten International Travel Agencies', 'Honest & Quality Tourism Agencies in Dalian Demon-

stration Unit' and as well as many other honorary titles.

As a national franchise travel agent for outbound Chinese citizens travels, Dalian Gulian International Travel Service is the only agent in the 3 North-east Provinces to charter direct flights, with over 400 flights and 50,000 tourists annually.

Gulian International Travel started as single tourism agency and diversified its business with wholly owned subsidiaries: Overseas International Travel Service of Jilin, Dalian Huachen Media Co., Ltd., Dalian Huachen Conference & Exhibition Company, Dalian Sea Cucumber Company, and Dalian Gulian Aviation Services Company, in order to establish solid economic base and social status.

The Company has gone through 20 years of development. Since its establishment in 1989, the tourism business seems to have undergone many changes, what is the biggest change to the company so far?

The biggest change so far, is the Travel agency's charter project. The rapid development of the project, only after a few years, led the company into the ranks of China's Top Five Hundred Travel Agencies. This is the result of the company's embodiment of consistent innovation.

What is the best-selling tour product in your company? What are your recommendations towards future tourists?

South Korea, Taiwan, Japan, Hong Kong and Macao. We would like to recommend a free travel tour to South Korea, or a romantic tour to Bali. For future tourists, there is good news to announce. The company is planning a direct charter flight to Bali

In your opinion, which factors distinct your company from other travel agencies? Why do tourists select your company?

Gulian never takes the same road. Persisting its innovation and people-oriented mind is the long held principle of Gulian. High-quality service, high-quality staff, the most reasonable travel routes, the most favorable price makes Gulian the leader agency in the tourism industry. By choosing Gulian, we assure customers of its services.

Please tell us about your company's marketing strategy, planned activities and goals in 2012.

Our goal is to enlarge international charter flights, and promote outbound tour products into the market.

OUTLINE OF THE COMPANY

- *The Number of Employees : 62 Persons
- *Paid-in Capital : RMB 2,000,000
- *Total Revenue/year : RMB 85,000,000
- *Major Business : Inbound tour, local tour, domestic air ticket sales agent service, conference service
- *Established in Year : 1989
- *Cooperating Companies : Century international travel agency in Liaoning, Shenzhou international travel agency in Beijing, Phoenix holidays travel agency in Peking, Environment international travel agency, Youth travel agency in Peking, International travel agency in overseas in Shenzhen, Caesar's travel agency in Peking, Classic holidays travel agency in Shenzhen, Hong Kong good luck international travel agency, China far international travel agency in Peking, around the world in Peking goes international travel agency, morals of the world travel agency, china Korean border travel agency, China pure travel agency in Korea, Xuexin travel agency, Shen Yang youth travel agency Company in Chinese travel agency, Dalian. International travel agency in China, Dalian Kang Hui international travel agency in Dalian, Communication international travel agency in Dalian, Overseas in youth travel agency Dalian in Dalian travels company, the Fu travels international travel agency in Dalian, International travel agency in northern Liaoning, Chinese country travels company in Dalian, Jiulong International travel agency in Dalian, Gold color holidays in Dalian international travel agency, Eastern day off international travel agency in Dalian, Ruide international travel agency.



A Smart Travel in the Crisis

THE 5TH TPO GENERAL ASSEMBLY TALKS ABOUT HOW TO MANAGE CRISES IN TOURISM

Editor Jae-hyuk Jeong Photo by Choong-geun Oh
Cooperated by TPO(Tourism Promotion Organization for Asia Pacific Cities, www.aptpo.org)

Selected as the host city of the 5th TPO (Tourism Promotion Organization for Asia Pacific Cities) General Assembly, Dalian was crowded with many people from the tourism industry from 36 cities of 8 countries for 3 days from September 5 to 7. At the Furama Hotel located in the main street of Dalian, Remin, representatives of the TPO member cities shared their own cases and development directions of the tourism industry and discussed tourism strategies to handle external factors such as natural disasters and economic instability. And there were also discussions about promotion tourism through cooperation and building relations among travel agencies. In the early autumn, the General Assembly held at the port city in the southeastern part of China was a small harvest to TPO. Asia Pacific cities gathered once again for long-term and sustainable tourism.

1ST DAY
5 SEPTEMBER 2011

OPENING CEREMONY

The Furama hotel lobby was crowded with people from early morning of September 5. Representatives of the member cities met at the networking reception held on September 4, a day before TPO's program. Their faces glowed with excitement as the official opening was near. Haibin Huang from TPO hosted the opening ceremony and the promotional video of Dalian was played. Dalian is the gateway of the southeastern part of China and the cultural city created by Han Chinese and minority groups. The video introduced many things about Dalian that were not well known. After the video introduction Li Wancai, the Mayor of Dalian, greeted visitors by saying "tourism is the fastest growing industry in the 21st century and Dalian is one of the most important tourist destinations in the Asia Pacific region". It was followed by the congratulatory remark by Xu Jing UNWTO Regional Director for Asia Pacific Cities. He said that "the center of the tourism market is moving to the Asia Pacific Region. What does it mean to tourism?" Member cities seemed to agree with the importance of sharing information, building up trust and continuing exchanges to promote a better tourism in the Asia Pacific regions.

MEMBER SESSION 1 : CASE STUDY PRESENTATION BY TPO MEMBERS

This Session was about sharing various tourism strategy patterns focusing on the cause and effect of successful tourism promotion. The session was opened by MCM Group Holdings CEO Manuel C. Menendez and case study presentations of the nine member cities continued. He emphasized on the importance of tourism in the 21st century by saying "Economy and tourism have close relations. Not only developing countries but also advanced countries are dedicated to the tourism industry". The case study presentations were very meaningful as member cities were able to learn more about each other. Representative of Dalian introduced their measures to boost the stagnating tourism industry due to financial crisis. Sanya of China, Iksan, Gusan and Incheon of Korea made presentations and then Penang, Kota Kinabalu, Ipoh of Malaysia and Jakarta of Indonesia made a presentation about their cases and plans, respectively.



JAPANESE TOURIST CITIES PRESENTATION

The Japanese Tourist Cities Presentation started at noon along with the luncheon. Kagoshima, Kumamoto and Fukuoka participated in the presentation held at the reception hall on the 2nd floor of the Furama Hotel West Wing. Before the presentation of these three cities, Vice Mayor of Fukuoka, Yamazaki Motoki encouraged the slightly decreased number of Chinese tourists to Japan by adding that "the number of Chinese tourists decreased sharply after the earthquake on March 11. But the Kyushu Shinkansen which was newly opened on March enables traveling between major cities in about 1 – 2 hours. I personally recommend the tour package including three cities Fukuoka, Kagoshima and Kumamoto." During the presentation, Chinese traditional food was served and the attraction of the Kyushu Island with abundant nature was the main topic. Various festivals, shopping streets comparable to Tokyo, four different landscapes by season, seafood and the advantages of each city were well presented. The Japanese tourism industry which is already suffering from earthquake and high exchange rate of yen showed its dedication to save itself.

MAYORS' ROUNDTABLE DISCUSSION

After luncheon, mayors of TPO member cities had a meeting at the main venue, TianBoFu Ballroom. As one of the most important events in the General Assembly, two themes 'member cities cooperation on crisis

management' and 'measures to increase exchange among TPO member cities' were discussed. Secretary General of TPO, Hwan-Myung Joo opened the discussion by introducing the participants. Mayors from 11 member cities including Dalian, Guangzhou, Busan, Fukuoka, Iksan, Ipoh, Busan Jung-gu, Sanya, Gusan, Georgetown and Kota Kinabalu participated in the discussion. Before the discussion, the Founder and President of Tourism & More, Dr. Peter Tarlow came up to the stage. Dr. Peter Tarlow said, "Tourism crisis can't be defined as it is the result of very complicated factors", and added that "It should be made clear that tourism basically requires wear and tear expenses." The following discussion dealt with natural disaster and economic crisis in-depth. Mayors of the cities exchanged ideas about the tourism industry's attitude toward unpredictable natural disaster and somewhat predictable economic crisis. The discussion on member cities cooperation on crisis management smoothly moved on to the measure to increase the exchange among TPO member cities. Propelling joint projects such as holding TPO Travel Fair and revitalizing Travel Agency Network Project were suggested. No one can prevent natural disasters nor economic crisis, alone. The discussion became the first step to developing solid foundation of the tourism industry based on the shared experiences and knowhows.

MEMBER SESSION 2 : TPO WORKSHOP

At the second member session, various ways in promoting TPO businesses were discussed. The CEO of the MCM Holdings Group Manuel C. Menendez declared the opening of the session and the workshop was composed of 20-minute plenary session, 90-minute group discussion and 20-minute closing session. The mainly discussed agenda in the workshop was about finding ways to promote joint projects. Ongoing projects such as Overseas Joint Marketing Project, Student Travel Exchange Program (STEP) and Travel Agency Networking Project were reviewed. Priority among joint projects and new projects in the future were also discussed. The 10 core projects, Bright Vision 2020 plan grabbed participants' attention. It includes Enlarging the Membership(Big Body), Establishing a tourism development cooperation fund and Building business cooperation network(Real Power), Building a database of tourism industry information and Researching the tourism market(Infinite Intelligence), Overseas joint marketing and E-marketing development(Gainful Marketing), Operating TPO Tourism School(Highlighting Education) and Developing joint projects and Designating a Visit Member City Year(Tangible Cooperation). The BRIGHT vision 2020 Plan which was named after their first letters reflects that the future tourism industry is not simply about promotion and product development but a complex industry of statistics, exchanges and marketing. The topics suggested at the plenary session were discussed in-depth at the group discussion, which was divided into English-Korean group and Chinese-Japanese group.





TPO GENERAL ASSEMBLY

The main event, General Assembly was held at TianBoFu Ballroom at 2 in the afternoon September 6. With the participation of 35 representatives from 35 member cities, the Secretary General of TPO Hwan-Myung Joo opened the session. As the most important session of the assembly, about 150 people attended the meeting and the vibrant discussion

next host city of the 6th TPO General Assembly in 2013. Heated discussion on TPO joint projects including student travel exchange project, travel agency network project, project of building tourism statistics database and overseas joint marketing project were mentioned once again. TPO Travel Fair as part of the overseas joint project has been approved as priority project, and project for the cooperation between member cities on crisis management of tourism industry and project for expanding exchanges among member cities have been approved as reserve project as a result of discussion.

FAREWELL RECEPTION & TPO BEST AWARD

People meet and time comes to say good-bye. The representatives of the member cities had a farewell reception at TianBoFu Ballroom at 6. At the beginning of the reception, Vice Mayor of Dalian and Vice Mayor of Guangzhou made a speech about the successful hosting of the 5th TPO General Assembly. After the speech, TPO Best Award was followed. The awards were given to the cities who showed outstanding performance in promoting city tourism including marketing, print advertisement, broadcast advertisement, festival/events, etc. The Best Marketing Campaign went to Guangzhou and Yantai, Best Print Advertisement went to Sanya, and Best Broadcast Advertisement went to Andong. After 10 awardees were announced, mayors raised their glasses for a festive mood. The evening along with Chinese traditional food and festive atmosphere brightened with the future of the tourism industry in the Asia Pacific cities. The two days of compact and fruitful General Assembly ended with the speech by the representative of Daejeon, the host city of the 6th General Assembly.

SPECIAL SESSION FOR TPO TRAVEL AGENCY NETWORK

On September 5th, when the official schedule of the General Assembly began, meetings were held one after another and discussions were concurrently held at two or three different venues with different topics. Then from 2 o'clock after the luncheon, TPO Mayors' Roundtable Discussion was held at TianBoFu Ballroom, the Member Session 2: TPO Workshop was held at Conference Room and Special Session, for TPO Travel Agency Network was held at the Rose Grill Room. 12 representatives of the 10 travel agencies participated in the discussion of future businesses. The session opened with the discussion on how to cooperate among travel agencies to create potential market while preparing against the crisis in tourism industry. The representatives of participating travel agencies discussed on operating charter flights between Dalian and Busan from October and between cities that have no direct flights from this winter.

THE 19TH EXECUTIVE COMMITTEE MEETING



In the afternoon, Executive Committee Members discussed the operation of the organization at the 19th Executive Committee Meeting. Deputy Director General of Tourism Administration of Guangzhou, Mr. Li Zhixin, Director General Culture, Sports & Tourism Bureau of Busan, Mr. Kab-Joon Lee, Executive Director Convention & Visitors Department of Fukuoka, Mr. Tetsuro Fuchikami, Vice Executive Director of Tourism & Culture Office of

Jakarta, Ms. Tinia Budiati, Head of International Relations and Tourism Department of Vladivostok, Mr. Saprykin Vladimir, Director of Culture, Sports and Tourism of Ho Chi Minh, Mr. Nguyen Thanh Rum, Director of Sanya Tourism Development Commission of Sanya, Ms. Du Li-Yin, Chief of Korean Tourism Resource Division of Jeonju, Mr. Young-Ho Cho, Chief of Tourism Promotion Section of Kagoshima, Mr. Takashi Kakimoto, and CEO of MCM Group Holdings of Honolulu, Mr. Manuel C. Menendez discussed many significant issues concerning the operation of TPO and activity plan for 2012. The first agenda was about new membership. The

discussion had been made about approval of Taichung city and Dalian Gulian International Travel Agency that have applied to become a new member. As a result, Taichung and Dalian Gulian International Travel Agency became new members by unanimous consent. The revision of the TPO statutes was discussed and followed a procedure of confirming the decision made at the 18th meeting about abolishing the vice president position and having no more than 5 co-president cities. Busan and Daejeon (Korea) and Sanya (China) have been nominated as co-president cities.

2ND DAY
6 SEPTEMBER 2011

SEMINAR ON CRISIS MANAGEMENT

March 11, this year, the earthquake not only hit Japan but also the world tourism industry. The number of tourists to Japan sharply decreased and travel agencies specializing in Japan tours are in crisis. Natural disaster is one of the biggest risk factors in tourism industry along with economic depression. At the Seminar on Crisis Management held in the morning of September 6, participants had chance to learn how to cope with the problem in crisis management. 60 representative from 30 member cities participated in the seminar and the in-depth presentations have been made by the experts and quality speakers from leading organization. Deputy Governor of the Tourism Authority of Thailand (TAT) Mr. Sansern Ngaorungsi made a presentation about several natural crisis happened in Thailand and things to learn from the Thailand government's response to natural disasters. Founder and President of the Tourism & More Dr. Peter E. Tarlow suggested solutions to prevent crisis in advance and minimize damage after the crisis. The ways to respond to the media in case of natural disaster were discussed. Executive Editor of the Travel Impact Newswire Mr. Imtiaz Muqbil emphasized the importance of cooperation with the media in times of tourism crisis. The case of Phuket which was damaged by tsunami in 2004 was mentioned. Former President and Honorary Advisor of Thai Hotels Association, Mr. Methee Tanmanatragul provided specific explanation about the situation and the cooperation between the government and the private organization. Natural disaster might be the biggest enemy to the tourism industry. However, it is not the matter people can control. The panel discussion was about how to respond to the unpredictable tourism crisis wisely and sensibly.



12

December 2011

GANGNEUNG, KOREA | DEC. 31 2011 to JAN. 1 2012

JEONGDONGJIN SUNRISE

Venue: White Sands of Jeongdongjin Beach

Jeongdongjin where it's famous for the hourglass has been highlighted as another tourist attraction to the extent that tickets of the sunrise train were sold out several months ago. Jeongdongjin where you can enjoy the inexpressibly beautiful scenery such as the pine trees lying slanted by the sea wind, the clear blue sea near to the railroad just like getting it wet, steep cliff, coastal road, railroad bank road, and wild flowers bloom along the road. In Jeongdongjin "Hourglass Rotation Event" that starts a new year again by rotating the hourglass a half round at midnight of Dec. 31 with the management of Chambit AD, fireworks, drum concert, and modern dances are performed.

HO CHI MINH, VIETNAM | DEC. 26 2011 to JAN.1 2012

TASTE OF THE WORLD FOOD FESTIVAL 2011

Venue: September 23 Park in Ho Chi Minh City's District 1

The seventh annual 'Taste of the World Food Festival 2011' is organized to create a chance to exchange culture, promote international cooperation and build a culture-tourism event to honor Vietnam's and other country's culinary culture. The festival this year will introduce fine cuisines from 30 countries to a large number of the City citizens and foreigners. The food festival is the opportunity for visitors to get a deeper insight into the essential characters of culinary cultures of Vietnam as well as of other countries. There will be activities including street parade, international folk music performances, cooking challenge, bartenders' skills performance and so on.

KAOHSIUNG, CHINESE TAIPEI | DEC. 31

NEW YEAR'S EVE COUNTDOWN CONCERT

Venue: Dream Mall, E-DA World

This year is the 100th anniversary of Chinese Taipei. Kaohsiung city will also hold big festival to end 2011 and welcome 2012. The New Year's Eve Countdown Concert is the final climax of Kaohsiung's annual activities. The City Government invites singers and entertainers every year to perform a live show lasting over 5 hours. Everyone on the spot raises hands to countdown, wishing Kaohsiung a year even better than the last. Moreover, a fireworks has been planned for this festival. The night sky of this year will be lit up with fireworks.

SHANGHAI, CHINA | DEC. 8 to 10

SHANGHAI INTERNATIONAL FISHERIES & SEAFOOD EXPOSITION 2011

Venue: West hall, 1st floor, Shanghai Everbright Convention & Exhibition Center

Shanghai International Fisheries & Seafood Expo (SIFSE) is sponsored by Shanghai Municipal Government and Shanghai Fisheries Trade Association, aiming at promoting the trading and communication in the fishery industry

worldwide. It has been held in Shanghai successfully for 5 years, playing its role as a leading trade platform for international seafood suppliers to enter the China market, especially the rich Yangtze River delta region, and for domestic suppliers to meet international buyers. Visitors will be able to see new products and understand market trend in China especially cities around Shanghai.

OSAKA, JAPAN | DEC. 22

KOTSUMA PUMPKIN FESTIVAL

Venue: Ikune Jinja Shrine

On Winter Solstice, there will be an exciting celebration in Ikune Jinja Shrine. People eat steamed sweet Kotsuma Pumpkin and wish for 'No Disease and No Accident.' In the past, it would be sold by merchants in Kotsuma. You can get candies made of local vegetables and Kotsuma Pumpkin Soju. The event continues from 09:00 to 15:00. It will be over if all Kotsuma Pumpkins are sold out. The steamed sweet Kotsuma Pumpkin is served free of charge.

BUSAN JUNG-GU, KOREA | DEC. 1 2011 to JAN.9 2012

BUSAN CHRISTMAS TREE CULTURE FESTIVAL

Venue: Around Gwangbok-dong

The 3rd Busan Christmas Tree Festival will be held at Gwangbok-dong Street under the motif of 'the Light of the King of Peace Jesus.' A 12m-tall spectacular X-mas tree and 390m-long light tunnel make the festival many fascinating. In addition, exciting events such as Photo Zone and various citizen-participating cultural performances will be held during the festival. In particular, this year will be exciting with multimedia and IT contents. You can participate in photography and UCC contests on the website.

HANOI, VIETNAM | DEC. 30 2011 to JAN.2 2012

HANOI FLOWER FESTIVAL 2012

Venue: Streets of Dinh Tien Hoang, Le Thai To, Le Lai and so on

The Hanoi Flower Festival 2012 will open in the capital city of Hanoi from December 30, 2011 to January 2, 2012. According to Deputy Director of the Hanoi Department of Culture, Sports and Tourism Nguyen Khac Loi, the festival aims to honor the cultural heritage sites and values that were recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO), especially those of Hanoi through the means of flower. It is part of activities to promote cultural tourism in the capital city and respond to the National Tourism Year 2012, which takes the theme of "Heritage Tourism". This year's festival will be held in streets of Dinh Tien Hoang, Le Thai To, Le Lai, Le Thach, on the surface of Hoan Kiem Lake and in popular sites of Ngoc Son temple, Tran Ba temple, Huc Bridge and Hoa Phong towers. In the framework of the event, a wide range of activities such as flower arranging competitions, traditional games, exhibitions of ornamental plants, handicraft and tourism products will be also organized.

OSAKA, JAPAN | NOV. 18 TO DEC. 25

GERMAN CHRISTMAS MARKET

Venue: Umeda Sky Building's Floating Garden

The Christmas Market which originated from Germany opens at the Floating Garden of Umeda Sky Building in Osaka. You may feel like being in Germany in the Christmas Market. You can experience a variety of tasty German food (ex: Hot wine and tea, grilled sausage, roasted potato, etc.) and meet fascinating German items (ex: German-style house models, handicraft, Christmas ornaments, etc.) in the Floating Garden in which the Christmas atmosphere can be felt all over. There is no admission fee to the Christmas Market.



Jeongdongjin Sunrise



Taste of the World Food Festival



New Year's Eve Countdown Concert



Shanghai International Fisheries & Seafood Exposition 2011



Hanoi Flower Festival 2012



German Christmas Market



Spring Flowers Festival



Chinese New Year Carnival



Amsan Ice Festival



Kaohsiung Lantern Festival

25th The Polar Bear Swim

Toka Ebisu Festival

HO CHI MINH, VIETNAM | JAN. 18 TO 28

SPRING FLOWERS FESTIVAL

Venue: Tao Dan Park

The festival is a major Tet cultural event for city dwellers, a festive day for flowers from different regions of the country. The Flower Festival is also a competition rendezvous for gardeners and ornamental-plant artisans from the city and other locales countrywide. In addition, during this festival, Nguyen Hue road will be decorated with flowers from 20 to 26. "A garden street" filled with well-shaped flowers, fruits and ornaments from all regions arranged in a magnificent and imposing manner in the heart of the city.

KOTA KINABLU, MALAYSIA | JAN.

CHINESE NEW YEAR CARNIVAL

Venue: Lintasan Deasoka, Gaya Street

Kota kinabalu city will hold this carnival to celebrate the Chinese New Year festive season. By taking a stroll along the vibrantly lit Gaya Street, your family and friends can enjoy colorful cultural performances during this festival. And a variety of stalls will sell Chinese New Year goodies as well as other interesting and rare items. It will be good to get a special product as a meaning of a new start.

BANGKOK, THAILAND | JAN.

9th WORLD FILM FESTIVAL OF BANGKOK

Venue: Paragon Cineplex, Esplanade Cineplex Ratchadapisek 5

9th World Film Festival of Bangkok is postponed from November 2011 to January 2012 because of the critical situation of flood in Bangkok and central area of Thailand. The objective of the World Film Festival of Bangkok is to introduce well-made, non-mainstream films from all over the world. More than 80 international films are screened at the festival each year. With over seven years experience, the World Film Festival of Bangkok has now become a significant film festival in Southeast Asia attracting more film industry and media from all over the world. Apart from film screenings, there are film-related talks such as Master Class Workshop and other special events.

ANDONG, KOREA | JAN.

AMSAN ICE FESTIVAL

Venue: Namhu-myeon, Gwangeum-ri, Amsan Resort

An exciting ice festival is being held at Amsan Resort which is famous for scenic nature and high-quality natural ice conditions. This year, a variety of fun and interesting programs (ex: ice sculpture, ice climbing, ice PR center, etc.) are planned for children and family tourists. In addition, you can experience folk plays (ex: Korean top spinning, kite flying, sleighing, etc.), taste Tteokguk (rice cake soup) and enjoy thrilling events such as skating, bare-handed Sancheoneo (mount trout) fishing, salmon trout fishing, ice soccer, ice sliding, etc.

KAOHSIUNG, CHINESE TAIPEI | JAN.28 TO FEB.6

KAOHSIUNG LANTERN FESTIVAL

Venue: Love River

It's an annual activity held around Lantern Festival, on the 15th day of the 1st lunar month, at the Love River. The combination of the harbor view, the Love River, fabulous fireworks, and various lanterns and vendor stands stretching for almost 3 kilometers always attracts visitors and tourists from home and abroad. Traditionally, the festival has been celebrated by carrying hand lanterns. The Taiwan Lantern Festival adds a high-tech to this traditional custom and brings the event to the international stage. From to the theme lantern displays to folk arts and performances, the festival has become a perennial favorite of locals and foreign visitors alike.

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January 2012

BUSAN, KOREA | JAN.

25th THE POLAR BEAR SWIM

Venue: Haeundae Swimming Pool

The Polar Bear Swimming Competition is a popular winter sporting event. Participants jump into the icy-cold sea just like polar bears, showing off their health and strength. Tourists can watch this unusual event. This event was first held in 1988 in commemoration of the Seoul Olympic Games by the Westin Chosun. Since then, it has become popular annually. Since 2000, approximately 1,000 people have participated in the fascinating winter event.

OSAKA, JAPAN | JAN.

TOKA EBISU FESTIVAL

Venue: Imamiya Ebisu Shrine

The lively Toka Ebisu Festival draws throngs of people who come to pray for prosperity in their business and buy new "fukusasa" sacred bamboo branches decorated with lucky items in hopes of the success of their endeavor. The deity of commerce at Ebisu shrines is affectionately called "Ebessan" and is professed to be good luck by those engaged in commerce and business. Everyone in the merchant city of Osaka knows and loves the Toka Ebisu Festival. The shrine itself is visited annually by a million people who come to pray for commercial prosperity.

FUKUOKA, JAPAN | JAN. 8

TAMASESERI (BALL-CATCHING FESTIVAL)

Venue: Hakozaki Shrine

Men wearing only loincloths compete for a treasure ball (takara-no-tama) in diameter which is believed to bring good fortune upon the person who can lift it over his head. The men are divided into the Land Team made up of farmers who mainly work on the land and the Sea Team consisting of fishermen who work at sea. Whether the New Year will bring a rich harvest or a large catch will be determined by which team wins the ball and hands it to the Shinto priest. This is one of the three main festivals of Kyushu. With a history of 500 years, its origins are said to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingū.

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February 2012

INCHEON, KOREA | FEB.

JEONGWOL DAEBOREUM TRADITIONAL FOLK GAME FESTIVAL

Venue: Incheon Dohobu

The City of Incheon holds a traditional Korean folk culture festival in celebration of Jeongwol Daeboreum 2012. The highlight of the festival is Daljip Taeugi. It is a folk performance in which villagers offer a rite to the moon burning moon-shaped objects made of straw and twigs in wish for happiness and prosperity. A variety of fun and exciting programs are scheduled such as exciting folk performances, Yunnori (Korean board game), Tuho (thick throwing), Jegichagi (Korean hacky sack). You can get great rewards for participating in those events. In addition, you can experience diverse traditional folk culture such as fortune-telling and writing the family code of conduct.

GWANGJU, KOREA | FEB.

GOSSAUM-NORI FESTIVAL

Venue: Chilseok-dong, Gossaum Folk Game Theme Park
Gossaum-Nori is a Jeongwol Daeboreum folk play handed down in Otdol Village in Chilseok-dong (Nam-gu, Gwangju). Through the event, villagers wished for good harvest and peace. In addition, it enhanced social cohesion and unity among them. During the festival are planned a variety of fun and exciting folk plays such as Jwibulnori (burning the dry grass on the ridges between rice fields to kill harmful insects, wishing for good harvest and prosperity) and Pansori (Korean opera). In addition, you can participate in Ganggangsullae (circle dance), Juldarigi (tug of war) and Nongaknori (farmers' music and dances).

SUZHOU, CHINA | FEB.

THE LANTERN FESTIVAL

Venue: Guxu Gate Square

The Lantern Festival falls on the 15th day of the first lunar month. Traditionally, Suzhou people appreciate lanterns, guess lantern riddles, set off firecrackers, admire lantern displays and exercise to stay healthy. Nowadays, Suzhou people also follow the custom of eating sweet dumplings and holding lantern fairs. Most people buy ready-made sweet dumplings rather than making them. Thousands of lanterns and colorful lights will attract many citizens and tourists at the lantern show.

HO CHI MINH, VIETNAM | FEB. 27 TO 29

MY HOMETOWN FESTIVE DAY

Venue: Van Thanh Tourist Park

By attending 'My Hometown Festive Day', visitors will have a chance to indulge themselves in a festive atmosphere typical of Vietnamese traditions as well as to enjoy food specialties of the three regions and participate in fun folk games. Cultural activities will include a countryside market display featuring bartering and trading and popular folk games such as pillar climbing, bamboo pole dancing, fish fighting and stilt walking. Highlight of the event is the rural markets genuinely depicted with plain sales pitches from vendors' stalls.

KOTA KINABALU, MALAYSIA | FEB. 26

CITY TOURISM TREASURE HUNT

Venue: various interesting locations within Kota Kinabalu

One of the activities in the City Day celebrations calendar of events, the Tourism Treasure Hunt is a fun and challenging way to get to know Kota Kinabalu better. It can also be very competitive as participants stand to win attractive prizes at the end of the hunt. The thrill of the chase and the excitement of figuring out the answers to solve the various clues are simply too addictive to resist. Add to that beautiful backdrops and interesting locations and you have got yourself a recipe for a great event. It will be organized by Kota Kinabalu City Hall.

HANOI, VIETNAM | FEB. 1 TO MAR. 10

CO LOA FESTIVAL

Venue: Co Loa Commune, Dong Anh District

All of the eight communes (including Co Loa Commune and the establishing relations between seven communes) hold the incense offering ceremony at the communal house. At Thuong Temple, village officials and mandarins hold the similar ceremony and revise the king's contributions and achievements. The official festival day starts with processions and grand sacrifices offering ceremony. The path to the temple is lined with decorative weapons and eight precious votive objects. The Co Loa Festival has many other fun activities such as human chess, wrestling, cock fighting, swings, rope climbing, card playing, and cheo and tuong singing. Local people enjoy the god's favour and expect a year of prosperity and protection from the god.

IRKUTSK, RUSSIA | FEB. 20 TO 26

MASLENITSA (SHROVETIDE)

Venue: Taltys

Maslenitsa festival is a folk celebration which has remained in Russia since pre-Christian time. This is the merriest Russian holiday. According to long traditions events for citizens and visitors of Irkutsk will be held not only in Irkutsk city, but also out of the city – in the historical and ethnographical museum Taltys. Different amusements are held during the days of Maslenitsa festival: driving from ice-runs, strolling, open-air celebrations with songs, round dances, dances with mummers, taking a snow fortress. Culmination of the events is burning of a woman of straw as a symbol of winter. It is the most large-scale and long celebration than in other countries. All breadth of Russian character, Russian prowess is disclosed during Maslenitsa festival.

MANILA, PHILIPPINES | FEB. 23 TO MAR. 1

37TH BAMBOO ORGAN FESTIVAL

Venue: St. Joseph Church

This 37th International Bamboo Organ Festival has an impressive line-up of six evening concerts which will run from February 23 to March 1, 2012. The Gala Night will commemorate the 400th Death Anniversary of the Italian composer and organist, Giovanni Gabrieli in a concert for two choirs, as was the practice in Venice of the early 17th century. Performers will be Imusicapella and the Las Piñas Boys Choir, a brass ensemble, conductor Eudence Palaran and our very own Armando Salarza, titular organist and Artistic Director of the Festival. One concert will be dedicated to the Filipino composer, Rev. Fr. Nicolas Matias Sengson, SVD presenting his religious music (in Pilipino and English) in a unique para-liturgic, covering the different seasons of the liturgical year: Advent, Christmas, Lent, Holy Week, Easter and Pentecost. The festival will also feature world class violinist Diomedes Saraza, Jr., harpsichordist Armando Salarza, with Vienna-based conductor Aries Caces and the Manila Symphony Orchestra, during the closing concert, with works by J.S. Bach and W.A. Mozart.



Jeongwol Daeboreum Traditional Folk Game Festival



Gossaum-nori Festival



The Lantern Festival



Co Loa Festival



Maslenitsa(Shrovetide)

37th Bamboo Organ Festival

Megaport Music Festival



Paragliding Accuracy World Cup Sabah



Gupo Market March First Independence Movement in 1919



Shanghai International Fashion Culture Festival



Suzhou Taihu Lake Plum Blossom Festival



Aso Mountain Fire Festival

KAOHSING, CHINESE TAIPEI | MAR.

MEGAPORT MUSIC FESTIVAL

Venue: Pier-2 Art Center

Next march, Megaport music festival will be held as 2011. This Music Festival is an activity held at the Pier-2 Art Center, allowing visitors to enjoy the pounding blast of independent rock and roll. Diverse independent rock and roll bands will feature musical performances. This will be a must-see for independent rock and roll fans. Audiences will be able to experience the world of a fantastic rock and roll. The festival is for promoting the indie scene in the southern part of Chinese Taipei.

KOTA KINABALU, MALAYSIA | MAR. 2 TO 5
PARAGLIDING ACCURACY WORLD CUP SABAH

Venue: Lohan Hill, Ranau

Paragliders from all over the world will gather in Lohan Hill, Ranau, for this event which is part of a world tour organized by the Fédération Aéronautique Internationale (FAI). Nine countries including Hungary, Indonesia, Japan, Montenegro, Qatar, Slovenia and Taiwan took part in last year's PAWC and more is expected to compete this year. Set against the beautiful view of the valley, villages, and the majestic Mt. Kinabalu, come witness top pilots compete for the champion title. This match will be played by dividing into individuals and team event. The public is welcomed to become spectators of the event at both the take-off and landing points.

BUSAN, KOREA | MAR.

GUPO MARKET MARCH FIRST INDEPENDENCE MOVEMENT IN 1919

Venue: Gupo Market, Gupo Station

In March, the March First Movement is restored in Gupo Market. The March First Movement was Korea's biggest nationwide anti-Japanese rally which took place on March 1, 1919 during the Japanese colonial period. Merchants, young people, farmers and workers participated in the independence movement at Gupo Market on March 29, 1919. 9 were injured and 42 were imprisoned. To memorialize the movement and pay the respect to ancestors, the independence movement and cry are reproduced at the event. It is held in Gupo Market and Gupo Station on the fourth Saturday in March every year to enhance Korean pride and provide the opportunity to learn patriotism. This event will be a great chance to witness the historic scene of Korean history.

GWANGJU, KOREA | MAR. 30 TO APR. 8

GWANGJU SPRING FLOWER SHOW 2012

Venue: Kimdaejung Convention Center

The Gwangju Spring Flower EXPO is held at Kimdaejung Convention Center under the top of 'Heal-being Village.' The exhibition will be divided into Entrance Garden, Potted Flower Hill, Rosen Garden, flower Arrangement Hall, Flower Garden Hall, Florist Hall, Potted Plant Hall, Flower Craft Hall, Flower Painting Hall, Flower & Ceramics, Floriculture Education Hall, Heal-being Village, Corporate Garden, Children's Garden and Wild Flower Hall. A total of 140 booths (130: 70 domestic firms, 10 : 10 foreign firms) will be installed. Extra events include flower export fair, special floriculture lessons and floriculture market. In addition, a variety of fun and exciting hands-on programs (ex: urban farming, mini-flowerpot, etc.) and performances (ex: Okarina, yodel song, magic show, puppet show, etc.) will be held.

SHANGHAI, CHINA | MAR.15 TO 17

SHANGHAI INTERNATIONAL FASHION CULTURE FESTIVAL

Venue: Shanghai New International Expo Center

Shanghai International Fashion Culture Festival comprises of many activities like international fashion exhibition, the

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release of internationally renowned fashion designers' work, and the brand new information of future trends, fashion design contest, international fashion model contest, the international fashion forum, and fashion advertising art exhibitions. Prestigious designers and models have been assembling together to offer a visual feast of the gorgeous fashion culture and the future trends. The festival has become a communication forum for international fashion trends and Chinese national fashion culture.

SUZHOU, CHINA | MAR.

SUZHOU TAIHU LAKE PLUM BLOSSOM FESTIVAL

Venue: Linwo Mei Hai

Suzhou Taihu Lake Plum Blossom Festival Suzhou has been a well-known place for plum blossoms in China since ancient times, and has developed a rich plum culture. The place 'Linwo Mei Hai' has become the largest base for plum visiting and plum culture. The Taihu Lake Plum Blossom Festival with "plum" as the theme organizes a variety of large-scale folk cultural activities, in order to share with travelers the symbolic meaning of the mountain and the lake and the flower and the snow.

KUMAMOTO, JAPAN | MAR. 10

ASO MOUNTAIN FIRE FESTIVAL

Venue: Ojo-dake & Aso Shrine

This is a fire festival which is held over a period of one month in all towns in the environs of Mt. Aso in Kyushu. Under the motto of 'ASO – ONLY ONE,' a variety of events are held during the festival by six local authorities. These events are called 'Fire Festival of ASO.' No-yaki refers to setting fire to the plains in order to maintain the pasture grass in good condition and is carried out in a number of places. The main event is the Dai Himonijiyaki which is held in Ojo-dake on the second Saturday of March. On the mountain slope, a gigantic Chinese character signifying 'fire' measuring 350 m appears. The no-yaki fire spreads nearby and the excitement of this spectacle continues until late into the night. At the same time, local art performances and local product exhibition are held.

JAPAN | MAR. 3

HINA-MATSURI (DOLL FESTIVAL)

Venue: All Around Japan

This is a festive event held on March 3rd when Hina ningyo dolls are decorated in homes where there are daughters. It is also called Momo-no-Sekku (Peach Festival). Displayed on the a tiered doll-stand are gorgeous Hina ningyo dolls together with miniature articles and furniture. And offerings of diamond-shaped rice cakes, sweet and peach blossoms are made to accompany prayers for the healthy growth and happy future of the daughters. There is also the custom of cooking clams and short-necked clams, these dishes decorate the doll-stand and are served as a special dinner for this feast.

Hong-Chul Yum



MAYOR OF DAEJEON CITY



It's been a year since you were inaugurated as the mayor of Daejeon City. You were re-elected as the Mayor of Daejeon City for three times in a row. It appears that 'Daejeon as a Tourist City' is the ultimate goal of Daejeon. Would you please give us an overview of the current status of Daejeon's tourism industry.

Daejeon is a distinguished tourist city. It has the population of 1.5 million providing comfortable residence condition encouraged by the richness in culture, engagement in education program, administrative support system and strength in scientific technology. Surrounded by four mountains, Daejeon places cluster of research park, venture enterprise, and sufficient tourism infrastructure such as convention center, hotels and performance halls. There are 50 tourist sites under the themes of science, culture and nature, and we host about sixteen festivals every year offering abundant tourism resources to enjoy.

The City of Daejeon is not been a well known tourist destination. What is the charm of Daejeon as a tourist city? Please explain to us the reasons why we must head to Daejeon.

We have Citizen's Observatory, Geological Museum, the first of its kind to study displays of geological specimens, Currency Museum which offers the world history of currency and its impact to the economy, and a Science Park from Expo in 1993. There are Ppuri Park with the theme of hyo, meaning respect to parent, and a genealogy museum tracing the family tree. O-world, the largest zoo in central Korea consisting 'Zoo Land', 'Flower Land', and 'Joy Land' also offers many interesting attractions and recreational activities to enjoy.

Please name five tourist destinations you strongly recommend to foreign tourists visiting Daejeon. What has made you choose these spots?

I would pick Daejeon Mount Doo-le Forest Walks, Mount Gyejoksan's Forest Walks, Ppuri Park, Hanbat Arboretum, and O-world as our representative tourist attractions. Daejeon Doo-le Forest Walks is a combination of twelve walk courses connecting mountains surrounding Daejeon. You will get to observe Daejeon at a glance by choosing one of the courses. Mount Gyejoksan's Forest Walks is paved in fine red clay and provides well-being tourism for the modern people who cares about health.

Geographically, Daejeon is situated in the heart of South Korea. This city is also known as 'the hub of transportation.' With a variety of charming tourist resources such as the EXPO Science Park, museums and Daejeon Aqua world (Korea's largest freshwater aquarium), Daejeon has a potential to evolve into a tourist city. In particular, many major festivals of Korea are to be held in Daejeon in 2012. The mayor of Daejeon, Hong-Chul Yum, tells about the present and future of tourism industry in Daejeon.

Ppuri Park enshrines genealogical trait of Korean families contributing Korean emphasis on tradition. You can also observe the root of Korean ancestors in the genealogy museum located inside the park. The Hanbat Arboretum is a forest park in downtown, a place where one can take a rest and enjoy short walks. I would recommend O-world for a family trip with children where you can enjoy both the Zoo and Flower Land.

What is the most famous festival that represents Daejeon? Please name the festival you would personally recommend.

Daejeon is raising its reputation as a city with many remarkable festivals. We are hosting series of festivals in variety of themes such as Gyejoksan Barefoot Festival reflecting the well-being culture, Dicu Festival under the theme of comic animation, Science Festival, Hyo Ppuri Cultural Festival, Hot-air Balloon and Eco-Science Festival. Especially, Daejeon expects to host an internationally recognized food festival 2012 WACS World Association of Chefs Societies Congress Daejeon in May, and 2012 Daejeon International Food and Wine Festival in the following October which is designed to promote Korean food and wine to the world. I



strongly advise member cities to participate in these exciting festivals which have already gathered large interest home and abroad. I expect that this event to lead the wine industry of Korea and to greatly contribute to the globalization of Korean traditional cuisine.

At the 5th TPO General Assembly which was held at Dalian in September, Daejeon was elected as the Co-President City along with Busan and Sanya. Would you like to say few words on being elected and any project plans you have in mind to jointly promote with TPO?

I am very happy to be elected as the Co-President of TPO, and at the same time I also have a tremendous responsibility. I would like to work on promoting development of joint tourism products and marketing projects by connecting member cities' tourism resources such as their beautiful natural environments, history and culture to bring benefits to the city and industry members of TPO.

Daejeon was selected as the next host city of the General Assembly at the 5th TPO General Assembly. The year 2013 seems to be a meaningful year with the 20th anniversary of Daejeon Expo and the hosting of TPO General Assembly. Please share with us your goal and plan for the successful hosting of these international events.

Through the experience of successfully hosting international events such as the 1993 Daejeon Expo, 2002 World Cup, and the 60th IAC 2009 Daejeon, the city is well equipped with urban infrastructure. By holding various programs such as cultural performance, event, exhibition, and tour courses during the 6th TPO General Assembly, Daejeon will attract mass participation and strengthen exchange and cooperation among the member cities. I will do my utmost in contributing to the revitalization of tourism in the Asia Pacific region.

You are an enlisted poet with having published many collections of poems in the quarterly poetry magazine 'Poems and Spirit'. Do you write often? How does writing poems affect your roles on municipal administration?

I used to write more poems before my inauguration. But after taking the office, it is not easy to write due to busy schedule. However, I write during weekends or in the early morning hours so that I could prevent from losing the taste for poetry. The similarity between the composition of poetry and administration works is that you

should never neglect the little things. Winston Churchill once said that he gets political inspiration through drawing. Likely, my mind instinctively turns to hear the voice of the citizens while writing poems.

What are the goals of tourism industry in 2012 including the second half of 2011? And what are your specific activity plans?

I plan to revitalize the fields of green tourism, medical tourism and MICE industry that meets the 21st century paradigm in tourism industry. I will enhance developing Daejeon's tourism resources such as Gyejoksan Barefoot Fine Walks, Mountain Doo-le Walks, and Daechung Hoban Street into tourism products, and expand tourism infrastructure programs linking with the neighborhood cities. Moreover, Daejeon plans to promote medical tourism by utilizing excellent medical infrastructure and services. We are especially concentrating our marketing efforts targeting Southeast Asia and Mongolia. I plan to link MICE and tourism industry, and execute priority promotion by hosting international conferences and events.

How would you describe Daejeon in a word?

Daejeon is a new hub city. Located in the center of Korea, Daejeon has established convenient transportation system to travel every corner of the country. Daedeok Research and Development Innopolis has been a leading IT, BT, NT industries in Korea for thirty years through accumulation in high technology. Being selected as an international science business belt city where world class researchers develop critical studies and the future growth engines are produced, Daejeon expects to rise as a leading city in the national competency. Overall, it can be said that Daejeon is growing as a new hub city of Korea with its excellence in transportation, science, administration and cultural art.



Soccer, fashion and woman. Those are words searched with the keyword, Dalian. The close but strange city is just the hometown of the pro soccer team where Korean player Jung-Hwan Ahn belonged to, the city of latest fashion trend or the hometown of a glamour girl. Going back in time, Dalian is the address of the Lushun Prison where the independent movement activist Jung-Geun Ahn was jailed. We started journey to Dalian without any information. Located at the southern part of the Liaoning Peninsular, Dalian is still China but is far from it at the same time. We went there with three words, soccer, fashion and women.

Editor Jae-hyuk Jeong Photo Choong-Geun Oh Cooperation Tourism Promotion Organization for Asia Pacific Cities, www.aptpo.org

PORT CITY
HIDDEN IN THE CONTINENT,
DALIAN

China
and
Beyond



Sneak-peak of Dalian

My voice got louder, eyes frowned and fist tightening. I have a painful memory of China. When I saw the signboard of Dalian I remembered an unpleasant memory at the Beijing Airport 5 years ago. I drank fake Pepsi which had soy-sauce taste and had a meal at the table with three Chinese strangers, and a security lady scanned my butt at the Beijing Airport where I had to wait for 5 hours as my transfer flight was delayed. I felt dizzy due to the memory. And I did 'hide-and-seek' with the airport staff when arriving at the Dalian International Airport. A female staff who can't speak English avoided me. I escaped the airport after three or four times of tussles. She spoke no word until we met a Korean-Chinese guide who was waiting in the car. I was in China, and China time began.

Dalian has the population of 6 million and the size of the land is similar to that of Gyeonggi-do, Korea. The shipbuilding industry and the trade are developed in the city, as the gateway of the southeast part of China. After the 1990s, the industrial complex has been established based on IT and software industry, which also houses 100 Korean companies and many Japanese companies. Due to its geographical position, the city has been an important military strategic point and has played a role of protection to Chinese major cities including Beijing and Tianjin. The influence of Russia and Japan through the China-Japan War and Russo-Japan War has been the foundation of the city. European-style buildings around the city, and Nanshan Japanese Cultural Street near Children Park are unexpected landscapes in China. Dalian is famous for latest fashion as the gateway to western culture and various games and sports as the base of the Chinese most famous soccer team, Dalian Shide. Dalian is a bit strange city where long history of the continent and dynamic present coexist.

Communicating in English is not easy in Dalian. Except for five star hotel employees, people in Dalian barely understand more than hello and thank you. Body language does not work well in Dalian. Dalian people do not try to understand English. After being rejected two times, you might think of the F word naturally. No matter how much you get mad, there is no possibility of fighting as people do not respond. Silence of Dalian which has kept the Chinese capital for hundreds years and suffered invasion from up and down is different from unkindness or arrogance. "History education requires miraculous combination of training about memory and baptism of spirit." I remembered a phrase I saw at the Lushun Russia-Japan Prison. Poker face of Dalian which has kept the nation and tried hard not to lose their root might be their power to maintain their own time. Picking a fight is of no use. Dalian's time shows its miracle little by little.



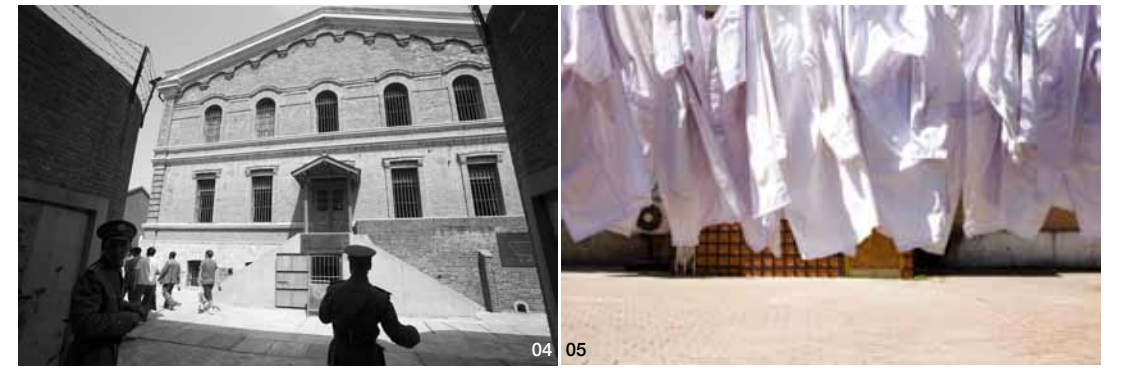
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1. Brand-name goods are especially expensive in China. The guard appeared at night might be a warning sign of consumption.
2. History is irony. Bai Yun Tower in Lushun was established to commemorate Japanese soldiers died during the Russo-Japanese War. One of the most popular sky parks in Dalian.
3. Russian Street, 10 minutes away from Renmin Road by car, is crowded with cars from early in the morning. Commuters and tourists create Russian scramble.
4. Movies deceive the reality and the reality hides behind the movies. I met a group of people making a film while taking a walk around the Lushun Prison.
5. Working clothes or white handkerchief cleaned and dried. The white clothes are swinging pleasantly in front of house.
6. Maybe the most silent place in Dalian. Nanshan Japanese Cultural Street is quite good for relaxing. River flows, time passes. That is enough.

廣場都市

THREE MOST IMPORTANT CIRCLES IN DALIAN

Dalian is the city of plaza. 70 small and big plazas create circles around the city. Roads have been constructed around the circles and the city creates rectangular road network. Among them, Zhongshan Square, Youhao Square and Xinghai Square are centers of the city.

BANK OF CHINA LIAONING BRANCH

Two lion-sculptures are impressive. Established in 1909, it was Yokohama Jeonggeum Bank(横浜正金銀行) at the time. It was designed by an architect of the Meiji Period, Tsumaki Yorinaka (妻木頼黄) and designated as 'building of protection' by Dalian.

INDUSTRIAL AND COMMERCIAL BANK OF CHINA ZHONGSHAN SQUARE BRANCH

The building with the beautiful Corinthian-style column was Joseon Bank Dalian Branch, established by Japan in 1920. The 10 major buildings in the square were numbered and the building is no. 1.

CITIBANK'S DALIAN BRANCH

Established in 1908, it is the oldest building in the square. It was designed in Russian style by Japanese. It was read Dalian Police Station at that time.

DALIAN FINANCIAL BUILDING

It has very simple exterior among many Gothic and Renaissance style buildings in the square. As the newest building as it was established in 2001, the building houses Shanghai Pudong Development Bank and Guangdong Development Bank.

DALIAN HOTEL

The renaissance style building has the Greece Ionic structure whose column top part looks like a wheel. Established in 1914, it was used as Yamato Inn (ヤマト旅館) at that time by Japanese.

BANK OF COMMUNICATIONS DALIAN BRANCH

The building follows Art Deco Method of Paris, France. The use of geometric straight line and curved line is impressive. It was established in 1936 as Japanese Oriental Development Company Dalian Branch.

INDUSTRIAL COMMERCIAL BANK OF CHINA DALIAN BRANCH

Zhongshan Square has two branches of Industrial Commercial Bank. (Zhongshan Square and Dalian) Built in 1919 by Japanese, the building was Dalian City Hall at that time.



YOUTH MEETING POINT YOUHAO SQUARE

Another square which was made during the Russian colonial period. It was called as West Square before, but the name changed into Youhao (友好) to commemorate friendship between China and Russia. Crystal Ball at the center of the square was established when the square was renovated in 1996. The establishment symbolizes various ethnicities and values in Dalian. The square houses many French and Russian-style buildings, restaurants, movie theaters and shopping malls, attracting many young people.

Address Dalian-Shi Zhongshan-Qu Youhao Square

SHENZHEN DEVELOPMENT BANK DALIAN

Banks gathered from Zhongshan Square through Youhao Square to Renmin Road. The Shenzhen Development Bank is based on Canton China. And it is its Dalian branch.

INTERCONTINENTAL HOTEL

The tallest building in Youhao Square. The 48-storied hotel has 600 guest rooms.

CRYSTAL BALL

It is the symbol of Youhao Square. It has dozens of shades and the crystal ball is supported by five hands. The five hands indicate five ethnicities in Dalian.



JIN BU CINEMA

Dalian does not have a big multiplex. Most theaters have two or three screens. Jin Bu Cinema is a relatively big cinema with 6 screens. The admission is 30 Yuan for adult.

GBS HAIRDRESSER'S

It looks like a game arcade but is a hairdresser's. As a city of fashion, Dalian has many hairdressers who studied in Korea and Japan. Cut from 20 Yuan and Perm from 80 Yuan

KFC YOUHAO SQUIRE

The building was constructed as a Russian church at the end of the 19th century. Its second floor has a terrace, good for take a quick rest.

OCEAN STATION, XINGHAI SQUARE

The square is located near Xinghai Bay, north to Dalian. Meaning the sea of stars (星海), the center of the square looks like a star. With the land area of 45,000km, it has the biggest scale in the eastern world. It was made to commemorate the return of Hong Kong to China in 1997 and one corner of the square is embroidered with the footprints of 1,000 Dalian citizens. The Xinghai Convention and Exhibition Center, luxury restaurants, amusement park, etc. are located around the boundary of the square and the sea is wide-spread on its south.

Address Dalian-Shi Shahi-Qu Zhongshan Road Xinghai Square

DALIAN WORLD EXPO CENTER

The modern building faces the sea. Opened in 2004, it is equipped with exhibition, large hall and offices. Every year trade-related conventions and exhibitions are held and in 2007 the center received the China Newly Rising Star Award at the China Convention Exhibition Summit Forum.

XINGHAI YIPIN

High-end restaurants are located near Xinghai Square. Xinghai Yipin is Chinese restaurant. The specialty is Fuo-Tiao-Qiang made with 18 ingredients including chicken and duck and 12 seasonings including Chinese traditional Yellow Wine. The price is 180 Yuan.

Tel 0411-84801333, 0411-84802555

THE ORNAMENTAL COLUMN SQUARE

The 19.97m-high structure is the highest marble tower in China. Eight dragons climb the white tower. Located at the center of Xinghai Square, it is the symbol of the square.

THE DALIAN CENTENARY SCULPTURE

The one side of the square is sky and sea. The seaside road is embroidered with footprints of 1,000 Dalian citizens to commemorate the Centenary of Dalian.

DALIAN SHELL MUSEUM

The modern round roof is impressive. Located at the right side of the square, the museum exhibits 5,000 types of seashells around the world. The museum originally used a castle-like building but moved to a newly-built building in 2009.

Address 0411-84801470

Haidu

High-end Chinese Restaurant. The six-course meal is 300-350 Yuan.

Tel 0411-88859688



Dalian had lived in the war between Japan and Russia from the end of 19th century to the beginning of the 20th century. Won in the 1898 China-Japan War, the Qing Dynasty leased Dalian to Russia out of appreciation to Russia's participation in the war. Won in the 1905 Russo-Japan War, Japan colonized Dalian. The Russian-style Street is 20 minutes walk away from the Dalian Station and the village was created when it was leased to Russia. European and Russian-style buildings create a unique landscape. Souvenir shops, schools, hotels and restaurants gather around the street, good enough to spend the half day.



**TAKING A WALK ARTISTICALLY,
DALIAN ART EXHIBITION HALL**

It is the first art gallery in Dalian, opened in 1997. As the Gothic-style building built in 1902, it was used as a government building during the Japanese colonial period. Western modern arts and Chinese contemporary arts are in exhibition. The Oil Painting Exhibition was held when visiting for reporting. Located at the southern end of the Russian Street, the building was designated as a construction of protection.

Hours of operation 09:00-16:00 Tel 0411-82540584



**A CUP OF TEA IN THE AFTERNOON,
TIANFU TEA**

Chinese traditional tea brand, Based on Taiwan, Tianfu Tea is easily found in China's big cities including Beijing and Shanghai. It occupies more than 80% of the Taiwan tea market. Visitors can buy tea and enjoy tea time at the three-storied building. The price vary from 25 Yuan to 100 Yuan.

Hours of operation 09:00-21:00 Homepage <http://www.tenfu.com/en/shop/>



**OLD LEGACY,
RUSSIAN CITY HALL OF DALNY**

At the end of the Russian Street, a small square with a round fountain is located. A big old building stands still in front of the square. The Russian City Hall of Dalny, Dalny is the Dalian's former name when Dalian was leased to Russia. Even though the building was partially renovated as part of the Russian Street Renovation Project in 1999, the building still looks instable. The restoration is in need. It is the ending point and land mark of the Russian Street.

It is the cleanest and most quite street in Dalian which is very generous to waste and noise. Located at the Nanshan District, the street was filled with European-style buildings at the end of 19th century and then Japanese-style buildings after the World War 2. The street is surrounded by Qiqi, Jinan, Wanghai and Shanlin streets and the total length of the street is 700 meters. More than 100 Japanese style buildings are located. Dalian invested 2 million dollars for restoration and redesign in 1997 receiving consultation from Japanese experts to preserve and maintain the unique street.



**JAPANESE FOOD ADDED
WITH CHINESE FLAVOR, GINPEI**

Naturally the Japanese cultural street has many Japanese restaurants. Among them, Ginpei serves Japanese sashimi and sukiyaki. The food is different from original Japanese and the one in Korea. Sukiyaki which is similar to Korean Bulgogi has herb aroma. Fish is relatively fresh. English is not spoken but the restaurant staffs can speak Japanese. The price per person is approximately 50-70 Yuan.

Tel 0411-82657000



**SLOW TIME WITH ESPRESSO,
2010 COFFEE**

It is very difficult to find café in Dalian which has only three Starbucks. Tourists go to KFC or McDonalds in despair in the end. 2010 Coffee serves 20 espresso base beverages and sandwich and rice served with toppings. But cooking time is quite long. It is better to visit when you have enough time. When I ordered banana shake, the staff went out and returned with a bag of bananas 10 minutes later. Small amount but the price is inexpensive. Beverage is 25-30 Yuan and rice served with toppings is 30-40 Yuan.

Tel 0411-82825757



**CHILDREN PARK WITH GREEN INNOCENCE OF
CHILDHOOD**

The park is a good starting point of exploring the Nanshan Japanese Cultural Street. Located at the south-east part of Jongsan District, pond and wide green make visitors feel pleasant. Established with the theme of children's education in 1920, the park copied the European park structure. In 2003, the Jongsan District Office conducted the park redevelopment project and established tree-lined streets, music hall, gym and children's art performance center. Re-opened in June 2004, the park has been loved by citizens and tourists.



BEIJING OPERA, HONGJI GRAND STAGE

Beijing opera is performed at the Hongji Grand Stage. Dalian has three theaters which present Beijing Opera. Hongji Grand Stage is the most popular for its price and the quality of pieces. The building was established in 1908 and its purpose of use has changed several times. The theater with 400 seats provides two performances a day on average. When the Dalian city theater company performs, the admission is 15~100 Yuan and when the Chinese famous theater company performs, the admission ranges 50~200 Yuan.

Address Dalian-Shi Zhongshan-Qu, Minsheng Street 59 Tel 0411-86328777 Website www.dlhjdw.com



01

LUXURY SHOPPER'S HEAVEN, RENMIN ROAD

Along with the five star Furama Hotel where North Korean leader Kim Jong-il stays in Dalian, top-notch hotels are lined up at the Renmin Street. It is the center of Dalian and where consumption level soars up. Brands such as Bally, Just Cavalli, Bang and Olufsen opened at the basement floor of the Furama Hotel. The Dalian Times Square, five minutes' walk from the hotel, houses luxury brands including Dior, Celine, Prada, Tods, Giorgio Armani, Gucci, Boss and Mont Blanc.



02

There is another luxury goods shopping mall across the Furama Hotel. The Galleria Fashion Walk houses Cartier, Max Mara and Emporio Armani.

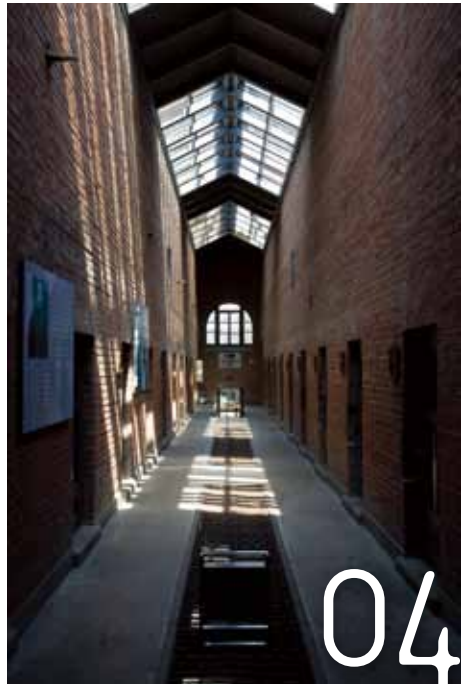
Address Dalian-Shi Zhongshan-Qu Renmin Road Hours of Operation Dalian Times Square 10:00~21:00, Furama Hotel 09:30~21:00, The Galleria Fashion Walk 09:00~21:00

OBSERVATORY WITH HIDDEN PAIN LUSHUN BAIYU TOWER

Baiyun Hill is located 20 minutes drive north from Lushun Bay. There is a tower at the top of the hill, which can be seen from anywhere in Lushun. It was made by Japanese during the Russo-Japanese War to commemorate 20,000 Japanese died during the war. For the reason, it looks like candlelight. Some criticize that it symbolizes the Japanese colonialism as it looks like a bullet. At the top of the 67 meter-high tower observatory, you can oversee not only Lushun but also the whole area of Dalian.

Address Dalian-Shi Lushun-Qu Baiyushan Street No. 1 Tel 0411-86621445 Admission 25 Yuan (Additional charge to the tower observatory 10 Yuan)

In Dalian, beaches in southern part are booming in summer and golf courses in the southeast and southwest are booming in spring and autumn. They are most popular both among locals and overseas tourists. However, other than water parks and golf courses, there are charming, sometimes absurd, meaningful but sometimes shabby spots for tourist hidden in Dalian. Disappointed or wowed. 10 hot spots in Dalian are here.



04



HOT HISTORY, LUSHUN RUSSIA-JAPAN PRISON

The prison was where Korean independence movement activist Jung-geun Ahn was jailed and is a well-known tourist spot among Koreans. Lushun belongs to Lushun, Dalian in terms of administrative district. It takes 1 hour-drive from the downtown Dalian. It was established by Russian in 1902 and used by Japanese after that. The building is composed of red color and black color parts, which shows two different occupants. The black parts were made by Russian and the red parts were expanded by Japan after the Russo-Japan War. There is no specific exhibition, but the building has been well-preserved. It has been just preserved rather than managed, which makes me feel sorry. But the roses of Sharon blossoming around the prison give a meaningful greeting.

Address Dalian-Shi Lushun-Qu Xiangyang Street No. 139 Hours of Operation 09:00~17:00 Admission 20 Yuan



06

WATER PARADISE DALIAN LAOHUTAN OCEAN PARK

While Sun Asia Ocean World is a ocean theme park in the urban area, Laohutan Ocean Park offers many different kind of activities including sea bathing, water show, attraction and boating. Dalian evaluates the grade of tourist attractions with the number of A. Laohutan Ocean Park has 5 As. The park also has a legend that a young man died after killing the tiger which attacked a mermaid. The park is equipped with Pole Aquarium which houses marine animals of the North Pole, the Coral Hall which houses dozens of species of corals, the Bird-Singing Woods, where you can take a walk while observing birds, bungee jump stand and cable car. The whole area of a small peninsular is created as a ocean resort.

Address Dalian-Shi Zhongshan-Qu Mid Binhai Road No 9 Website www.laohutan.com

CLUB & BAR DONGPING STREET

Open shops selling Japanese and European beers gathered around the street. Small pubs and Japanese-style Izakaya open after 6 in the evening. Among them, Cheonma is famous for croquette, sashimi salad and seasoned squid and sells Japanese draft beer including Asahi. Bars and clubs in Dalian are mostly big and packed with people, but shops in Dongping are quite and cozy.

Address Dalian-Shi Zhongshan-Qu Dongping Road



09

05



VACATION TO THE WATER IN THE CITY, SUN ASIA OCEAN WORLD

The water theme park was opened in January, 1994. The ocean aquarium with the 118-meter long water tunnel houses more than 7,000 ocean fauna and flora of 200 species. They include seal, penguin and dolphin. Other than ocean aquarium, Ocean World is equipped with attractions including Viking, Ferris wheel, bumper car and park. The sea spread in front of the Ocean World is good for taking a walk.

Address Dalian-Shi Shahe-Qu Zhongshan Road No. 608-6-8 Tel 0411-84581113 Admission 180 Yuan



07

ILLY FOUND IN THE HELL OF CAFES

Coffee in Dalian tastes plain. Hard to find a starbucks in Dalian for there are only three of them. Illy Café is easy to visit as it is located at the center of the Renmin Road. It is on the second floor of the Galleria Fashion Walk. It has a open structure but has cozy atmosphere. It has many espresso variations and bakery menus. Hot Americano is 38 Yuan. You can enjoy better quality coffee than in hotel coffee shop.

Address Dalian-Shi Zhongshan-Qu Renmin Road The Galleria Fashion Walk 2F Hours of Operation 10:00~21:00



08

TRACE OF WAR LUSHUN DONGJIGUAN HILL

It is the military fortress made by Russian soldiers during the Russo-Japanese War. Located 20 minute drive away from the downtown Lushun, 30 air defense artilleries and memorial tower have been preserved along the mountain. It has been said that more than 300 Russian soldiers had lived in 1904 and Japanese constructed a tunnel to defeat them. You can feel the urgency of the Russo-Japanese War when having some time to look around. But for uninformed tourists, it could be boring. It is a good place to breathe fresh air and take a rest. There are many Japanese tourists as the history is written by the victors.

Address Dalian-Shi Lushun-Qu Qixin Street No.1 Tel 0411-86287271 Admission 20 Yuan

LARGE SAND BEACH OF THE CONTINENT XINGHAI BAY BATHING PLACE

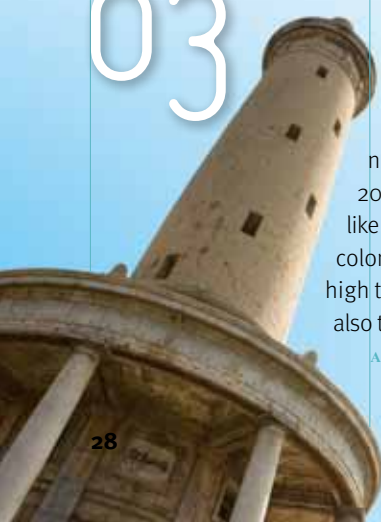
Dalian has four famous beaches. They are Bangchuidao beach from east, Fujiazhuang beach, Jinshatan beach and Xinghai beach at the west. The 800 meter long sand beach is crowded with locals and overseas tourists every summer. The wave is not high so that it is good to enjoy swimming. And the service facilities are good. Above all admission is free of charge.

Address Dalian-Shi Shahe-Qu Zhongshan Road

10



03



No spectacle, no drama. Foods in Dalian were quite modest. Of course the chicken foot skewer was pretty shocking, but it was within the expectation. 9 foods, 9 tastes. The folksy taste pleasure.



油条 YÓUTIÁO

Also called as guozi, the food is a favorite breakfast for workers. A kind of chewy bread is fried flour dough. Bean powder makes it more delicious. Price 5 jiao (approx. KRW 50).



干豆腐 GĀNDÒUFU

Stir-fried dried tofu. It is always included in the three- or four-dish set menu at any Chinese restaurant. As a stir-fried dried tofu with vegetables, it is simple and sweet. Price approx. 60 Yuan (approx. KRW 11,000)



糖醋肉 TÁNGCÙRÒU

Chinese-style sweet and sour pork. Dredged small pieces of pork are fried. The dish is no different from the Korean-style dish. But, it is less sour and sweeter. Price approx. 80 Yuan (approx. KRW 15,000)



炖比目鱼 DÙNBĪMÙYÚ

Halibut boiled down in soy sauce. As a port city, Dalian has many fresh fish. But they are expensive as most of them are for export. Soy sauce is base. The dish is a bit fishy as Chinese do not mind fishy smell. Price 150 Yuan (approx. KRW 27,000)



芙蓉鲜蔬汤 FÚRÓNGXIĀNSHŪTĀNG

Chinese enjoy soup KFC sells soup in Dalian unlike KFCs in Korea. Vegetables including bok choy and carrot are boiled in the chicken broth. They are good for breakfast and also good with hamburger. Price 6.5 Yuan (approx. KRW 1,200)



羊肉串 YÁNRÒUCHUÀN

You can easily see groups of people eating grilled skewers at a small cart bar at night in Dalian. A grilled lamb skewer is the most favorite snack for beer in Dalian. Spicy and sweet seasoning is safe for those who cannot eat lamb to try. Price approx. 15 Yuan (approx. KRW 2,700)



串鸡爪 CHUÀNJĪZHŪÀ

It could not be cow or lamb when you have skewers. Dalian people enjoy chicken's foot skewer following cow and lamb. It is spicy. But its bold appearance makes people reluctant to try. Price approx. 20 Yuan (approx. KRW 3,600)



冷面 LÈNGMIÀN

Literally, it is cold noodle. But, it is more like noodle with Kimchi when considering ingredients and taste. It is served with shredded cucumber, sliced tomato, boiled egg and a slightly hot seasoning. Even Koreans who tried Chinese food for the first time can easily enjoy it. Price approx. 20 Yuan (approx. KRW 3,600)



LOWEN 嘿市 BEER
LOWEN HÈISHÌ BEER

It is not the famous German Munich Lowen Brau. The Dalian-produced beer has a unique top. It can open without an opener. It has a strong taste for slightly high malt content. Price approx. 9 Yuan (approx. KRW 1,600)

夜

NIGHT MARKET GALLERY IN DALIAN

Dalian does not have proud forest of buildings or beautiful arch leg, but the night market at the backstreet shines the most in the city. On one side is lined with cart bars and the other side is with street stalls. People shouts and honking sound of cars shake sky and ground. Several nights at Dalian. That was the landscape of market and people.



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1. After 9, streets of Longquan, Fushou and Xinghe are full of street stalls. People are tangled with high fever and noise whether they have something to buy or not. Just hope that the guy in white shirt is not a pickpocket.

2. Fruits, just fruits. Maybe the cleanest thing in Dalian night market.

3. Only a dumb chooses store by menu. All stores sell skewers and beer.

4. I watched a scene of the film of the director Ming-liang Tsai. At this moment, time is in her arms.

5. Formidable enemy appears. 'Special Audio Unit Trunk Car' which instantly suppresses honking sound of a car

6. Every one become a turtle with the mind of rabbit. Road is congested with cars and people.

7. What you are going to eat is the cow. One of those axes of Dalian night market.

8. There is no such Calvin Kline around the world. Maybe in the backstreet of Myeongdong.

9. Even if you know nothing about Chinese language, you can't miss the character. Sex. The sacred word at night.

10. You can find time to relax if you want. A week table and a small fishing chair present a nice drinking party.

11. The fever of skewers is felt at home. A woman preparing a table of drinks and snacks for husband and a young man in yellow T-shirts in agony over inventory

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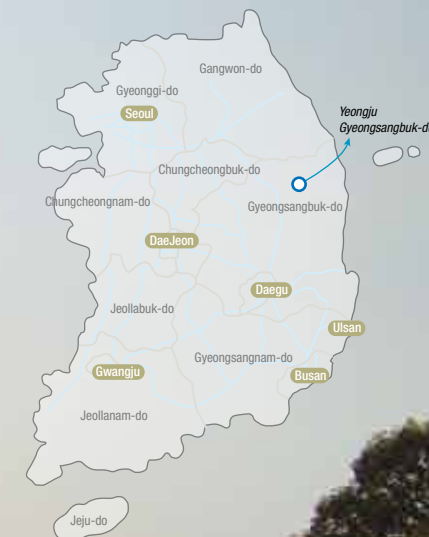


10 11



THE CITY OF NOBILITY

Yeongju



Sonata

The City of Yeongju situated on the Sobaek Mountain in the northern part of Gyeongbuk Province is a new discovery. The antique traditional Korean houses, elegant and refined temples and scenic Sobaek Mountain create a remarkable charm unlike big cities such as Seoul and Busan. Come and meet Buseoksa Temple, one of Koreans' most beloved temples and high-quality Punggi Insam (ginseng) and experience traditional Korean houses.

Editor Jin-Joo, Shin Photo Seung-Min Hyun Cooperation Yeongju City www.yeongju.go.kr

Yeongju, the City of Ginseng (Insam)

When I arrived at the City of Yeongju, Punggi Insam Festival was on its way. The weather was fine and clear, and the wind was refreshingly calm. I could hear amusing songs sung by young ladies. Punggi Insam Festival is one of the biggest festive events of Yeongju. Farmers come out with their just harvested, high-quality ginseng (1 to 6-year old roots). After passing through a long line of ginseng booths lined along the Namwoncheon Stream, I could smell the strong scent of ginseng. The village was hustling and bustling with a lot of people, and some tipsy local villagers danced around. After drinking up a bowl of maggolli (turbid rice wine), I finally realized that I was in Yeongju. Even though I was a stranger, I easily got along with the locals thanks to friendly Gyeongsang accent. Punggi Insam Festival differs from general cultural festivals in that it creates high revenues by selling a variety of ginseng. During the festival, consumers can buy reliable, high-quality ginseng, and farmers can make money. For the 6 day, you can get diverse local products such as apple, wine and sweet potato bread as well as ginseng at good prices. A lot of fun and exciting events (ex: Tasting ginseng dish, ginseng liquor making, digging out ginseng, etc.) are held during the festival. Punggi Insam Festival is a great chance to see the charm of Yeongju.



THE WAY TO YEONGJU

The City of Yeongju is the northernmost part of Gyeongbuk Province in Korea. It is elongated longitudinally and lies on the mountainous highlands of Mt. Sobaek. The city borders Bonghwa-gun to the east, Danyang-gun of Chungbuk to the west, Andong and Yecheon-gun to the south, and Yeongwol-gun to the north. It is a strategic point where Jungang Highway, railroads, and Expressways intersect. Naeseongcheon Stream, springing from Mt. Honghwang and the northern mountains, passes through Bonghwa-gun to arrive at Sudo-ri of Munsu-myeon. Namwoncheon Stream from Birobong and Yeonhwabong Peaks of Mt. Sobaek and Jungnyeong Valley, and Jukgyecheon Stream from Gukmangbong Peak merge at Gohyeon-dong to form Seocheon Stream that meanders around the city to flow into the Nakdong River. The sandy soil grows various kinds of farm produce. The northern mountainous region is covered with sandy loam that is great for cultivating ginseng and apples.

FESTIVAL

+ PUNGGI INSAM (GINSENG) FESTIVAL

DATE Friday of the first week to Wednesday of the second week, every October
VENUE Around Namwoncheon Stream in Punggi-eup

+ ABOUT PUNGGI INSAM

The high quality of Punggi Insam comes from its geographical advantages. Punggi Ginseng is cultivated in the northern part of the Sobaek Mountain. The basin has a fertile land. Due to a lot of streams which originate from the Sobaek Mountains, productive eroded basins were developed. Spring and fall are short with high rainfall (744mm) in summer (Jun.-Aug.). This highland has a cold continental climate with great airing and drain. Thanks to these blessed environmental conditions, the finest ginseng has been produced in Punggi.

+ CHARACTERISTICS OF PUNGGI INSAM

1. The ginseng stays hard and solid after being boiled twice and three times.
2. The extract is dark and strong.
3. Strong scent
4. Firm flesh and heavy with great medicinal effect
5. If taken regularly, it controls blood pressure and protects the internal organs.
6. It is effective in preventing and healing cancer and diabetes.
7. It quickly eliminates fatigue and stimulates appetite.
8. It promotes metabolism such as increase in the number of red blood cells.



Treasures of Yeongju

Editor's Choice



PUNGGI GINSENG

Punggi Insam is famous because it is farmed in perfect conditions such as fertile soil, cold continental climate and soft sandy loam. Once it is cut in half, leaf-like firm tissues appear. Its strong taste stays the same even though it is boiled several times. Punggi Insam is rich in saponin contents with strong bitter taste. At present, 393 tones of ginseng are produced by about 880 households.

+ PUNGGI SEONBIGOL INSAM MARKET

There are a lot of places to buy Punggi Insam across the City of Yeongju. However, it is recommended to visit Punggi Seonbigol Insam Market where you can meet farmers in person. A lot of shops are lined on both sides from the entrance. A variety of ginseng-related products such as ginseng snack are available.

Address #446, Sanbeop-ri, Punggi-eup, Yeongju, Gyeongbuk Tel 054-636-3450 Opening Hour 09:00-08:00 (* Opening hours vary by shop).

PUNGGI VISCOSE RAYON

Punggi Viscose Rayon is a specialty of Yeongju that is made of pulp from refined larch and linters (short cotton fiber) from cotton seeds. About 85% of viscose rayon in Korea is produced in Punggi, Yeongju. That's why it is called 'Punggi Viscose Rayon.' It looks like ramie fabric, but it is softer and lighter. It is mostly used in making summer clothes because it is airy.

+ WELLBEING GALLERY

As the flagship store of Punggi Viscose Rayon, it sells a variety of naturally dyed products (ex: clothes, scarf, bag, bedcloth, etc.) made of Punggi Viscose Rayon. High-quality fabrics are produced through six manufacturing stages including extraction, dyeing and design. You can experience natural dyeing in person.

Address #141-3, Seobu 2-ri, Punggi-eup, Yeongju, Gyeongbuk Tel 054-635-5673 Website www.namoksun.com



YEONGJU SWEET POTATO CAKE

Healthy and nutritious bread made of Yeongju sweet potato. The use of wheat flour and sugar was minimized to emphasize the genuine taste of sweet potato. The sweet potato contents are as high as up to 80%. Other delicious and nutritious products (ex: green tea powder, fruit, whole red beans, etc.) available as well.

+ MISO MEOGUMGO

Sweet potato bread as tasty and stylish as cup cake in New York. This healthy brand bread is made of high-quality Yeongju sweet potato. You can order it on the website.

Address #515-7, Hyucheon 2-dong, Yeongju, Gyeongbuk Tel 054-638-1799 Website http://e-goguma.com

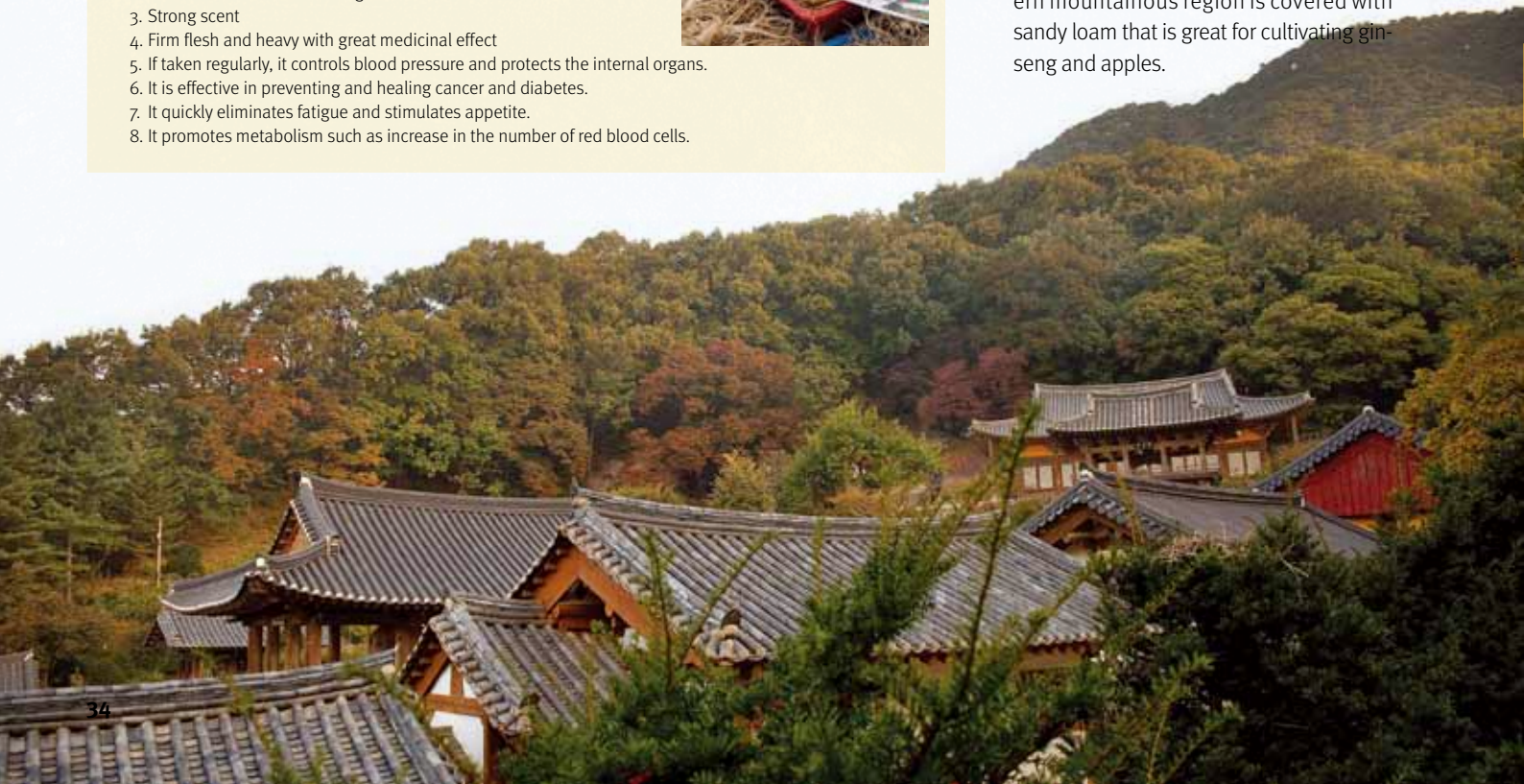
YEONGJU NATIVE CATTLE

Yeongju Hanu (Korean beef) from native cattle which grew in healthy soil, clean water and laidback nature is highly recommended as well. Under the beef traceability system, you can easily check the farmers and the entire distribution processes at a time.

+ YEONGJU LIVESTOCK COOPERATIVES HANU (KOREAN BEEF) PLAZA

It is a reliable Korean beef shop run by Yeongju Livestock Cooperatives. Because there is a restaurant on the 1st floor, you can buy and taste fresh Korean beef on the spot. The prime beef is only sold.

Address #140, Sanbeop-ri, Punggi-eup, Yeongju, Gyeongbuk Tel 054-631-8400



BEAUTIFUL WOODEN TEMPLE OF KOREA

BUSEOKSA TEMPLE

The trail to Buseoksa Temple is very scenic. Fields of gold are seen along the trail. At the end of the spectacular yellow color of ginkgo tree leaves, a wide apple orchard appears. Thanks to fresh air and cool shade under the trees, you can relax and enjoy the scenic beauty of nature. Buseoksa Temple, the main temple for the Hwaeom Order of Buddhism, was established by Priest Euisang in the 16th year of the reign of King Munju of Silla (676 B.C.). It is one of 10 major Buddhist temples of Korea. In this temple, there is Korea's second oldest wooden building 'Muryangsujeon Hall,' following Geungnakjeon Hall in Bongjeongsa Temple in Andong. You need to climb up the 108 stairs to Muryangsujeon Hall from Anyang Pavilion. The 108 stairs mean a path to the heaven in Buddhism. The Josadang Hall in which the great monk Euisang had stayed has a great view of the Sobaek Mountains. Here, you may feel like healing all the diseases from the hectic urban life. This temple possesses many cultural heritages, including Muryangsujeon Building five national treasures, four treasures, and five province-designated cultural heritages. The Buseoksa Museum is slated to open in December 2011.

Address #148, Bukji-ri, Buseok-myeon, Yeongju, Gyeongbuk Tel 054-633-3464
Admission Fee KRW 1,200 (Adult), KRW 1,000 (Student) Website www.pusoksa.org

Treasures of Buseoksa Temple

FLOATING STONE

It is the origin of the name of Buseoksa Temple. Considering that we can still pass straps between the rock behind Muryangsujeon Building and the other rock on top, we know that the stone is still floating. This stone tells a sad love story. Priest Euisang met Lady Seonmyo when he was staying in China to study Buddhism. Lady Seonmyo loved him with all her heart, but Priest Euisang was not able to accept her love. To stay with Priest Euisang, Lady Seonmyo threw herself into the sea and became a dragon to follow Euisang to Silla. After that, Lady Seonmyo protected and helped Priest Euisang. When Priest Euisang was building Buseoksa Temple, the dragon lifted large rocks three times to drive away the thieves who had been at the site. This floating stone with the legend of Priest Euisang and Lady Seonmyo is called Buseok.



STONE LANTERN (NATIONAL TREASURE NO. 17)

It is believed that this stone lantern was built when Buseoksa Temple was established. With the beautifully skillful craftsmanship and aesthetics, it is known as the most beautiful stone lantern from the Silla Dynasty. A rectangular stylobate is placed on the compacted foundation and the lotus-shaped covering stone was placed on top of it. Then, an eight-angled stone post is erected to support another lotus stone and an eight-angled firing stone.



MURYANGSUJEON BUILDING (NATIONAL TREASURE NO. 18)

Muryangsujeon was built in 1016 (7th year of the reign of King Hyeonjong of the Goryeo Dynasty) by National Priest Wonyung when he was ordered by the King to rebuild Buseoksa Temple. Muryangsujeon is one of the oldest existing wooden buildings in Korea and is known as the most beautiful traditional building. It is a gable-roofed building with 5 front units and 3 side units. Each column has the head that is 34cm in diameter and the center entasis that is 49cm in diameter. Therefore, the columns are soft and elastically curved. Muryangsujeon Building has a Sojo Yeorae seated Buddha statue (National Treasure No. 45), facing east on the west part of the building. The inside of the building is open with no partitions. The tablet for Muryangsujeon was written by King Gongmin.



The inside of the building is open with no partitions. The tablet for Muryangsujeon was written by King Gongmin.

Valley of Mt. Sobaek

The Sobaek Mountains which stretch to the southwest from the Taebaek Mountains are situated in the northern part of Yeongju. Here, you can meet Buseoksa Temple, one of Korea's most beautiful wooden buildings, and scenic hiking trail.

ALONG MT. SOBAEK

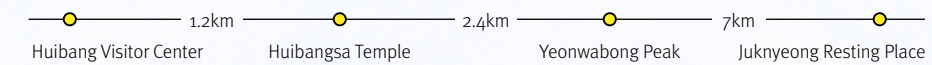
Mt. Sobaek is one of 12 noted mountains of Korea and was designated as a national park in 1987. It includes Yeongnam's No. 1 Hibang Falls and the observatory deck of Hibangsa Temple. Jungnyeong (692m) with 99 turns surrounds the national park. The park is beautifully covered with royal azalea in spring and snow blossoms in winter. Birobong (1,439m), Gukmangbong (1,421m), and Yeonhwabong (1,383m) Peaks are magnificently rising between Gyeongsangbuk-do and Chungcheongbuk-do Provinces. The park is covered with the rare yew trees. A total of 12 scenic hiking trails are developed in Mt. Sobaek, and eight of them belong to the City of Yeongju. It takes about 40 minutes to finish short trails (about 2 hours to finish long trails). It is recommended to come and get lost in meditation.

Website of Mt. Sobaek National Park <http://sobaek.knps.or.kr>

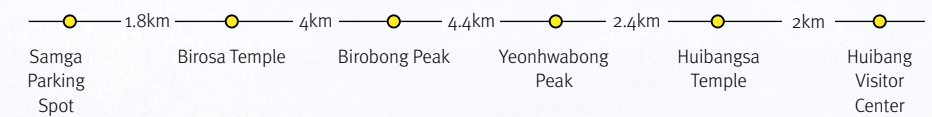


Ascent Routes of Sobaek Mountain

ROUTE 1 TIME 4.5Hours DISTANCE 10.6km



ROUTE 2 TIME 5Hours DISTANCE 14.6km



ROUTE 3 TIME 5.3Hours DISTANCE 13.3km



PATH TO HANYANG (FORMER NAME OF SEOUL) OLD STREETS OF JUNGNYEONG

The Old Streets of Jungnyeong, which started from Sobaeksan Station, were the major path to Seoul from Busan during the Joseon period. If you climb up the Bawitgil Trail surrounded by old trees for about 40 minutes, Jungnyeong Tavern appears. Jungnyeong cherishes a long history with many sad stories. For a while in the Age of Three Empires, it was the border between Goguryeo and Silla where the Three Empires often battled against one another. Goguryeo dominated Jungnyeong in the last year of the reign of King Jangsu (around 470 B.C.). In the 12th year of the reign of Silla King Jinheung (551 B.C.), King Jinheung ordered eight generals, including General Geochilbu, to form an alliance with Baekje to attack Goguryeo and conquered 10 villages to the north of Jungnyeong. In the 1st year of the reign of King Yeongyang (590 B.C.), which is 40 years later, noted General Ondal of Goguryeo planned to lead his troop to Jungnyeong and said to the King, 'I will not return if I fail to retrieve Jungnyeong'. These historical records (Samgusagi) tell us how important Jungnyeong was at that time.



FLAGSHIP WATERFALL OF YEONGJU HIBANG FALLS

You can meet Hibang Falls on your way to Hibangsa Temple from Sobaeksan National Park Management Office. The valley water which originates from Yeonhwabong Peak (1,383m) falls roaring. Hibang Falls, with luxurious woods and cool water, become the most welcoming destination in hot summers. If you climb up the stairs near the waterfall, a newly built overpass which is connected to Hibangsa Temple appears.



Time Travel in Yeongju

A village of Confucian scholars, in which their voices would be heard from the distance. Here, you can meet Korea's first private Confucian school bestowed by the throne and elegant traditional Korean houses. You can go back and forth between the past and the present here in Yeongju.

TRADITIONAL VILLAGE WITH BEAUTIFUL STREAM

SUDORI FOLK VILLAGE

It takes about 40 minutes by car to get to Sudori Folk Village (Museum Village) from Sosu Seowon Academy. A peaceful Naeseongcheon Stream flows through this beautiful village which is surrounded by thick forest. The village is called 'Museum' because it looks like a floating island. Bannam Park's family and Seonseong Kim's family would live in this fascinating village in the past. At present, about 50 antique traditional Korean houses remain. You can meet real Haeundae Old House and Manjukjae Old House in Sudori Folk Village. Sudori Folk Village is also popular with a single-log bridge above the Naeseongcheon Stream. It had been partially lost in last summer due to a torrential rain, but it has been restored. Even though it is a very narrow bridge, you can cross it without difficulty because the stream is very shallow. It is just a short 30 minute drive away from the heart of downtown Yeongju.

Address Museum Village, #209, Sudo-ri, Munsu-myeon, Yeongju, Gyeongbuk Tel 054-634-0040



KOREA'S FIRST PRIVATE CONFUCIAN SCHOOL BESTOWED BY THE THRONE SOSU SEOWON

Sosu Seowon, established by Governor Ju, Se Bung of Punggi in the 38th year of the reign of Joseon King Jungjong (1543 B.C.E), is the first Seowon built in Korea and the first Seowon accepted by the King. It was erected to redevelop education and philosophies. Sosu Seowon fostered many recognized scholars and nobles. An average of 800,000 tourists visits here every year.

Currently, it is preserved as Historical Item No. 55 and cherishes invaluable cultural heritages, including the portrait of Hoiheon (Sir Anhang, National Treasure No. 111) and five treasures. Don't miss to visit the Sosu Museum in which you can see the history of Neo Confucianism.

Address 151-2 Naejuk-ri Sunheung-myeon Yeongju
Tel 054-639-6693
Website www.seonbichon.or.kr



A VILLAGE OF KOREAN TRADITIONAL HOUSES

SEONBICHON VILLAGE

Once you arrive in front of the huge stone pillar engraved with 'Seonbichon Village,' blue tile-roofed old houses appear. The village features low stone fences, antique houses and straw-roofed houses. The Seonbichon which was completed in Sunheung-myeon in 2004 restored a Confucian scholars' village during the Joseon period. It is not like a film location with a goal of attracting tourists only. People actually live in the traditional houses which have been designated as cultural heritage. It is known as a future-oriented tourism resource that revives Korean traditional ideologies and offers various traditional experiential activities. Yeongju has been known as the 'town of nobility' and has designated Seonbichon and vicinity as the site of historical and cultural experiences.

The houses were named after an owner's name such as Haeudang Old House, Indong Jang Family's Head House and Kim Sang-jin's House. The Seonbichon Village offers a variety of fun and exciting Korean cultural programs such as Hanji (Korean paper) craft, natural dyeing and knotting craft. Come and get away from a hectic life for a moment and enjoy the romantic moonlight here in this beautiful village.

Address 357, Cheonggu-ri, Sunheung-myeon, Yeongju, Gyeongbuk
Tel 504-638-6444 Opening Hour 09:00-17:00 (Nov.-Feb.), 09:00-18:00 (Mar.-May, Sep.-Oct.), 09:00-19:00 (Jun.-Aug.)
Admission Fee KRW 3,000 (Adult), KRW 2,000 (Student)
1 night stay (depending on house type) KRW 45,000 ~ KRW 140,000 (4 Persons) Website www.sunbichon.net



More HAEUDANG OLD HOUSE



The Haeudang Old House features '□'-shaped Anbang (women's quarter), Geonneobang (quarter across from Anbang) and two Sarangbangs (men's quarters). If you book a room in this house, breakfast and snacks are served free of charge. The genuine Haeudang Old House is situated in Sudori Folk Village. The rooms are very simple compared to spacious Daecheongmaru (living area) and courtyard. Even though Anbang was originally designed for four people, it is as small as to house two adults. Because a bathroom is situated in the outside, it would be somewhat uncomfortable in cold winter. However, you can experience the heated floor in a traditional Korean room.

Delicacies of Yeongju

I have discovered three great restaurants which use healthy and nutritious food materials from Sobaek Mountain. The dishes were very refined and healthy with a deep taste. The greatest restaurants of Yeongju!

LET'S TRY PRIME HANU (KOREAN BEEF)!

YEONGJU LIVESTOCK COOPERATIVES HANU (KOREAN NATIVE CATTLE) PLAZA

This Yeongju Hanu wholesale store offers 'one-stop service' which makes it possible to taste and purchase Yeongju beef at a time. Deumsim (beef sirloin) and Galbisal (beef short ribs) are main menus. Insam Bulgogi (with 30g of ginseng) is also popular. It is recommended to grill the beef fast to prevent its juice from being dried away. The charcoal grill makes the beef more delicious. In general, AAA grade beef is available at KRW 25,000/200g. On the 1st floor, you can have tasty Korean beef over a cold beer. Yukpo (beef jerky) is also available. The delivery service is available on all products.

Address #140, Sanbeop-ri, Punggi-eup, Yeongju, Gyeongbuk
Tel 054-631-8400



TIP QUESTIONS ABOUT GINSENG

Q WHY IS GINSENG NOT GOOD FOR THOSE WITH HIGH BODY TEMPERATURE?

A Warming up is a correct expression than increasing body temperature. Because ginseng boosts energy by promoting the activities of organic matters, it may rather decrease body temperature and keep the balance if taken for a long time.

Q WHAT IS THE MOST EFFECTIVE WAY TO EAT GINSENG AT HOME?

A The saponin content is the highest in ginseng harvested in fall (September to early November). Therefore, fall is the best season to eat ginseng. It is a good idea to buy ginseng in fall and dry and keep it properly. You can extract good ingredients (almost 90%) while drying or steaming ginseng as well.

Q WHAT IS SAPONIN?

A Glycoside which is found in all plants is rich in peels and root hairs. Punggi Ginseng is particularly good with a lot of root hairs. This ingredient improves immune systems and promotes metabolism.

DINNER TABLE FOR THE KING AND CONFUCIAN SCHOLARS

MUSEOM GOLDONGBAN

As the only restaurant in Museum Village, it is situated across from the entrance to the village. This traditional Korean house-style restaurant serves Goldongban, a former name of Bibimbap (Rice Mixed with Vegetables and Beef). According to a legend, people would eat Goldongban on December 30 (the lunar calendar) to wrap up the year. The dishes cooked by Yeongju local food specialist Kang Seong-suk are served in high-quality brass tableware (made by Intangible Cultural Property No. 22 Kim Sun-ik) on the refined and elegant wooden table. About 30 different jangajjis (vegetables picked in soy sauce) made by Kang Seong-suk without artificial flavors are a pride of Museum Goldongban. The menus are Pannip (red bean leaves), Dadami Namul, Bibimbap and Museum Seonbi Jeongsik (set meal). Advanced reservations are required.

Address #268, Sudo-ri, Munsu-myeon, Yeongju, Gyeongbuk Tel 054-634-800 Website www.museumfood.com



HEALING FOOD PARTY

YEONGJU SAMGYETANG (CHICKEN SOUP WITH GINSENG)

It is Samgyetang (chicken soup with ginseng) restaurant which opened three months ago. 'Yeongju Samgyetang' made of healthy Punggi chicken with 5-6 years old ginseng is the main menu. The meat stock made of medicinal herbs and dried ginseng is very savory and refreshing with a strong scent of ginseng.

The tasty tender and juicy flesh and glutinous rice with healthy beans may heal your body. Park Sun-hwa, a medicinal food specialist, praised the excellence of ginseng, saying that it removes a toxin in every corner of our body and enhances immune system by increasing body temperature. If ginseng is grinded or fried, its bitter taste could be reduced. Therefore, grinded ginseng would be added to Samgyetang for those who don't like ginseng smell.

Address #26-6, Ohyeon-ri, Bonghyeon-myeon, Yeongju, Gyeongbuk Tel 054-633-3379 Opening Hour 11:00-21:00
Website www.yaksundang.co.kr

Beautiful Future of China

Tianjin



China's biggest industrial city with the largest artificial port, Tianjin is a gateway to Beijing. It has been growing since the opening of the great canal during the Sui Dynasty and continued its expansion in the economic and social areas. Many areas are under construction with the frenzy over redevelopment. Its growth speed already exceeds that of Shanghai. It is more famous as an economic city than as a tourism city, but it still has many tourism factors. As a port city which is generous to other cultures, the city is full of foreign cultures from European buildings including Italian, French and Austrian ones, various museums, and traditional streets to cuisines full of Chinese colors. The one-night and two-day trip to Tianjin starts now.

Editor Seon-Ae Yu Cooperation ST Regis Hotel www.stregis.com/tianjin, Tianjin Municipal People's Government www.tj.gov.

All about Tianjin



Tianjin, referred to as "Jin" for short, is one of the four municipalities directly under the Central Government of China. Not only is it an international harbor and economic center in the north of China, but it is also well-known for its profound historical and cultural heritage. The name of Tianjin, meaning "a port for the emperor", was first adopted in the first year of Yongle Reign in Ming Dynasty. In 1860 Tianjin was opened as a trading port. After the founding of the People's Republic of China, Tianjin became a municipality directly under the central government. In 1978, with the adoption of the policy to reform and open up to the outside world, Tianjin became one of the first coastal cities in China to open up. In the Outline of the 11th Five-Year Plan for the Development of National Economy and Society in the People's Republic of China, which was approved of in 2006, it is pointed out that the development and opening of Tianjin Binhai New Area is part of the overall national development strategy of China. Since the adoption of the policy to reform and open up, Tianjin has opened wide to fuse itself into the global trend of

economic development. In addition, the investment environment has been improved steadily. Tianjin enjoys a lot of advantages in its investment environment: its convenient port transportation, open market, excellent logistic services, attractive investment policies, highly efficient government services, and its transaction environment characterized by honesty and cooperation. So far, Tianjin has attracted investment from over 110 countries and regions, and nearly 18,000 foreign-funded enterprises have established their branches in Tianjin, bringing along investment more than US \$55 billion. Of the top 500 enterprises in the world, more than 110 have invested in Tianjin. In the future, efforts will be made to build Tianjin into an international harbor city, economic center in the north of China, and an ecological city. This positioning of the city provides Tianjin a broad stage to seek further development. As a famous city of historic and cultural significance in China, Tianjin is a birth place of culture and arts in the north of China. It enjoys a reputation of a "Cradle of operas" and "Motherland of Quyi".

The professional performance troupes of Tianjin deal with a wide range of arts, including Peking opera, Pingju opera, Hebeibangzi, Quyi, drama, singing and dancing, symphony, etc. In the museums and memorials in Tianjin, there are nearly 60,000 pieces of cultural relics, including some rarities which deserve to be recognized as national treasures. The local folk arts of Tianjin are varied and interesting. The colorful Yangliuqing New Year Paintings, vivid colored sculptures of Clay Figurine Zhang, impressive well-designed kites of the Weis, and exquisite carved bricks of the Lius are outstanding representatives of the folk arts of Tianjin. As a modern cultural metropolis, Tianjin claims possession of a 415.2 meter tall TV and radio broad casting tower, a world-class exhibition center, and the largest modern book edifice in China. These first-rated cultural facilities, with their unique features, constitute a public culture and sports service system, which contributes to the prosperity of the culture in the modern city.

• Reference : Tianjin Municipal People's Government



Delicious Tianjin Tour Tianjin Flavor Best 4



SPECIALTY OF TIANJIN, DUMPLING

GOU BU LI PAOS 狗不理包子

Originated from the Qing Dynasty 100 years ago, Gou Bu Li Paos became the specialty of Tianjin. There is a saying that you never go to Tianjin when you do not eat Gou Bu Li Paos. Meats and various ingredients are used as filling inside the fermented flour dumpling skin. It looks nice and soft white skin and rich gravy are its features. They are served when treating state guests. It is also famous as a favorite dish of former U.S. President, Bush.

SWEETNESS OF FRIED SNACK

SPAJEMAHWA 十八街麻花

Flour is used to make noodle-like dough and it is twisted and fried. Ginger and sesame mixed with laurel tree and sugar are added. People of Tianjin started to enjoy this from the 1920s and now it became one of the three foods of Tianjin. It is crispy and sweet. Types and tastes vary according to ingredients. Among them, Spajemahwa is the most famous.



SWEET CHESTNUT ALL OVER THE STREET

TANGCHAOBANLI 糖炒板栗

Chestnut produced in Tianjin is relatively smaller but have great taste and flavor. Sweet chestnut grows at the Chinese northern border line which has high temperature difference between day and night. Tianjin sweet chest nut produces fruits of 4-5 kg per tree. Chestnuts are fried in oil and sold at the street. Better the taste, easier to peel the skin.



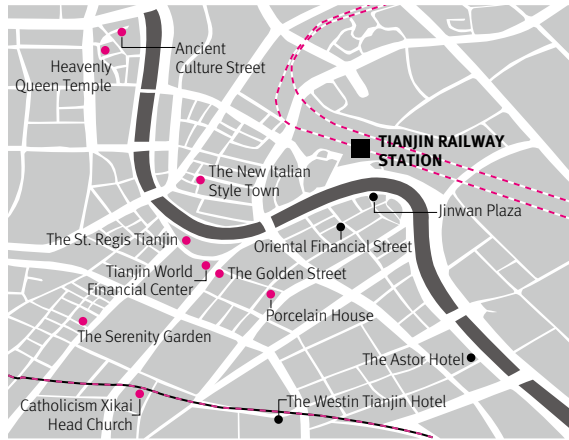
TIANJIN KONG LASTING BRANDS

KANG LE 天津火车站

Kang Le offers a variety of ice-cream popsicles ranging from classic chocolate to pineapple and red bean flavor. The company was founded in 1951 and has become one of the most successful ice-cream brands in Tianjin. You had better hurry and get your fill of these frozen treats before weather turns cold!



One Day Tour in Tianjin



WALKING ON HISTORY

TIANJIN ANCIENT CULTURAL STREET 古文化街

Tianjin Ancient Cultural Street was formally opened in 1986. Tianjin Ancient Cultural Street attracts tourists who come to see its special architectural styles, admire its classic cultural features, buy various folk crafts, and sample the delicious local Tianjin snacks. Above all, as visitors walk along the street, they will be particularly impressed by the splendid replica classical architecture in the folk style of the Qing Dynasty. Visitors who are interested in Chinese traditional handicrafts will also appreciate another Tianjin Ancient Cultural Street attraction - the hundreds of stores selling a wide variety of folk handicrafts.

Directions Nankai District of the Tianjin Municipality **Address** Northeastern Corner of The East Entrance, Nankai District, Tianjin, China **Tel.** 022-27275039



THE LARGEST CHURCH IN TIANJIN THE XIKAI CHURCH 西开教堂

The existing buildings, constructed by French Catholicism, include the catholic chief church built in 1914 and the cathedral built in 1917. The whole church follows the European style, adopting French Romanesque architecture technique. The church takes up an area of 1,585 square meters, and is 45 meters high. It has a long cross-shaped layout. There are three tall towers standing at the apexes of a triangle, at the front and the back of the church. There are three corridors inside with luxury colored frescoes on the inner wall. Now it is still the local center of Catholic activities.

Address Dushan Road, Binjiang Avenue, Heping District, Tianjin, China **Tel.** 022-85568253 **Opening Hours** 9:00-11:00, 14:00-16:00 (Closed on Sunday) **Price** RMB 66 (Business) RMB 94(VIP)

Brand New,
Opening on 31 Oct, 2011!



ST. REGIS HOTELS

The St. Regis Tianjin defines a new benchmark in the city for modern luxury and bespoke services. The hotel offers 238 exquisitely designed guestrooms and 36 suites that are among the largest in Tianjin. The elegant décor is a seamless integration of contemporary Western aesthetic and ancient Chinese influences punctuated by floor-to-ceiling windows with stunning views of the Hai River and downtown Tianjin. Each room offers modern conveniences such as flat screen LCD televisions with multi-channel cable, iPod docking stations with sound systems, and high speed wireless internet access. The spacious and lavishly appointed bathrooms offer double vanities, luxurious rainforest showers, plush towels and robes, and exclusive Remede accessories.

Direction access to the Tianjin Binhai International Airport (25 minutes by car), and is located within a five-minute walk to the Tianjin Railway Station **Address** 158 Zhangzizhong Road, Heping District, Tianjin, China **Tel.** 22-58309999 **Price** from RMB 908 (Superior Room), from RMB 1550 (Grand Deluxe Room) **Website** www.stregis.com/tianjin

RISING TIANJIN!

TIANJIN RAILWAY STATION 天津火车站

The Tianjin Railway Station was built in 1888 first and was rebuilt in 1987-1988. On August 01, 2008, the bullet trains linking Tianjin and Beijing was put into operation. The high-speed train reaches above 350km/h, shortening the ride time to 30 minutes. Its newest renovation started in Jan, 2007 and finished 2010. The new renovated Tianjin Railway Station is equipped with most modern facilities with dimensional transportation. While not presently connected to the Tianjin Metro network will be completed in 1-2 years, the new Lines 2 and 3 as well as an extension of Binhai Mass Transit (Line 9) will intersect at the station.

Address Hai He Dong Lu, HeBeiQu, Tianjin, China **Price** Beijing-Tianjin One way RMB 55 (Economy), RMB 66 (Business) RMB 94 (VIP) **Website** www.cmay.cn



UNDERSTANDING MODERN CHINA

THE GOLDEN STREET 天津火车站

The Golden Street (Heping Road) is situated to the west side of Haihe River, with a total length of 2,138 meters. Along the street, there are shops providing services, general merchandise, foods & drinks, cultural education, recreation, all for shopping, tour, eating and entertainment. Various branded commodities can be found here, and shoppers enjoy cuisines and famous Tianjin local snacks, at establishments such as Gou bu Li Paos Fast Food Restaurant, Up Island Café, Brazil BBQ, Korean Cuisines, Italian Pizza, McDonald, KFC, and others.

Directions It takes 10minutes by foot from St. Regis hotel

BIGGER THAN LONDON EYE

TIANJIN EYE 天津之眼

Standing 120m (390 ft) tall, the Tianjin Eye is one of the largest Ferris wheels in China and the only structure of its kind to have been built on a bridge. Completed in April 2008 in time for the Beijing Olympics, the Tianjin Eye sits astride the Yongle Bridge (永乐桥) over the Hai River, its 48 capsules swinging passengers up and around on a 30 minute rotation that takes in commanding views of the city below. Brightly lit at night, the Tianjin Eye has become an iconic part of the Tianjin skyline, its reflection making a dramatic, some might say auspicious, figure of eight in the river below.

Directions Metro Line 1 Xibei Jiao and Xizhan stations will both drop you a 15-minute walk away. **Address** Haihe East Road, Hebei, Tianjin, China **Tel.** 022-26288830 **Opening Hours** 09:00-21:30 (Closed in heavy wind or rain) **Price** RMB 60



THE LAST EMPEROR PUYI'S GARDEN

GARDEN OF SERENITY 静园

The former residence of Puyi, boasting historic architecture under special protection, as well as Heritage Protection Unit of Tianjin. From 1929 to 1931, the last emperor Puyi, along with Queen Wan Rong and concubine Wenxiu lived here. In the manor, there is Asin-Giuro Puyi Exhibition Hall, exhibiting hundreds of pictures and articles of literature, recording the romantic life of Puyi from an emperor to a common citizen, and showing his main activities when living in Tianjin.

Address 70 Anshan Road, Heping District, Tianjin, China



ITALIAN STYLE IN NORTHERN CHINA

NEW ITALIAN STYLE TOWN 新意街

New Italian Style Town (Xin Yi Street) is called the Italian Custom Region which was built in 1902. It was engineered on the previous Italian Concession Region, which was the only real concession region of Italy within the world. The most of the buildings are restaurants and bars that attract foreign tourists. Here tourists can't solely tastes Italian noodles, the pizza and alternative Italian snacks. Besides, tourists may fancy liking the Italian performances and alternative Italian garments and handicraft exhibition.

Directions Marco Polo Square, Hebei District, Tianjin, China

More HAIHE RIVER CRUISE



The Haihe River meanders its way through the city of Tianjin. The renowned cruise on the river features the Haihe Park, the Fountain Amusement Park, magnificent waterfront homes, and green parklands, and gives a comprehensive view of what the landscape of Tianjin is all about.



IN TOUCH WITH HISTORY

THE PORCELAIN HOUSE 瓷房子

The Porcelain House, a private museum decorated with about 400 million pieces of ancient Chinese ceramic chips and over 13,000 ancient Chinese porcelain vases, plates and bowls. It is perhaps the most strange and eye-catching house in Tianjin. The owner said he spent over 20 years collecting materials and five years completing the decoration. The house, originally a French style villa, is located in Chifeng Street, Heping district.

Address 72 Chifeng Avenue, Heping District, Tianjin, China **Tel.** 022-27123366 **Opening Hours** 10:00-17:00 **Price** RMB 35



Gunsan, Vintage &

Modern

Silently preserved old past as if time stops and growing and new future like a fast running sprinter. Gunsan has two faces like Janus. Yesterday and today of Gunsan met in a time machine. *Editor Su-Jin Kim Photo Choong-geun Oh*



Vintage Travel Course



A HUT BY THE RAILWAY RAILWAY VILLAGE

Houses gather around an old railway in the village. The village hasn't changed as if time goes back in the village. Refugees started to build houses near railway during the January 4 Retreat (The Korean Government retreated from the capital when attacked by the Chinese army during the Korean War in 1951) to create the current village. The railway was established during the Japanese colonial rule and had been used by the cargo train from the old Gunsan Station and a paper factory. The operation has stopped since June 2008 and loud train engine sound became the thing of the past.

Location Across E-mart Gunsan, 12-tong, Gyeongang-dong Gusan-si, Jeollabuk-do



THE ONLY JAPANESE-STYLE TEMPLE IN KOREA DONGGUKSA TEMPLE

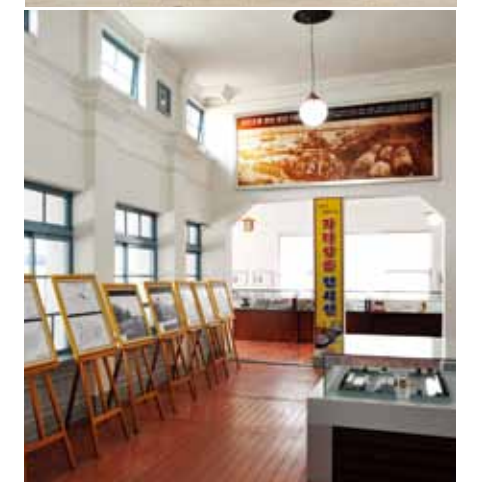
The temple was established in 1909, exactly ten years later since Gunsan opened its gate to Japan in 1899. Its original name was Geumgangseonsa. The landscape makes visitors feel that they are in Japan. The building used the construction technique that the building inclined inside slightly. It is Japan's unique earthquake-resistance technique. The bell ringing in the wind and the green and tall bamboo forest create a nice harmony. Take a look at a jar buried under the bell. It's Korean style to make the bell ring, which proves that Dongguksa is the temple in Korea.

Address 135-1 Geumgwang-dong, Gunsan-si, Jeollabuk-do **Tel** 069-462-5366 **Website** www.dongguksa.or.kr

MODERN CULTURAL LEGACY OF GUNSAN HONAM CUSTOMS EXHIBITION

Designed by a German in 1908, the Honam Customs Exhibition was built with the same construction method with Seoul Station and the head office of Bank of Korea. It was the only customs office during the Korean Empire Period and it is now used as exhibition hall. The photos of port transporting war supplies including rice and then customs office are exhibited. The bags of rice to be transported to Japan were piled up in the storage after the Gunsan Port opened.

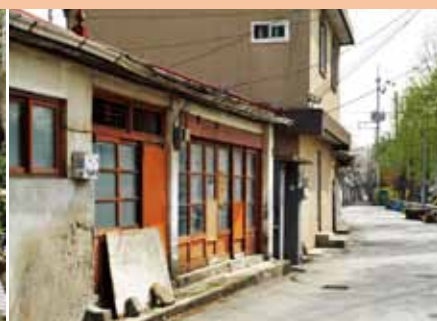
Location Across E-mart Gunsan, 12-tong, Gyeongang-dong Gusan-si, Jeollabuk-do



HIGH ROLLER SCHOOL JAPANESE-STYLE HOUSE IN SINHEUNG-DONG

The house was built by a famous Japanese fabric dealer in Gunsan, Hiro in 1925. In the movie 'Tazza: The High Rollers' (2006), it was used as a house of Yun-sik Baek where main character Seung-Woo Jo practiced fast hand techniques to become a high roller. Two 'ㄱ'-shaped houses are located side by side and a Japanese-style garden and a big stone lantern is located between them. The traditional Japanese-style house reminds of the Japanese horror movie 'Ring', giving chill. The building on the back yard looks like a storage but actually a vault.

Address 58-2 Sinheung-dong, Gunsan-si, Jeollabuk-do **Opening Hour** 10:00-18:00



Food RECOMMENDED RESTAURANTS

BAKERY IN MEMORY YISEONGDANG

'Arare' started by a Japanese owner in 1910 was the start of Yiseongdang. It changed the name to Yiseongdang in 1945 and moved to the current location in 1948. Yiseongdang is the oldest bakery in Korea. The bakery reminded the generations who were born in the 70s or 80s of past memories as a hot place of that time and all menus are served at a reasonable price to young generations of today. Half of the bread is made of rice, not of wheat, considering customers' health. Husband of the owner operates the adzuki bean factory and provides ingredients. Some customers buy 10 adzuki bean breads at a time. The bakery sells pastry which is popular these days but vegetable bread and croquette are popular.

Address 12-2 Jungangno1-ga, Gunsan-si, Jeollabuk-do **Tel** 063-455-2772 **Opening Hour** 07:30-22:30 **Price** adzuki bread KRW 1,000, Patbingsu KRW 4,500

BEST JJAMBONG BOKSEONGRU

Tourists to Gunsan visit famous Jjambong (Chinese style-noodles with vegetables and seafood) restaurant as if it is a must. When a lady wearing a red apron serves a bowl of Jjambong, tourists are surprised with the large portion of the meal once and with the special taste once again. A lot of pork is topped on Jjambong in Bokseongru. The restaurant uses a huge amount of seafood, 40kg Manila clam, 30kg mussel and 10kg cockle. But the ingredients run out earlier and therefore many times the shop closes earlier than the closing time. As the restaurant is busy, fried rice can be ordered before 11:30 am.

Address 332 Miwon-dong, Gunsan-si, Jeollabuk-do **Tel** 063-445-8412 **Opening Hour** 10:30-16:00 (closed on Sunday) **Price** Jjambong KRW 5,500, Jajang KRW 4,500, Fried rice KRW 6,000

DO YOU KNOW THE TASTE OF CRAB? YUSEONG GARDEN

What is the food you must have in Gunsan? That is seasoned raw crab. Gunsan is famous for the main producing district of plump crab. Cutting a big crab into several pieces, crab meat pops out. Put hot boiled rice inside the soy sauce seasoned crab shell and mix it up with eggs and wrap it with seaweed. Red-pepper paste seasoned crab is also delicious. You can finish a bowl of rice quickly with the seasoned crab. Yuseong Garden buys crabs in April and May and quick-freezes them to maintain the best taste throughout the year. You can place an order through phone or internet within Korea.

Main restaurant Address 476-1 Seongdeok-ri, Seongsan-myeon, Gunsan-si, Jeollabuk-do **Tel** 063-453-6670 **Susong Branch Address** 840-5 Susong-dong, Gunsan-si, Jeollabuk-do **Tel** 063-464-6670 **Opening Hour** 09:30-21:30 **Website** www.yuseonggarden.co.kr

Modern Travel Course



ISLAND EMBRACING THE WATER SINSIDO

Sinsido has Wolyoungbong Peak and Daegak Mountain as the 7th course of Gusan Gubulgil. And it is the largest island in Gogunsangundo Archipelago. Visitors can enjoy the island's landscape along the 16.5m-long shoreline and climb Daegakmountain observatory or Wolyoungbong Peak. In particular, autumn leaves of Wolyoungbong Peak are so splendid that it moves hearts of people passing along the shoreline. The 12km-walking path allows visitors to enjoy mountain and sea at the same time. Saemangeum Breakwater which connects Gusan-si of Jeollabuk-do, Gogunsangundo and Buangun was completed in 2010. And Visitors can enjoy the beautiful landscape of Sinsido Daegaksan Mountain and Baesugapmun at the Sinsido Observatory which became popular after the completion of the breakwater.

Directions Jeonju-Gusan Industrial Road (To Gusan) → Starting point of Jeonju-Gusan Industrial Road → Saemangeum Breakwater → Dock → Sinsido



WARM PLACE NAMU GALLERY

The owner's husband, sculptor, built all the furniture inside the café and interior. Warm and soft tree feels cozy. A stage is created on the first floor and paintings of artists in Gusan are exhibited on the second floor.

Address 9-2 Gaebokdong, Gusan-si, Jeollabuk-do **Tel** 063-466-5825
Opening Hour 11:00-23:00



FLOATING ON THE MUSIC FLYING ISLAND

Funky interior and lights are free like a café at the backstreet of Hongik University. Sometimes indie music bands perform and art market 'Nanjangpan' opens. The café is full of artistic vibe as it sells CD of indie musicians in Gusan.

Address 2F 11-4 Gaebok-dong, Gusan-si, Jeollabuk-do **Tel** 063-446-7772 **Opening Hour** 13:00-24:00 (Closed on every first Monday)

More GUSAN SAEMANGEUM CITY TOUR BUS



For those who travel Gusan through train or bus, do not miss the city bus tour to cultural properties in downtown Gusan,

tourist destinations and modern cultural property course. The tour bus departs at Gusan Intercity Bus Terminal (09:10), Gusan Station (09:30) and KTX Iksan Station (10:00) every Wednesday, Friday, Saturday and Sunday. The modern cultural property course starts in front of Gusan Intercity Bus Terminal (09:10) and Gusan Station Plaza (09:30) every Wednesday and Friday. Expenses other than boarding fee are individual responsibility. Registration is available through phonecall and online.

Reservation 063-465-2240 **Price** KRW 5,000 **Website** <http://tour.gusan.go.kr/?SITE=3&MENU=1210>

More MUDFLAT EXPERIENCE AND FISHING ON THE BOAT IN SINSIDO

Mudflat experience and fishing on a boat with generous and friendly fisherman are the course you should not miss in traveling Sinsido Island. Picking seashells and marine organisms at the mudflat in the village and catching fish with loach and lugworm as bait will give you unexpected pleasure.

Tel 063-463-3401 **Price** One-day course charge (KRW 50,000 per person, lunch included), One-night two-day course charge (KRW 90,000 per person, meals included)



THE GREAT WALL ON THE WATER SAEMANGEUM BREAKWATER

The 33.9km-long Saemangeum Breakwater was listed on the Guinness Book as the world's longest breakwater. It connects Gusan-si of Jeollabukdo, Gogunsangundo and Buan-gun. The recommended course is driving toward the wind power plant which looks like a white pinwheel, passing through Bieung Tourism Port where red and white lighthouses face each other and entering Saemangeum Breakwater.

Address 121 Bieungdo-dong, Gusan-si, Jeollabuk-do **Tel** 063-467-6030 (Saemanteum Tourism Information)



SILVER WAVE EUNPA RESORT

Nights in Gusan begin with constantly changing lightings of the Eunpa Resort. The 370m-long 'Mulbit Bridge' colors the calm lake and the 'music fountain' dancing to the music symbolizes pedals. The popular Eunpa Resort was originally called 'Mije Reservoir'. Mije originated from the Korean word 'Rice Land' as the reservoir had been used as a agricultural water since the Goryeo Dynasty. You can cool off the heat of the summer night by taking a walk around convenience facilities such as outdoor concert hall, lotus flower habitat, cherry blossom path and inline skate rink

Address 1 Naun3-dong, Gusan-si, Jeollabuk-do **Tel** 063-450-4431



THE VILLAGE WITH BEAUTIFUL YARD DDEULAREUM VILLAGE

Ddeulareum Village meaning 'the village with beautiful yard' welcomes visitors with rustic landscape and various themes. Various experience programs including tall flat sedge, traditional food and farming are a great opportunity to find your hidden hand technique. Villagers greet visitors at the experience center. Make soft tofu by grinding beans and make products with tall flat sedge. Tall flat sedge is split and dried to make mat or sitting mat. Visitors can see how it grows and how it is made to mat. After observing the process, visitors make Bokjori with tall flat sedge. Put fortune in Bokjori.

Address Wonjugok Village, Jugok-ri, Napo-myeon, Gusan-si, Jeollabuk-do **Tel** 063-453-2110 **Website** <http://arum.go2vil.org>



FAMOUS RESTAURANT HIDDEN IN BIEUNG PORT

People can leisurely enjoy landscape of the Bieung Port over glass window and course meals at the restaurant. Whenever visiting a port, visitors can't find a nice sashimi place among many. The crowded port can make visitors lose mind. Let's visit Ariul where you can enjoy neat meal leisurely. Hunger is the best sauce. Ariul serves sashimi first and various other course meals follow. Sashimi refill is free. Each course meal is impressive from fried noodle, seasoned fish to fish stew.

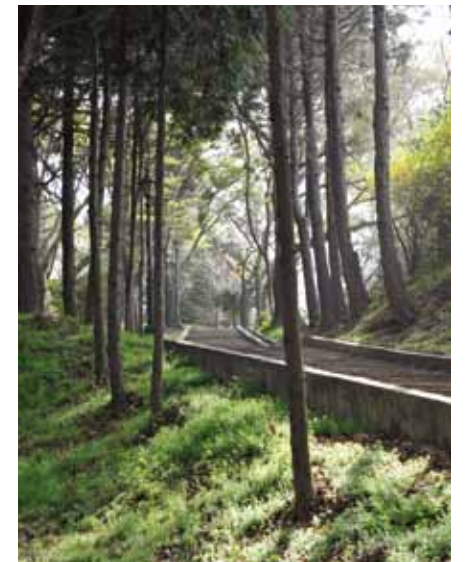
Address 61-5 Bieungdo-dong, Gusan-si, Jeollabuk-do **Tel** 063-468-5501 **Opening Hour** 10:00-22:00 **Course Price** Achim Bada KRW 25,000, Eunbit Bada KRW 35,000 **Website** www.ariulgusan.co.kr



BIRDS ARE FLYING IN GEUMGANG MIGRATORY BIRDS OBSERVATORY

Every winter, various species of rare migratory birds including spectacled teal, mallard duck, common shelduck nest around the mouth of Geumgang River. Migratory birds fly in the reeds creating a golden wave and a graceful wild goose are flying over water. As the bank was completed in 1990 at the mouth of the river, the place became the best habitat for winter migratory birds in Korea. The Birds Observatory was established in 2003. The observatory is equipped with a permanent exhibition hall, an incubation experience zone, a plant ecological exhibition and sky lounge on the land of 19km². You can watch migratory birds which vitalize the mouth of the river on the 11th floor of the observatory and enjoy various events during the 2011 Gusan World Migratory Birds Festival held from Nov. 16-20.

Address 411-1 Seongdeok-ri, Seongsan-myeon, Gusan-si, Jeollabuk-do **Tel** 063-453-7213-4 **Opening Hour** 10:00-18:00 **Admission** adult KRW 2,000, youth KRW 1,000, children KRW 500 **Website** www.gmbo.kr



WHERE FLOWERS AND TREES WHISPER WOLMYEONG PARK

Wolmyeong Park, Wolmyeong Mountain is good for couples to enjoy date as it has trees growing tall and fully-blossomed flowers. On the Susi Tower and observatory which look like a flaming torch and a sail flapping in the wind, you can overlook the sea in front of Gusan and Geumgang River. Wolmyeong Lake near the forest of Japanese cypress makes visitors feel cool. Rattan and cherry trees get greener in the summer, providing fresh air and relaxation.

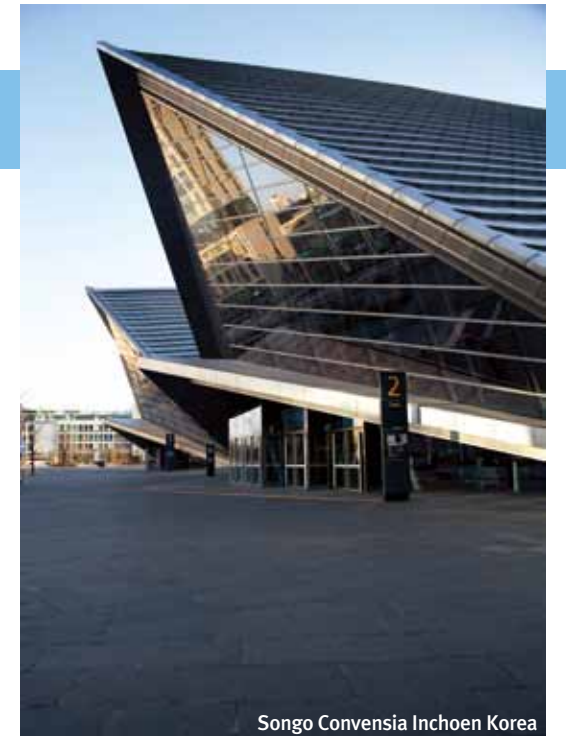
Address 35-20 Geumdong, Gusan-si, Jeollabuk-do **Tel** 063-450-4000

Great Potential for MICE Tourism

China Pavilion, Expo 2010 Shanghai China

and the outlook for the MICE market is very bright.” He continued, “People once believed that technology development might decrease the necessity of meeting others in person. With the expansion of the network, on the contrary, the necessity of meeting people has rather increased, which means growth of the MICE market.” The ITB Asia was an event to see the rapid growth of the MICE industries in Asia and witness its great potential.

The stage for the MICE industries has recently shifted from Europe and the U.S. to Asia. In particular, South Korea has seen the value of the MICE after successfully hosting the 1988 Olympic Games in Seoul. In April 1997, ‘Act on Development of International Convention Industry’ was enacted. In 1998, ‘Master Plan for Development and Promotion of International Convention Industry’ was established. Since then, Korean government has focused on boosting the MICE industries. In 2000, world-class COEX Convention Center in Seoul opened. Empowered by the success of the 2000 ASEM in Seoul and 2005 APEC Summit, Daegu Exhibition & Convention Center (EXCO) and Busan Exhibition & Convention Center (BEXCO) were built. Since then, large convention facilities have been built across the nation such as Jeju and Daejeon. In addition, South Korea hosted the G20 summit last year. Thanks to expansion of this kind of infrastructure, the number of international conventions held in Korea has tripled for the past decade. Because of these competent modern facilities, the related industries have developed.



Songo Convensia Inchoen Korea

In fact, the MICE has been the mainstream throughout the world. Regarding convention industry, for example, a total of 181 exhibition centers (5000m² or greater in exhibition area) were built during the last year alone. As a result, the total number of exhibition centers reaches up to 1,100. According to the Union of International Associations (UIA), which collects and announces international conference statistics around the world, a total of 11,519 conventions were held all over the world in 2010 (11,503 conventions in 2009). In terms of the number of international conventions hosted by nation, the U.S. ranked 1st for two consecutive years with 936, followed by Japan (741), Singapore (725) and France (686). According to the figures above, Asian countries were very strong in 2010.

What has made it possible for MICE industries to emerge as a leader in tourism industry as ‘Chimneyless Industry’, ‘Golden Industry’ and ‘Blue Ocean in Tourism’? The MICE refers to an abbreviation of ‘Meeting, Incentive Travel, Convention and Exhibition’. It generates enormous economic effects in various fields by close connection of related industries such as hotel, transportation, tourism, trade and distribution. Now, it is time to pay attention to MICE as a key to boost local economy.

Editor Jin-Joo Shin

The scope of MICE is broad. The MICE has rapidly grown with significant tourist attraction power in various fields such as meeting, incentive travel, convention, exhibition, international conference, event and festival. First of all, the MICE differs from general tourism industry in that it targets businesses. In other words, while the conventional tourism is Business-to-consumer (B2C), the MICE is Business-to-Business (B2B). Therefore, the MICE can generate far greater values than the general tourism industry. Many countries from around the world have already concentrated on the MICE to develop it into their strategic industry. They have been active in building huge-scale convention facilities and attracting international events.

Can you guess the potential economic effect of the MICE the world has kept an eye on?

CURRENT STATUS OF MICE INDUSTRIES

ITB Asia, the Trade Show for the Asian Travel Market, which was held in Suntec, Singapore in October was a great opportunity to see the potential of the MICE industries in Asia-Pacific regions. In his opening address, Hilton Worldwide executive Paul Brown said “In global tourism market, convention industry accounts for 25%, about twice increase in seven years. Due to current global economic downturn, some people worry about grim outlook for tourism. However, Asian economy is still on the rise,



It was Singapore which stood out most among Asian countries. Considering top 30 countries in terms of the number of international conventions hosted as of 2008, the growth rate for the past decade reached up to 426%. Singapore has invested SG 107 million dollars in global marketing since 2006. All these have been possible because of a great support from the Singaporean government. Singapore targets to generate KRW 10 trillion of revenue through the MICE industries.

China has also grown at a rapid pace since the hosting of the Shanghai World Expo in late October last year. In fact, Chinese exhibition & convention industry has annually grown by 20%. Since the massive earthquake, Japan has suffered a downturn in tourism industry. However, Japan still maintains JPY 4.73 trillion of international exhibition & convention market by authorizing about 50 local authorities to host the international events. In fact, Japan has generated JPY 11.4 trillion of economic ripple effect through the MICE industries.

MICE INDUSTRIES BOOSTING LOCAL ECONOMY

In September this year, Jeju Island situated in the southernmost part of the Korean peninsula was crowded with

Chinese tourists. A total of 11,200 employees of Bao Jian Commodity Co, Ltd. (寶健) of China visited Jeju through 'Incentive Travel'. For two weeks starting September 13, they spent about KRW 40.1 billion. The economic ripple effect reaches up to KRW 91.4 billion. In other words, it is no wonder that the MICE is called 'chimneyless golden industry'. In case of the 2010 G20 Seoul Summit, each participant spent US 248.8 dollars in average, roughly twice greater than the spending by general tourists. The tourists of 'Incentive Travel', a way to motivate and reward valuable employees through an overseas trip, are also greater than general tourists in terms of expenditure. The City of Incheon is also one of the leading cities in Korea, which has boosted local economy through the MICE business. The Songdo Convensia Convention Center in the Incheon Free Economic Zone (IFEZ) has hosted a total of 426 events since 2008. It has already attracted about 2 hundred events for 2012. The state-of-the-art center aims to host 700 events (about 2 events per day) in 2014. Because of the success of the World Expo 2010, Shanghai has also expanded its exhibition & convention facilities. In other words, the competition has become fierce in East Asia. Once ongoing exhibition and convention-related construction across Asia such as Seoul, Kuala Lumpur and Chiang Mai is completed, it is likely that the new facilities would significantly boost local economy.

OBSTACLES OF MICE INDUSTRIES

There still are a lot of problems to solve in the MICE industries such as a lack of understanding on the industry, poor infrastructure, unskilled staff and absence of related organizations. In addition, the MICE industries are diversely classified depending on scale, scope, subject and purpose of participation and differently defined by international organization or country. Therefore, it is difficult to establish reasonable standards on the MICE industries. In particular, the MICE industries in the Asia-Pacific region should be further developed both quantitatively and qualitatively, compared to those in Europe and the U.S. No matter how much Asian market grows, it just stays at 25% of the global market. In terms of the percentage of the exhibition & convention business to GDP as well, Asia is about 1% of the western advanced countries.

It is important to systematize MICE planning to meet customer needs and demands and provide high-quality services. It is also required to use the exhibition & convention facilities as a cultural space for local citizens. What is most critical is that local authorities should fully aware the importance of MICE industries, make investments in the facilities and make continued efforts to secure professional staff. Even though there is a great concern about a huge economic loss, the MICE industries in the Asia-Pacific region may flourish in the future considering their great growth potential.

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BEXCO, Busan Korea



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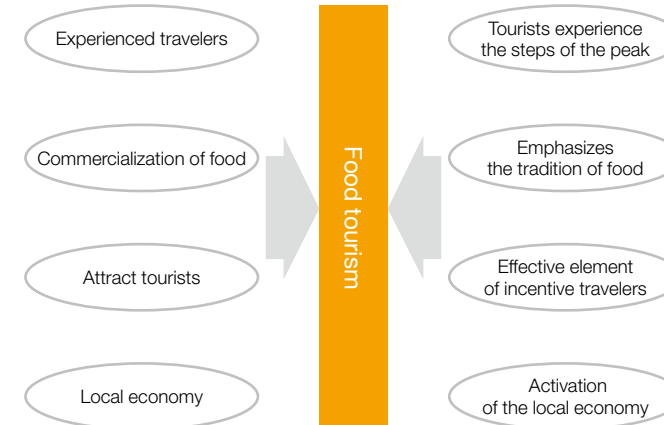


ANALYSIS THROUGH INTERNATIONAL CASE STUDIES

The Importance and Impact of Food Tourism

Among various cultural tourism resources which represent the nation or local culture, 'food' is one of the easiest living cultural factors that tourists can get access to. In fact, food is an essential element in order for tourists to have cultural experience. Since a long time ago, therefore, advanced countries in tourism have developed food culture into a tourist product in recognition of its value as a tourist resource and attracted a lot of tourists from around the world. Let's take a look at the success stories of leading countries in food tourism - Thailand, Singapore, France and Japan – and discuss future directions for food tourism.

Editor Seon-Ac, Yu



<The effect of food tourism>

NECESSITIES TO COMBINE FOOD WITH TOURISM

As both quantitative and qualitative experiences of travel increase, the number of cultural tourists has increased these days. Based on high educational and living standards, these tourists focus on spiritual richness with a high cultural demand. Because their cultural demand is based on cultural diversity, they are interested in local culture. In fact, cultural tourists prefer experiencing local culture in person instead of just watching. Among various cultural tourism resources which represent the nation or local culture, 'food' is one of the easiest living cultural factors that tourists can get access to. Food is an essential element in order for tourists to have cultural experience. As food becomes more important in terms of industrial aspect as well as cultural aspect, many countries around



the world have attempted to develop food-themed tourist products. In addition, increase in public interest in health has enhanced the value of the food-related tourist products. In average private consumption expenditure in tourism, restaurants have been greater than hotels or aviation in terms of economic contribution. Even though 'food' cannot be expressed with words like language, this cultural resource covers various fields such as politics, economy, tradition and natural features. It even contains local villagers' mind. In other words, food culture has existed since the beginning of mankind. Because food culture is formed over time under the influence of ambient environment, it can be a valuable tourist product which makes the trip more fascinating. When you go on a trip, it is an exciting experience to taste local delicacies. As a social tourist resource, the food culture makes your trip more valuable and exciting. Hence, 'food culture' is a core and essential element in tourism.



CASE STUDIES AND SUGGESTIONS

CASE 1-GLOBALIZATION OF THAI FOOD

Right now, there are nearly 6,975 Thai restaurants around the world. For global standardization of Thai dishes, EXIM Thailand has promoted 'Kitchen of the World' since 2004. This project aims to open up to 20,000 Thai restaurants all over the world by supporting the globalization of franchises. In particular, Thai government has been active in the globalization and standardization of Thai food. Thanks to its unique flavor and taste, Thai food has been popular around the globe. It appears that the government-led projects such as 'Thai Brandization' and standardization of Thai food may improve the reputation of Thai food and Thailand at the same time.

CASE 2-SINGAPORE FOOD FESTIVAL

Singapore Food Festival which had been held in April has been held in July since 2005. Singapore is a nation in which diverse cultures are welcomed and accepted such as Chinese, Malay, Indian, Eurasian and Peranakan. For one-month festival period, tourists can taste a variety of localized Chinese, Malay and Indian dishes. In addition, a variety of fun and exciting events (ex: food-related events and contests, cooking class, etc.) are held throughout the nation during the festival.

This year is the 17th anniversary of Singapore Food Festival. About 70 exciting events (ex: Chili crab tour, shop & eat tours, contest, cooking class, cultural tour, etc.) are held for a month.

The Singapore Food Festival alone has attracted about 650,000 tourists annually. One of the keys for the success is that all kinds of Singaporean food are served for a certain period of time. In addition, a variety of fun and innovative events are held in connection with tourist attractions during the festival.

CASE 3-MENTON LEMON FESTIVAL IN FRANCE

The Lemon Festival in Menton is the world's only lemon festival. It is the second biggest festival in Riviera, following Nice Carnival. It has been held annually since 1934. In 1895, hotel owners proposed carnival parade to boost tourism in winter season. However, it was similar to Nice Carnival. In 1929, one hotel owner came up with the idea of 'flower and citrus exhibition' considering the fact that Menton is No.1 in Europe in terms of lemon production. The Menton authority has developed the festival into one of the most famous festivals in France. It has been held over seven decades so far.

Menton is a small city with a 30,000 population. However, it has attracted nearly 400,000 tourists annually through the festival. This festival has been successful because the Menton government has chosen a unique and interesting topic and popular fairy tales and narrated the stories using fresh oranges and lemons only.

The famous sculptures such as Lemon & Orange (as heavy as 145 tons), Flower Palace, Windmill and Catholic Church will remind you of Menton Lemon Festival. In cooperation with the world's leading entertainment corporations such as Disneyland Paris, in particular, the Menton authority has developed the Lemon Festival into

a premium festival. Now, it hands over its operational knowhow to Disneyland in Orlando, Florida and Tunisia. The Menton Lemon Festival is held in February, nearly same period of time with the Nice Carnival. Therefore, it attracts the tourists of the Nice Festival as well. The number of tourists has gradually increased every year.

CASE 4-JAPANESE FOOD MUSEUM

In Japan, 'Single-menu Food Theme Park' has drawn great attention. To attract diverse customers, various food theme parks (ex: Ramen Museum, Curry Museum, Dumpling Museum, Ice Cream Museum, etc.) have opened (or have been under development).

Japan's first food theme park is 'Shin-Yokohama Ramen Museum' which opened in 1994. Even though it originated from China, it has become popular with 'Ramen.' Since the opening of the museum, various Ramen restaurants (Ex: Menya Musashi, Aoba Ramen, Kujira-ken, etc.) have opened. A variety of ramens, ramen products and souvenirs are showcased in the museum. In the basement, you can meet an old street and famous Ramen restaurants (9 restaurants in total). This museum attracts 100,000-150,000 tourists every month.

Empowered by the success of the Ramen Museum, 'Dumpling Museum' and 'Traditional Food Museum' were additionally established. In the Dumpling Museum, the historical resources on the origin of the dumpling about five decades ago are showcased. And an old street is restored. At present, 22 dumpling restaurants are operated in the Dumpling Museum. Three of them are Chinese Dumpling restaurants. It appears that if we establish a food cluster just like Ramen Museum or Dumpling Museum in Japan, we would be able to make a sensation through it is not traditional food.

Industry News

Tourism Promotion Organization for
Asia Pacific Cities

CHINESE TAIPEI ¹

TAIWAN-NAMED AS ONE OF THE TOP 10 DESTINATIONS TO VISIT IN THE WORLD IN LONELY PLANET'S BEST IN TRAVEL 2012

Taiwan has been named as one of the top 10 destinations to visit in the world by Lonely Planet. Lonely Planet's Best In Travel has annually announced the best travel destinations in the world and introduced them to millions of readers from around the globe. The largest travel guide book and digital media publisher in the world stated that Taiwan has remarkable nature with open coast and thick forest. In addition, tourists can meet a variety of valuable Chinese cultural relics in a museum. Taiwan offers the unique opportunity to experience a living presence of Taoism and Buddhism. The travel guide book also pointed out that delicious food is one of the greatest prides of Taiwan. With well designed transportation infrastructure, Taiwan has great travel environment. In particular, tourists can tour every corner of the country through a bike path. The best travel destinations in the world have been chosen by voting in accordance with the evaluation criteria (ex: region, thrill, value, etc.).



NAMHAE, KOREA ²

NAMHAE-GUN SIGNS AN MOU FOR PRODUCTION OF THE CABLE TV SERIES 'SAVING MADAME GOH BONG SHIL'

On October 26, 2011, Namhae-gun and Group Eight signed an MOU for production of 'Saving Madame Goh Bong Shil' at a Namhae-gun office. The new TV series will be aired through the TV Chosun channel. 'Saving Madame Goh Bong Shil' is a story of a middle-aged (50s) woman who comes up to Seoul from a remote rural village in Namhae, Gyeongnam. Starring veteran actors and actresses (ex: Kim Hae-sook, Cheon Ho-jin, Dokgo Yeong-jae, etc.) and Korean idol stars (ex: Luna (F(x)), Kim Gyu-jong, Lee Seung-min, etc.), it has drawn great attention from the public.

The major tourist attractions of Namhae-gun including Daraengyi Village which features 108 tiers and about 680 rice fields, Namhae-dae-gyo Bridge (Korea's first suspension

bridge which reminds of Golden Gate Bridge in San Francisco), Baraegil Cliffy Road and Namhae Hilton will be introduced through the new soap opera. As a result, the number of tourists visiting scenic Namhae will significantly increase. Meanwhile, TV Chosun's new TV series has been shooting at Namhae-gun and Itaewon.

SANYA, CHINA ³

SANYA IS ABOUT TO COME OUT TO THE WORLD THROUGH THE VOLVO OCEAN RACE

The Volvo Ocean Race is the world's premier offshore race. Crews set sail on a 72,728km race, across five continents and three oceans for nine (9) months. As a real extreme endur-

ance event, it is described as 'the Everest of Sailing.' It is held every four years. The 2011-2012 Volvo Ocean Race begins in Alicante on October 29. According to the schedule, the race ends at Sanya, China on February 4, 2012.

Sanya is one of the top major port cities selected for this international event. Sanya aims to come out to the world through this world's renowned sporting event. From February 4 to 19, a variety of events (ex: welcome ceremony, opening ceremony, Jeongwol Daeboreum congratulatory performance, awards, youth yachting championship, sailing ceremony, farewell ceremony, etc.) will be held in Sanya. In addition, the City of Sanya plans to install 'Sanya PR Center (150

pyeong-wide)' and promote PR activities at the port stopover. In addition, the municipal authority aims to promote PR activities at five major stopovers in cooperation with travel agency owners.

SHANGHAI, CHINA ⁴

TO THE SHANGHAI DISNEYLAND IN 2015, A DEDICATED METRO LINK FOR VISITORS

Visitors to the Shanghai Disneyland and its related resort in Pudong will get a dedicated Metro link and road access when it opens in 2015, Shanghai government officials said. To facilitate the Disneyland project, the first on the Chinese mainland, a Metro link is to be constructed plus supporting highways. The initial cost to build the park is about 24.5 billion yuan (US\$3.7 billion). An additional 4.5 billion yuan will finance other aspects of the resort, including hotels and a retail, dining and entertainment complex. The city government regards the project as vital in its bid to make Shanghai a world-class tourist destination. The first phase of the project is expected to attract 7.3 million visitors annually. The park is about 21 kilometers from People's Square and 12km from Pudong International Airport. Besides the Disney Metro link, Shanghai will start the construction of other new subway projects, including the third phase of Metro Line 8, the third phase of Line 9, the second phase of Line 5, and Line 17. The subway projects are only part of the city's efforts to improve and expand public services and traffic infrastructure.

YOGYAKARTA, INDONESIA ⁵

THE ROYAL WEDDING

If London had its Royal Wedding earlier this year in April, this October the Palace of Yog-



yakarta Hadiningrat will be the setting for Java's own grand royal wedding between Princess Gusti Raden Ajeng Nur Astuti Wijarini, youngest daughter of the Sultan of Yogyakarta, and Achmad Ubaidillah. Scheduled to take place on 18 October 2011, the date chosen for this memorable occasion has been carefully determined through ancient and sophisticated Javanese calculations based on the dates of birth of both the bride and the groom. Daughter of Sultan Hamengkubuwono X of Yogyakarta and the staff member of the office of the Indonesia's Vice President originating from Lampung in Sumatra, tie the knot during a full royal Javanese ceremony. As for colors used for this happy occasion, the princess said that the couple used white-orange during the 'Ijab Qabul' or wedding vows ceremony and white-green during the evening wedding reception. The Ijab Qabul ceremony held in place at the Penepen Mosque at 07:30 in the morning. The royal Sultanate family also adopted the Kirab Temanten or the Royal Wedding Parade which was also conducted for the wedding of Sultan Hamengku Buwono VII, proceeding from the Keraton or Palace to the Kepatihan.

The parade use five royal horse carriages, with the newlyweds riding in the Jongwiyat, a horse carriage built in 1880. The royal wedding also coincided with Yogyakarta's 255th anniversary celebrations. Yogyakarta's Culture and Tourism office is planning to merge the royal wedding together with the city's anniversary celebrations into an elaborate package, which have as its pinnacle the Jogja Java Carnival on October 22nd. This year, the Jogja Java Carnival 2011 has purposely chosen the theme: "Magniworld", presenting the magnificent world. "We hope the theme can establish Yogyakarta as the home of the world's arts. Yogyakarta is the perfect place to express arts and cultural expressions

BANGKOK, THAILAND ⁶

ROYAL CARIBBEAN CRUISES NAMED BEST CRUISE OPERATOR OF TTG TRAVEL AWARDS FOR FOUR YEARS IN A ROW

Royal Caribbean Cruises (Asia) is named the Best Cruise Operator of the TTG Travel Awards 2011, and this is the fourth consecutive year the company is honored with the award since 2008. The TTG Travel Awards are given out annually to honor organizations in

Asia Pacific's travel industry for their strong commitment towards service excellence. Royal Caribbean has been voted unanimously by TTG panels for the Award. Royal Caribbean won the award for offering the best product in terms of service and itineraries as well as the best onboard programs and facilities such as signature rock-climbing wall and mini golf course.

The Asian-based Legend of the Seas stops at Phuket, Halong Bay, Nagasaki, Fukuoka, Seoul, Jeju and Beppu with Busan, Incheon, Singapore, Hong Kong, Shanghai, Tianjin and Yokohama as home ports. Kelvin Tan, Regional Director of Royal Caribbean, said "It is a great honor to receive this prestigious award for four years in a row. Winning this award means that we maintain our strong position in Asia, and customers have been satisfied with our elegant and refined services." He added, "We'd like to express my deepest gratitude to all our customers and business partners. We promise that we will keep providing the best services."

Royal Caribbean Cruises Asia (Legend of the Seas, 70,000t) has been operated since 2007. The Asian-based Legend of the Seas is currently in her Hong Kong season, and will be returning to Singapore this November to kick-start her Singapore season. Royal Caribbean will be expanding her presence in Asia next year with the addition of Voyager of the Seas, the largest and most innovative to homeport in the region.



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IRKUTSK, RUSSIA 7
THE IRKUTSK SLOBODA (THE IRKUTSK LARGE VILLAGE)

One of the main gifts to Irkutsk city on its



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anniversary is the 130th quarter (the Irkutsk Sloboda), which was growing and changing almost every hour during last days before celebration. Now it is not constructed completely, but it has already impressed. The Irkutsk Sloboda is a special zone of historical buildings, which includes tens of monuments of architecture and city history. There will be forge and potter workshops, souvenir shops, cafes, and restaurants. The center of the Irkutsk Sloboda became a square which can be transformed in a concert space which seats 2000.

The first underground parking has already constructed and soon trade pavilions will be opened there. New objects will appear besides historical ones. Among them there are hotels, art galleries, culture centers and an amphitheater which will be connected by an overground passage with the Zagursky Musical Theater. It is planned to construct squares, pedestrian streets, and bikeways on all territory.

MANILA, PHILIPPINES 8
PHILIPPINE TRAVEL EXCHANGE 2011

The Department of Tourism (DOT) through its marketing and promotions arm, the Tourism Promotions Board (TPB), staged the 11th Philippine Travel Exchange (PHITEX) on 30 August to 01 September 2011 at the SMX Convention Center. With the theme "Philippines: Undiscovered Treasures," PHITEX 2011



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unfolded the country's hidden gems, best-kept secrets and natural bounties scattered throughout its 7,107 islands. From the stunning geographical landscapes, verdant vistas, sun-blessed shores, prolific underwater life and the myriad of adventures on offer, to the vibrant nightlife, remarkable shopping and delectable cuisine, unique destinations and activities were introduced and promoted during the event. With the main objective of sustaining the growth of inbound tourists to the Philippines, the Travel Exchange or TRAVEX, the principal module of PHITEX, which was held on 01 September, provided a venue for invited Foreign Buyers of tourism



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products and services, to transact business with Philippine Sellers on one-on-one pre-scheduled business appointments. The Pre and Post Tours would be an experiential tour for the Buyers bringing them to the highlighted attractions that are critical in their decision making. On the other hand, the Educational Seminars on 31 August for Sellers, provided updates and insights on how to maximize opportunities from vital and potential tourist source markets.

VIETNAM, HANOI 9
GRAND MEETING MARKS BUDDHIST SANGHA'S ANNIVERSARY

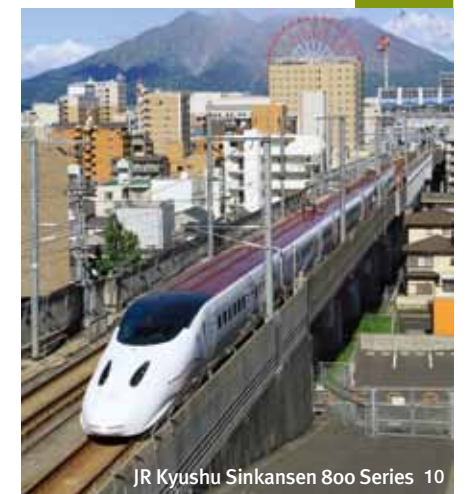
A grand meeting was held in Hanoi on Nov. 7 to celebrate the 30th founding anniversary of the Vietnam Buddhist Sangha (VBS). A message of the VBS leader presented by Most Venerable Thich Chon Thien, Vice Chairman of the VBS Executive Council, said the foundation of the VBS on Nov. 7, 1981 was an important event for the Vietnamese Buddhism. The VBS is a sole organization that has a mission to maintain the 2,000 year history of the Vietnamese Buddhism. It is an active member in the great national unity bloc, defending the country and reassuring the people, it said. The message called upon the Sangha at all levels, Buddhist dignitaries and followers in and outside the country to make efforts to fulfill all Buddhist tasks and overcome shortcomings to further develop the VBS. In his opening speech, Most Venerable Thich Thien Nhon, Vice Chairman and General Secretary of the VBS Executive Council said that Buddhism has made great contributions to the national culture, especially in literature, philosophy, education, aesthetics, architecture and arts. Speaking

at the event, Deputy Prime Minister Nguyen Thien Nhan stressed that Buddhism helps monks, nuns and followers in and outside the country understand more about the guidelines and policies of the Party and State in the cause of national construction and defence.

With the spirit of mercy, freedom and peace loving, the VBS is taking the lead in promoting the great national unity and religious solidarity and building a new life for a strong nation with rich people and a democratic, fair and civil society. At the meeting, Vice State President Nguyen Thi Doan conferred the Ho Chi Minh Order on the VBS in recognition of its great contributions to the nation's revolutionary cause. Deputy PM Nhan presented the Independence Order, first class, second class and third class, to Buddhist monks and nuns who have made outstanding contributions to national construction and defence. On the occasion, the State President decided to present the Great National Unity Order to Buddhists with excellent achievements in building great national unity. The Prime Minister also offered certificates of merit to the VBS's affiliates.

JAPAN 10
TOURING BOTH KOREA AND JAPAN WITH KOREA-JAPAN JOINT RAILROAD TICKET!
KORAIL Tourism Development launched

Korea-Japan Joint Railroad Ticket service on November 3, 2011. With the pass, tourists can get special discount (up to 30%) on ship and train tickets in various routes including Seoul-Hakada, Seoul-Oita and Seoul-Osaka. Because KORAIL Tourism Development starts to sell the ticket, it appears that a variety of tourist products will be developed. In addition, tourists from both countries would now go on a trip in a more convenient manner. After signing a cooperation agreement with JR Kyushu Railway Company and JR Kyushu Jet Ferry, KORAIL has concentrated on developing Korea-Japan railroad tourist products. As a result, the train tourism industry in both Korea and Japan may expand in 2012.



JR Kyushu Sinkansen 800 Series 10



JR Kyushu Sinkansen N 700 Series 10

Organization News

Tourism Promotion Organization for
Asia Pacific Cities

TPO REGIONAL MEETING FOR KOREAN MEMBER CITIES HELD IN BUSAN

On Tuesday, June 28, 2011, a TPO regional meeting for Korean member cities was held at the Busan City Council, with about 20 tourism officials from 12 member cities participating. The meeting focused on the report of TPO's performances in the first half of 2011 and plans for the second half of 2011 and 2012. The upcoming 5th TPO General Assembly, which is scheduled to be held in September in China's Dalian city, was the main issue of the meeting; The TPO Secretary General encouraged member cities' active participation in the Dalian meeting. In addition, delegates had hot discussions on the budget for security plans in TPO's projects. "The regional meeting offered a very good opportunity to exchange tourism-related information as well as to strengthen friendship among TPO member city coordinators. In the future, our city will work on the plans for more active participation in TPO's activities," said Mr. Kim Jeong Dae, chief of the Tourism Promotion Division in Gwangju Metropolitan City.



TPO INTERNATIONAL STUDENT EXCHANGE CAMP "W.A.F.L. COMPETITION" CONCLUDED WITH GREAT SUCCESS

Jointly held by the TPO, Busan Metropolitan City, and APTA, the "W.A.F.L. Competition (We Are the Future Leaders)," TPO's Student Travel Exchange Program (STEP), was successfully held July 7-11, 2011, in TPO's Korean member cities of Busan and Geje. More than 80 tourism-major university (or postgraduate) students from 13 TPO member cities of seven countries in the Asia Pacific region participated in the camp. The stu-

dents were divided into 10 groups; with given project missions, they participated in various interesting programs. Highlights of this year's camp event were the lectures given by world-famous tourism experts, Prof. Jerome Agrusa from Hawaii Pacific University, Prof. Bruce Prideaux from James Cook University, and Prof. Back Ki-Joon from University of Houston. Speeches on the development plan and future vision of the tourism industry were delivered, followed by Q&A sessions. In addition, field studies were arranged in Busan and Geje cities, enabling the students to complete the given project commissions through tourism products experiences.

"W.A.F.L. Competition" was held on the last day of the camp (July 10); group presentations were made based on the given projects. TPO Secretary General Hwan-Myung Joo, APTA Chairman Sang-Taek Lim, and Dong-A University Professor Han Hee-Sup and David Faul Woods were invited as judges for the competition. The Best Team award was given to the first place group, the Best Idea award to the second place group, and the Best Teamwork award to the third place group. Tourism-major students' active participation add remarkable depth to this year's camp event. The success of the event is expected to encourage more member cities to participate in TPO's STEP project in the future.



TPO SECRETARY GENERAL HWAN-MYUNG JOO VISITS CHINESE MEMBER CITIES TO PROMOTE THE 5TH TPO GENERAL ASSEMBLY

In order to promote the 5th TPO General Assembly, which is to be held September 4-7, 2011, in Dalian, China, as well as to enhance mutual exchanges and cooperation, TPO Secretary General Hwan-Myung Joo paid a four-day visit to the Chinese member cities of Shanghai, Chengdu, Tianjin, and Dalian from July 20 to 23. During his visit in Tianjin, the Secretary General met with Mr. She Qingwen, Director General of the Tianjin Tourism Administration. They shared views on the tourism development in China and Asia Pacific region and explored ways to strengthen cooperation between the TPO and Tianjin. "We are very pleased to welcome you in Tianjin. Tourism, especially tourism manufacturing, plays an important role in the city's strategic development. We hope to enhance Tianjin's tourism development through further cooperation within TPO's network," said Director General She. The TPO General Assembly, the supreme decision-making body of the TPO, is a special gathering for member cities' mayors, tourism officials, and travel businesses to make resolutions on significant issues of the TPO. Currently, it is held once every two years.

TPO AND CHENGDU SIGN JOINT TOURISM DEVELOPMENT ANNOUNCEMENT IN SEOUL, KOREA

In order to enhance mutual understanding and cooperation, the TPO and Chengdu, one of the TPO's member cities in China's Sichuan Province, signed a joint tourism announcement at Chengdu City's tourism promotion

meeting, which was held on July 27 in Seoul, Korea. According to the announcement, both sides recognize the importance of further tourism exchanges between Chengdu City and Korea as well as agree to develop a mechanism that can facilitate cooperation between them.

"Last year, the number of Korean visitors to Chengdu was 30,000 while the number of Chengdu citizens visiting Korea was 25,400. We think the number should be increased through our joint efforts. We look forward to having more cooperation with Korean organizations through TPO's network," said Mr. Yin Jianhua, Chairman of the Chengdu Culture and Tourism Development Group.



THE 5TH TPO GENERAL ASSEMBLY CONCLUDED WITH GREAT SUCCESS IN DALIAN, CHINA

The 5th TPO General Assembly, the supreme decision-making body of the TPO, came to a successful conclusion at Furama Hotel Dalian, China. The event, which was held September 5-7, 2011, brought together approximately 200 delegates from 36 city governments and 13 industry businesses in the Asia Pacific region. Now let's have a look at the important decisions made at this General Assembly.

► **Expansion of TPO Membership** The 19th TPO Executive Committee held on September 5 approved the membership application of Taichung City (Chinese Taipei), Zhaoqing City (China), and Dalian Gulian International Travel Service Ltd. With these three organizations' joining in the TPO, the number of TPO members has reached 100 (68 city governments and 32 industry businesses).

► **Reelection of Guangzhou City as the Next President City of the TPO** Guangzhou City in China was reelected as the President City of

the TPO for the period of 2012 to 2013. And the mayor of Guangzhou serves as TPO President.

► **Adoption of Co-President System and Election of Co-President Cities of the TPO** The General Assembly approved the abolishment of the position of Vice President and the introduction of the system of Co-Presidents, not more than five of whom will represent the TPO internally and externally along with the President. Busan City (Korea), Daejeon City (Korea), and Sanya City (China) were elected as the Co-President Cities, and mayors of these three cities serve as Co-Presidents of the TPO.

► **Announcement of the Official Establishment of the TPO Travel Agency Network Committee** TPO Travel Agency Network (TAN) Committee was officially established. The President of CITS Guangdong Co., Ltd. (China) was elected as the Chairman, while presidents of Dalian Gulian International Travel Service Ltd. (China) and In-Travel (Korea) were elected as Vice Chairmen. The Committee decided to launch a charter flight between China's Dalian and Korea's Busan this October.

► **Selection of Joint Projects and Assignment of Priority Project of the TPO** The following projects were approved as joint projects of the TPO: Student Travel Exchange Project, Travel Agency Network Project, Overseas Joint Marketing Project, and the Project of Building Members' Tourism Statistics Database. Among these joint projects, priority shall be given to convert the TPO Travel Trade events that have been held as part of the Overseas Joint Marketing Project into the TPO Travel Fair from 2013.

► **Proposals for Member Cities' Cooperation on Crisis Management for Tourism and Measures to Expand Exchanges among Member Cities** At the Mayors' Roundtable Discussion on September 5, high-level officials from member cities made proposals on cooperation on crisis management for tourism and measures to increase exchange among member cities, including holding seminars on tourism crisis management periodically for officers of member cities, publishing manuals to cope with tourism crises, developing tourism products that allow visiting a plural number of member cities at a time, making efforts to increase direct flights between member cities, etc.



► **Selection of Korea's Daejeon City as the Host City of the Next TPO General Assembly in 2013** In addition to the above significant outcomes, the 5th General Assembly offered a variety of programs to enhance members' exchanges and friendship-building, including Member Cities' Case Study Presentation, Japanese Cities' Promotion Session, seminar on Crisis Management for Tourism, Member Cities' Tourism Photo Showcase, and Welcome and Farewell Reception, etc.

TPO TRAVEL AGENCY NETWORK ONLINE TRAVEL-TRADING SYSTEM OPENS

Recently, the TPO online travel-trading system opened. The system is designed to facilitate international business members of the TPO Travel Agency Network (TAN) through the Internet. With this online travel-trading system, travel agencies with TAN membership can carry out a variety of businesses as well as exchange travel and tourism information related to TPO member cities. This will enhance involvement as well as provide more development opportunities for private members within TPO's network. Correspondently, the TPO Secretariat also established a business center to manage the business operation and facilitate communication among TAN members. To date, 21 travel agencies across the Asia Pacific region have joined the TAN network. For more active development of the businesses, the TPO Secretariat plans to recruit more travel agencies to join the network.



Best Tourism Product

Tourism Promotion Organization for Asia Pacific Cities



Korea

DEAGU¹ MEDICAL TOURISM

Lotus World is the largest lotus theme park. As the global society is aging, the world has become more interested in health. People from around the world have searched for better medical services at good prices to live a healthier and better life. The City of Daegu organized Medical Industry Team for the first time in Korea in March 2008. In August 2009, the municipal authority won a bid to construct High-tech Medical Complex. On January 14, 2011, the local government established Hair Transplant Center to symbolize 'hair transplant' as the hub of medical tourism. In addition, Integrated Oriental and

Western Medicine Center which aims to heal chronic and hard-to-cure diseases is under construction. After all, Daegu City has made its best efforts to realize 'Medi City, DAEGU.' Through Daegu Medical Tourism, tourists can get a variety of modern treatments such as hair transplantation, general check-up, oriental aesthetics, integrated diagnosis of oriental/western medicines, plastic surgery, skin aesthetics, dentistry and surgeries for severe diseases including cancers. The City of Daegu will keep moving forward to attract more medical tourists by supporting the development of bilingual websites, fostering experts such as interpreters and coordinators and designating and nurturing local medical institutions.

HADONG² TEA CULTURE CENTER

Hadong Tea Culture Center features 'Tea Culture Exhibition Hall' in which you can learn the history and culture and Hadong tea and experience the mystery of tea, 'Tea Experience Hall' where you can make Deggeum Tea in person using traditional Korean tea making technique and experience Hadong tea ceremony, 'Ceramics Hall' in which you can make Hadong pottery in person and 'Tea Shop' where a variety of premium Hadong teas are available. Hadong Tea Culture Center is a great shelter to tourists throughout the year. Hadong Tea Culture Festival is annually held here. As the place where you can learn the past, present and future of traditional Korean tea, Hadong Tea Culture Center has played a key role in spreading the excellence of Hadong tea.



GIMHAE³ FORMER PRESIDENT ROH MOO-HYUN'S BIRTH PLACE

Jinyeong Bongha Village situated at the foot of Bonghwasan Mountain (140m, elevation) and about 4.5km away to the east from Jinyeong-eup is a typical rural village in which Jinyeong Sweet Persimmon and rice are farmed. It is named 'Bonghwa Village' because it is situated at the bottom of Bonghwa Mountain. There are Jungtowon Temple and Maebul (rock-carved Buddha statue) in the mountain. You can also meet magnificent Lion Rock at the mountain peak. The Hwapocheon Stream flowing near the village is a treasure house of ecological resources with 68 different bird species and 16 different plant communities. The Roh Moo-hyun's Birth Place was restored and finally opened to the public in September 2009. This typical thatch-roofed house (11 pyeong) features Bonchae Building and Araechae Building. The 11 pyeong-wide Bonchae Building consists of two rooms and a kitchen while the 4.5 pyeong-wide Araechae Building features a barn and toilet. For tourists' convenience, an information center is installed at the entrance to the house. A cultural interpreter is also available.



Chinese Taipei

KAOSHIUNG⁴ E-DA WORLD

Located in Kaohsiung city at the foot of Guan Yin Mountain, E-da world is a recreation paradise that incorporates a Theme Park, Outlet Shopping Mall, and 2 hotels. Over 25 years planning and constructing, E-da World opened in December 2010 and became the newest and largest wonderland in Taiwan. You could start your adventure from E-da Theme Park, which is built according to Trojan Castle, Acropolis and Santorini Mountain City style. Exquisitely styled architecture and original amusement facilities make it a suitable trip for the whole family and a get-together venue for good friends. The E-da Outlet Shopping Mall is a good place to stroll and adventure. Being Asia's largest Outlet Mall, the mall offers consumers great shopping environment and reasonable prices for various brands. After exciting shopping tour, you could end the adventure by taking the highest Ferris wheel in Taiwan. There is a Ferris wheel with a diameter of 80 meters on the roof of the outlet mall. You could enjoy an impressive panoramic view of southern Taiwan.

villages and coastal towns, paddy fields, rainforests and plantations of rubber and coffee, a ride on North Borneo Railway is truly a journey of rediscovery into the heart of Borneo. The North Borneo Railway is a joint venture project between Sutera Harbour Resort and the Sabah State Railway Department, signifying a historical collaboration between the private sector and the state government. The primary goals of the project are to enhance existing infrastructure as well as help in efforts to promote Sabah as a destination for domestic and international tourism. The North Borneo Railway offers passengers an opportunity to experience the bygone era of British North Borneo while transporting passengers along the lifeline of Sabah. Refurbished to recreate the nostalgic romance of people travelling by steam train in the days of the Chartered Company and the British Colonial Office,



Malaysia

KOTA KINABALU⁵ NORTH BORNEO RAILWAY

North Borneo Railway is the oldest running steam train in Sabah and Borneo. The nostalgic romance of an old steam train relives memories of a bygone era. Passing through

both the exterior and interior provide an environment that would have been typical of stepping onto a train in the 1900s. The exterior utilises the traditional deep green and cream of the original North Borneo Railway, with carved brass logos showcasing the original design of a tiger holding a rail wheel, standing on the royal crown. The interior highlights the natural woods of Sabah and unless the train is fully booked, passengers are offered free seating on one of the five colonial-style passenger train carriages.

GEORGETOWN⁶ LITTLE INDIA

Little India is located at the side of 78 Main Street on Mill Street. Home to many traditional Indian traders back in the 18th century when Penang was declared as a trading post, Little India is the centre of George Town's Indian culture and legacy, perfect for those seeking a different kind of shopping experience. Little India is arguably the most colorful area of Georgetown. Filled with an assortment of shops offering a myriad of goods and products, it is quite a delightful experience for visitors, offering lovely sights, sounds and scents. As you walk along its streets, Indian songs can be heard blasting through the speakers from the shops, contributing to the district's din and lively atmosphere. Their menu includes favourites such as samosas, pakoras, kabobs, naan bread, roti, rices, masalas, paneers and perennial favourites such as butter chicken and curries. Little India is also the starting point of the procession of devotees celebrating Thaipusam, a Hindu religious festival.



Indonesia

YOGYAKARTA⁷ GAMELAN

Gamelan comes from the word gembelan, means played by striking on it. To get the real harmony, gamelan must be played with another instruments, such as bonang, kendang, saron, peking, gong, gender and so on. The best quality of gamelan has made from bronze and steel. Some materials, such as wood, leather and rope, put on the gamelan as accessories. Some peoples says, hearing the gamelan makes soul relax and calm. The gamelan player must become the leader to themselves, also have a capability to match the rhythm of other instruments. To Play gamelan well, the player must be skilled and have a good sense of hearing. While playing gamelan, the player could sharpen their sensitivity of sound from other instrument. The ability to maintain the emotion is necessary for the players. While playing gamelan, the player should not be dominant. To Play gamelan, the player must be understand the tone of gendhing, a scale which played in



gamelan music. For example, Gendhing Pathet Lasem is used to accompany war scene in Wayang Kulit performance. In Javanese myth, gendhing was used to accompany Javanese ceremonial, such as Sekaten Night Market. Now, gamelan has becomes the heritage of Indonesian culture. Indonesian is the owner of gamelan. But, some foreigners, such as Australian, United States, Malaysia, Japan, Filipina and Canada, have visited to Indonesian to learn gamelan. Many gamelan festival that you may find in Jogja, such as Festival Gamelan Yogyakarta, Festival Kesenian Yogyakarta, Children Art Biennale, etc. Most of the festival is involved gamelan musician as their part performance.

SURABAYA⁸ SURABAYA'S MANGROVE FOREST ECO-TOURISM

In Surabaya, there are at least eight kinds of mangrove growing in the Wonorejo forest, including the black mangrove (aegiceras comiculatum), the yellow mangrove (ceriops tagal), and the apple mangrove (sonneratia alba). Mangroves not only serve as a buffer against the waves, but are also a thriving habitat for wildlife, acting as a home for at least 147 species of birds. Of the 84 species known to have settled on Pamurbaya-the name given to Surabaya's eastern shore, right next to the Wonorejo mangrove forest are protected. Observant bird watchers may be able to spot the native kuntul perak, pecuk hitam, mandar padi and kowak malam, as well as 44 different kinds of migrant birds. These foreign, feathered guests are mostly making a stopover at

Pamurbaya on their way from Australia to Europe, or vice-versa. Add all these species together, and Wonorejo's mangrove forest eco-tourism has become an area with one the highest levels of bird diversity in the whole of Java, an undeniably impressive achievement. In addition to birds, sea monkeys or long tailed monkeys can also be found in the new eco-tourism park. Wonorejo's mangrove forest eco-tourism has also developed into a popular study location for students. With its amazing collection of flora and fauna, this conservation area also often hosts both domestic and foreign researchers, including scholars from Singapore, Taiwan and even Canada. The presence of a well maintained forest in a city as big as Surabaya is indeed a phenomenon that is becoming rarer, as the actual coastal areas found in many of Indonesia's coastal cities tend to be taken up by settlements or even slums. In this context, Wonorejo's mangrove forest eco-tourism can truly be said to be an environmental conservation fortress for Surabaya, defending nature from ever expanding human development. And so the mangrove forest eco-tourism not only serves as the city's lungs, but has also become a new tourism asset for Surabaya, a city which until now has relied almost entirely upon giant shopping centres and cultural attraction to attract visitors. Even before its official opening in February 2011, tourist flocked here and there were about 1.000 visitors per month, both domestic and foreign, from countries like Australia, the Netherlands, Italy, Germany and China.



Japan

OSAKA⁹ UNIVERSAL STUDIOS JAPAN

Universal Studios Japan which opened in March 2001 is a movie-based theme park. Here, both children and adults can experience thrilling and exciting Hollywood. In Attraction, a fantastic movie world such as Terminator and Jurassic Park is restored. You can also meet Japanese animation events. The theme park is divided into Ride Attraction (ex: Jaws, Back to the Future, etc.), Show Attraction (ex: Shrek 4D Adventure, UNIVERSAL MONSTER LIVE ROCK'N ROLL SHOW, etc.) and Play Zone (ex: Snoopy Sound Stage Adventure, Snoopy Play Land, etc.). In addition, the 10th anniversary Christmas is held under the theme of 'The Greatest Park, The



Happiest Surprise!' It would be a great opportunity to experience the true thrill and excitement of Universal Studios Japan.

FUKUOKA¹⁰ GREEN BUS

Green Bus is a sightseeing bus that allows passengers to get on and off any time at any bus stop along the route connecting JR Hakata Station (Hakata Bus Terminal, the bus stop no.11) with other tourist spots in the Fukuoka and Hakata areas. One loop takes about 90 minutes. There are two routes for Green Bus: Art Museum Route, which is used in the daytime and Night Explorer Route in the evening and at night. With such features as floor, seats and hand straps all made of wood and, for some buses, streamline-shaped seats for passengers to sit face-to-face, it is joyous just to ride this bus. Green Pass is available in Green Bus, Hakata Bus Terminal, airport boarding area, tourist information center and major hotels in downtown. With the Green Pass, you can get diverse benefits.

China

YANTAI¹¹ HORSE RAISING ISLAND

Horse Raising Island is a provincial holiday resort, approved by the government of Shandong Province. It is situated in Ninghai, Muping District. The holiday resort occupies an area of 1000 hectares including a villa area, a central pleasure area, an international exposition and commercial area. The island has beautiful scenic spots and pleasant cli-



mate. It is sometimes called the "Hawaii in the east". It is said that first Chinese emperor once raised horses there. This is where the island got its name from. The island has set up more than 20 scenic spots and nearly 30 service facilities; such as the "Caves at the Bottom of the Sea", "Paradise on the Sea", the "Splendid Walled Town", the "Palace of the Tour to the West", a horserace course, convalescent centers, and hotels and holiday inns which attract a large number of tourists from inland and abroad.

CHENGDU¹² BIRTHPLACE OF HAPPY FARMHOUSE TOURISM

At the opening ceremony of the 1st China Rural Tourism Festival in April, 2006, the National Tourism Administration named Chengdu officially the "Birthplace of Happy Farmhouse Tourism," where there are 6,000 plus Happy Farmhouses that have a total number over 100,000 across China. Five kilometers away from the southeast of Chengdu proper is an Eden of rural tourism, widely known as the "Five Golden Flowers" of San Sheng (Three Sages) Village. The local villagers have lived on cultivating flowers and trees from one generation to another.



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Ever since 2003, the Village has pushed forward various forms of tourism projects respectively focusing on leisure and sight-seeing, flower appreciation and fruit tasting, and farm work experiencing, which later have developed into five distinctive agricultural villages specially for tourism, i.e. Five Golden Flowers, Farmer's Floral Hometown, the Lotus Pool under Moonlight, Blessed Plum Woods, Chrysanthemum Garden on the East Side of the Hedge, and the Jiang's Vegetable Plot.

Philippines

MANILA ¹³

RESORT WORLD MANILA

The Resort World Manila (RWM) situated in Newport City, a key spot in the downtown of Manila Metro City, is the nation's first 24-hour multiplex. It offers great excitement and a variety of leisure activities with various restaurants and shopping facilities. With the beauty of scenic nature, the RWM is designed in high-contrast color combinations. As the first and most luxurious resort in the Philippines, the RWM features a variety of modern facilities such as a large movie theater, high-tech multiplex and glass-roofed indoor plaza. This state-of-the-art resort also provides the exquisite services through special events such as food festival, wine tasting, live entertainment, special performances and casino evening. With almost all kinds of fascinating entertainment facilities, it promises a perfect evening with the finest food and wine for all customers and their friends and families.



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Vietnam

HANOI ¹⁴

ELECTRIC CAR TOUR

Traveler can use to hop on the electric car and enjoy a short city tour, on a public service specifically aimed at tourists only. Each car can carry a maximum load of 8 passengers at any given time, and no bulky luggage is allowed. The route is about 7km with 10 stations; with Dinh Tien Hoang Street are both the first and the final stop. The itinerary contains up to 28 commercial streets, 13 old streets, 3 pagodas, 8 historic sites and many tourism destination around Hoan Kiem Lake area and Dong Xuan Market. The electric cars are ready to take in passengers from 8.30 a.m to 16.30 p.m and from 19p.m to 23 p.m. While enjoying the city tour, tourists will also have a chance to listen to many beautiful old songs about Hanoi played on the car audio. During the car is in motion an audio guide will be offered, but only in Vietnamese.



15

HO CHI MINH ¹⁵

WATER PUPPETS SHOW

Water Puppetry is a unique art of Vietnamese culture. Water Puppet was developed based on Vietnam's background as an agricultural country whose rice paddy fields are so popular. The art of controlling the puppets and use them to perform human activities underneath water attracts lots of foreigners when they visit Vietnam. The Water Puppets Show is often conducted in the evening at the Golden Dragon Water Puppet Theater, inside the Labor Culture Palace HCMC. It costs about \$4 / adult for a ticket. The show lasts for 45 minutes or an hour. In the show, you can have a thorough view on Vietnamese people's daily life in the past such as: paddling and fishing, farming or even dancing. Language might be a barrier to your understanding. Don't worry about it. The puppets' movements by skilful puppeteers can deliver non-verbal communication and fade the language gap. If you are curious about how puppets show their love affections, you should not miss a Water Puppet Show at the Golden Dragon Water Puppet Theater.



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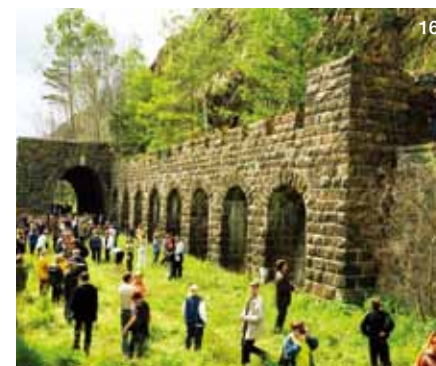
17

Russia

IRKUTSK ¹⁶

THE KRUGOBAIKALSKAYA RAILWAY

The Krugobaikalskaya railway is considered to be the main made-man sights on Baikal. It is a unique monuments of architecture and engineering, the most beautiful section of the Trans-Siberian railway. The Krugobaikalskaya railway was constructed in almost impassable place, on precipices, which are overhanging on deep waters of Baikal, in a severe climate and in such conditions when navigation is possible only when the weather is calm. It is necessary to notice that the greatest quantity of works was concentrated in rather narrow zone limited by mountains on the one hand and by Baikal Lake on the other. 39 tunnels, 15 galleries, 440 bridges were constructed for a distance of 76 kilometers. This railway is fairly called "the gold buckle of steel belt of Russia" because the volume and cost of construction work of the railway surpassed all the railways in the world. The train of Krugobaikalskaya railway



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goes in two directions: from Irkutsk to Slyudyanka and from Sludyanka to Port Baikal, or in the opposite direction. Also a diesel locomotive "Matanya" goes between the station Slyudyanka and the station Baikal some times in a week.

VLADIVOSTOK

ARSENYEV MUSEUM OF NATURAL SCIENCE ¹⁷

The natural science museum was named after Russia's famous traveler and explorer, Arsenyev. This is the biggest museum in Vladivostok and the oldest one in the Primorsky region which opened in 1890. It has a collection of 200,000 items including stuffed animals and botanical specimens with exhibitions on nature, ethnography and archeology. On the first floor, a black bear and 4-5 m tall Amur Tiger are displayed. Most wild animals in display are stuffed ones of real life and they are the ones easily found in Eastern Russian or northeastern China. Also, records and remains of the natives and remains of Korea's Balhae period are eye-catching.



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ence Thai court cuisine, there is no place like Blue Elephant. From the typical menu, Tomyamkung, to creative desserts created by world-widely recognized owner chef Kun Neuro, and to organic rice, you will be satisfied with everything in Blue Elephant. Affection of Thai tradition instilled in the cuisine, Thai court cuisine's unique delicacy, and friendly English-speaking atmosphere will upgrade your travel and make your trip special. Blue Elephant cooking class is a class that participants cook and taste four courses of food whose recipes are not too complicated and whose ingredients are readily available. In the morning class, participants do grocery shopping with the chef at morning markets. Then, through lessons of theory and practice, they learn the secret recipes of Blue Elephant. After the cooking class, all participants and the chief share food they made. Then, they receive the certification and presents- Thai herb tea, curry paste, and an apron. All the classes run in English.

Thailand

BANGKOK ¹⁸

BLUE ELEPHANT COOKING CLASS

Blue Elephant operates its chain restaurants in 12 cities throughout the world including London, Brussels, Copenhagen, Dubai, and others. Entering into the restaurant that goes back 100 years, you first come to meet elegant table settings and aroma which stimulates appetite. If you are willing to experi-

Tourism Promotion Organization for Asia Pacific Cities

Tourism Promotion Organization for Asia Pacific Cities

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Tourism Promotion Organization for Asia Pacific Cities

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