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Tourism Promotion Organization
for Asia Pacific Cities

Tourism Promotion Organization for Asia Pacific Cities

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

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

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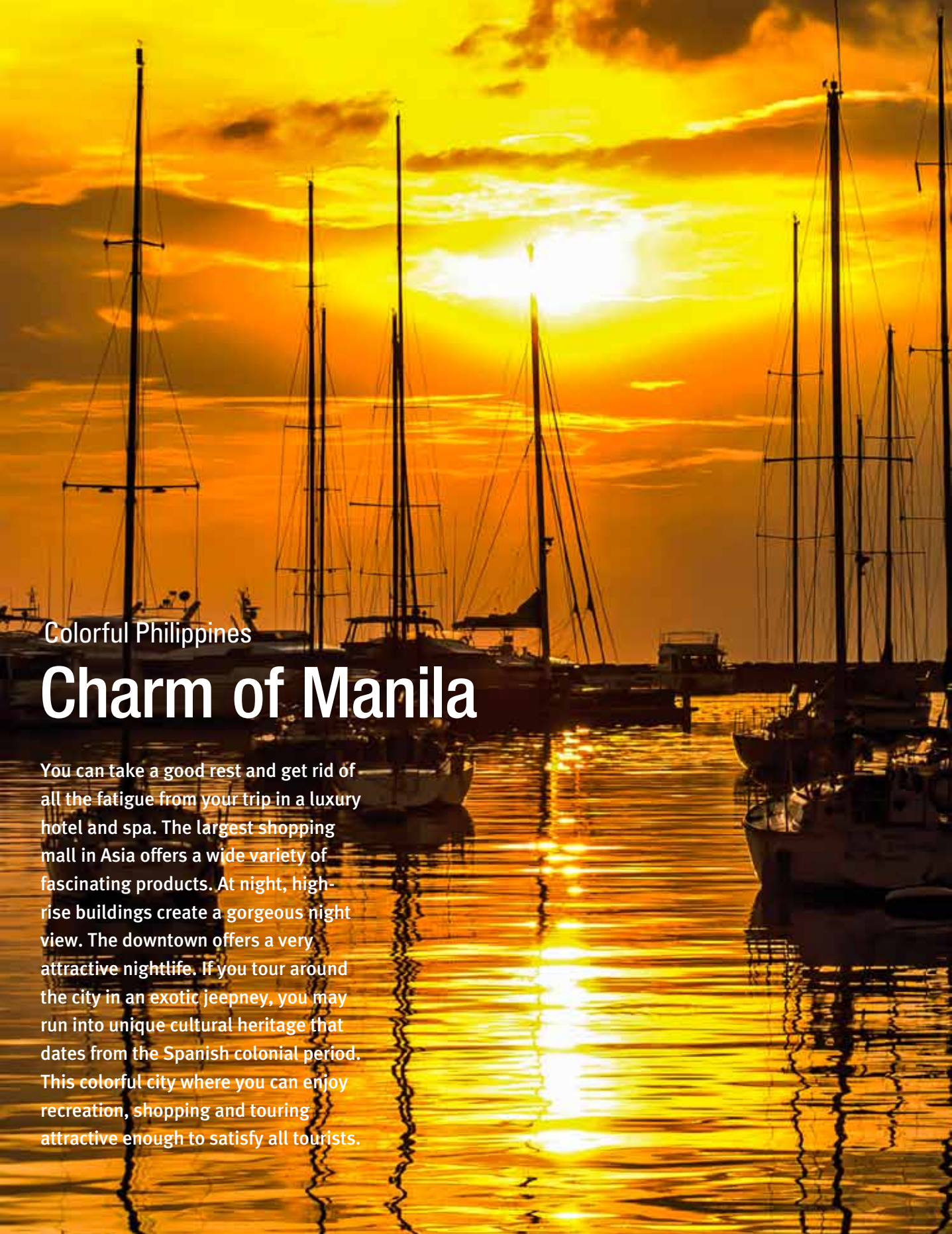
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Colorful Philippines

Charm of Manila

You can take a good rest and get rid of all the fatigue from your trip in a luxury hotel and spa. The largest shopping mall in Asia offers a wide variety of fascinating products. At night, high-rise buildings create a gorgeous night view. The downtown offers a very attractive nightlife. If you tour around the city in an exotic jeepney, you may run into unique cultural heritage that dates from the Spanish colonial period. This colorful city where you can enjoy recreation, shopping and touring attractive enough to satisfy all tourists.



VIBRANT DAY AND NIGHT LIFE OF COLORFUL MANILA



In Manila, there's never a dull moment. This city changes with different colors from early in the morning until late at night so you need to move around fast to explore its real charms. It is recommended to start the tour from Rizal Park in Malate.

This park is a place where the national hero Jose Rizal was put to death. It is more popular among the locals than tourists. It is also a good idea to tour around Filipinas Heritage Library in the City of Makati.

Intramuros is a great spot to get relaxed and have a good rest in the afternoon. It is a unique fortress which was built 438 years ago. The Spanish soldiers constructed this 3.7km-long wall to protect themselves from the locals during the Spanish colonial period.

Even though it has been partially destroyed, it is a great place to see the medieval Spanish architecture which is very rare even in Spain. It would be a good idea to get on a carriage to tour around the UNESCO World Heritage-listed San Agustin Church and Fort Santiago in a relaxed and comfortable manner.

In a traditional market, you can discover the genuine charm of the Philippines. In Tiendesitas, in particular, you can see rare pets, medicinal herbs, local delicacies, accessories and antique furniture. It resembles Moran Market in Korea.

If you are hungry during shopping, go to Eastwood City where casual restaurants, luxury cafes, local delicacy restaurants, bars & clubs, multiplex cinemas, accessory shops and fashion

malls are clustered. In addition, there is CIRCA at Eastwood City Block G6 for trendsetters.

Even though Manila Bay isn't as famous as Cebu or Boracay, it is a good place to have a pleasant evening. It is fun to get along with young people in a bar or restaurant around Harbor Square CCP Complex or watch the locals sitting along the coast.

In addition, you can get on a tour boat in Manila Bay. In this boat, you can eat tasty fish steak, while watching the beautiful landscape of Manila. It is also recommended to have a glass of beer on ice just like the locals.

In particular, it is fun to meet kind and generous local people. Manila is an attractive tourist destination where you can always hear people laughing and enjoying rhythmic music.



LARGEST IN SOUTHEAST ASIA MALL OF ASIA

MALL OF ASIA is the largest shopping mall in Asia, which is 1 km long. This complex consists of four buildings and features a variety of cultural facilities such as brand shops, a food court, ice rink and IMAX theatre. The highlight of the MALL OF ASIA tour is the fantastic sunset over the horizon of Manila Bay.

Address J.W. Diokno Boulevard, Mall of Asia Complex CBP - 1A Pasay 1300 **TEL** 63-2-556-0680 **Website** www.smmallofasia.com

HOT SPOT VIBRANT AND EXCITING MANILA
 If you take Manila as just a stop-by destination on your way to Boracay, you need to visit the following places. Here are the spots you must come by in addition to famous Pagsanjan Falls and Hidden Valley.



MEDIEVAL DISTRICT OF MANILA INTRAMUROS

Intramuros is a hidden district in the middle of densely packed high-rise buildings. This unique place was built by the Spanish army in the 16th century. Here, you can meet a variety of fascinating medieval-style buildings such as a fortress, castle and church. A lot of national independence fighters including national hero Jose Rizal were put to death here. It features a lot of charming buildings such as Fort Santiago, Casa Manila and Manila Cathedral.

Directions Get off at LRT-1 Central Terminal Station.



MYSTERIOUS AND DREAMY EVENING LANDSCAPE MANILA BAY

If you want to have a pleasant walk breathing fresh air from the sea and watching a romantic sunset, Manila Bay is a perfect spot. The street musicians create a festive atmosphere along the street. You can have a refreshing San Miguel beer in a nearby restaurant. If you would like to enjoy a gorgeous urban landscape in perfect harmony with the sea, it is a good idea to get on the Sunset Cruise.

Address Roxas Boulevard, Manila



MODERN PHILIPPINES AYALA MUSEUM

Ayala Museum resembles the Leeum Samsung Museum of Art. It exhibits modern art and traditional ceramics and offers a special exhibition as well. You can also meet the masterpieces of the most famous modern artists in the Philippines and take a glimpse at the history of the Philippines through miniatures. Taking photos is prohibited. **Website** www.ayalamuseum.org



THE AMUSING SCENT OF BOOKS AND FOREST FILIPINAS HERITAGE LIBRARY

An airport building built by the U.S. in 1937 has been remodeled into a library. It may look small, but its collection boasts more than 20,000 history books, modern books in diverse genres and a wide variety of multimedia data such as audio and video. A space is leased for an academic conference, and a daycare center is operated. It also offers a peaceful green yard for a pleasant walk.

TEL 63-2-892-1801 Website: www.filipinaslibrary.org



MUSEUM WITH RICH AND GLORIOUS HERITAGE MALACANANG MUSEUM

The records on 13 former presidents of the Philippines from the national independence to 2009 are showcased here. To enter the museum, you have to go through a complicated procedure just like customs and immigration in an airport. Once you come inside, you will be amazed at the beautiful building in a forest and fascinating private libraries of former presidents. You can also see the portrait of Ferdinand E. Marcos and Imelda's pink shoes. You can also see some Korean books autographed by the former president Kim Dae-jung. You will also be stunned by the medieval Spanish-style elegant interior and fancy relics.

Address Manila JP Laurel St. San Miguel TEL 63-2-733-3721 Open hours 09:00-11:30 / 13:00-15:00 (Mon. – Fri.)



VIBRANT AND LIVELY STREET EASTWOOD CITY

If you are looking for the most typical street of the Philippines, Eastwood City is a perfect place. Around the fountain square where live music concerts are held every hour, multiplex cinema, bars, restaurants, clubs and shopping malls are clustered.

Address E. Rodriguez Jr Ave., Libis Quezon City Website www.eastwoodcity.com



CRUISE IN THE CITY RESORT WORLD MANILA

This resort complex is operated 24 hours a day for the first time in the Philippines. The biggest charm of this place lies in the plenty of accommodation options ranging from budget and economic hotels to luxury hotels, attracting all kinds of customers. It also features state-of-the-art entertainment facilities, world-class performances and huge casino facilities. In particular, it has easy access from everywhere, situated in Newport City, a central region in the middle of Manila.

Website www.rwmanila.com



PHILIPPINE TRADITIONAL MARKET TOUR TIENDESITAS

In this traditional market, you can see rare pets, gardening tools, fancy accessories and antique furniture. If you don't like animal smells, this place may be somewhat uncomfortable. However, you can find unexpected treasures in every corner of the market.



Address Frontera Verde, Ortigas Avenue corner CS, Baragay Ugong, Pasig City Open hours 12:00-24:00

All Year Round Festival!

KUALA LUMPUR

Kuala Lumpur, a city where you can experience various Asian religions, cultures, and trends, while enjoying festival atmosphere all year round. It is the Mecca for shopping specialists and shopaholics. If you are disappointed whenever you open your closet, you need to prepare an empty shopping basket. Even if your top priority is shopping, trips to beautiful downtown Kuala Lumpur are not an option but a must. Experiencing shopping, history, culture and cuisine of Malaysia all together will enrich your tour.



Shopping Hot Spot

For Luxury

HAVE A PEEP AT THE UPPER CLASS STARHILL GALLERY

Starhill Gallery, located right across the Pavilion, is a top class shopping mall where only luxury brands like Louis Vuitton, Gucci and Ralph Lauren are available. Window shopping will show you the latest trend of high-end goods and life styles of the upper class. You can also enjoy 60 kinds of tea at Tea Salon in the basement at 18~35 Malaysian Ringgit (VAT excluded).

Address: Starhill Gallery 181 Jalan Bukit Bintang 55100 Kuala Lumpur **TEL** 03-2782-3855 **Open hours** 10:00~22:00 **Website** www.starhillgallery.com



KLCC ALL THE DELIGHTS SURIA KLCC

Suria KLCC is in the Petronas Towers, a landmark of Kuala Lumpur. This multi-function complex has big department stores like Isetan and Parkson, large scale food courts, movie theaters and an aquarium so that shoppers can enjoy non-stop shopping and leisure at the same time. Famous brands such as Top Shop and Mango sell their products on sale at 20~70% discounts. In particular, products of Miss Selfridge, Warehouse and Dorothy Perkins, popular among fashionistas, are sometimes on sale. You can buy a 100-dollar T-shirt at just 10 dollars during this time. It is worth it for at least a half day.

Address Lot. No. 241 Level 2 Suria KLCC Kuala Lumpur City Centre 50088 Kuala Lumpur **TEL** 03-2382-8448 **Open hours** 10:00~22:00 **Website** www.suriaklcc.com.my



HIGH-END BRANDS AT AN UNBELIEVABLE PRICE PAVILION

A center of Kuala Lumpur, Bukit Bintang is a place where you can enjoy luxury hotel-like shopping centers, classy cocktail bars and great restaurants 24/7. More than 450 large shops sell a wide range of items from top designer brands to those not distributed elsewhere at a wide range of prices. Not even during the sales period can you shop at 50% off the Malaysian normal price, which is almost the same as duty free price. When you feel a little hungry between shopping, just try delicious and affordable meals in the food court at 5~10 Malaysian Ringgit.

Address 168 Jalan Bukit Bintang 55100 Kuala Lumpur **TEL** 03-2118-8833 **Open hours** 10:00~22:00 **Website** www.pavilion-kl.com

SHOPPING TIP

SOMEWHERE BETWEEN BUKIT BINTANG ROAD AND SURIA KLCC

Hot spots for shopping in Kuala Lumpur are divided into two sections; one is Suria KLCC area where the Petronas Towers are located and the other is Bukit Bintang where Pavilion and Starhill Gallery are located. These two are connected by KLCC-Bukit Bintang Pedestrian Walkway equipped with air conditioners so that 10 minutes is more than enough to go to the other side on foot. This walkway is used the most during big sales events when taxis are hard to catch.



Low-Priced Local Brands

EXUBERANT WITH ENERGY SUNGEI WANG PLAZA & LOT10

Luxury shopping malls are good for window shopping, but so are regular shopping-malls that are the favorite places for ordinary people in Malaysia. Sungei Wang Plaza at the crossroads of Bukit Bintang is a 30-year old shopping mall selling products of low priced and local brands. Small shops are here and there crowded with people. You can buy everything you want from clothes, jewelry to electronic goods and daily supplies. The active attitude of the sales people is the character of the plaza. There are many interesting ways to spend your time at the mall such as tattoo shops, movie theater, internet cafés and beauty salons. Lot 10, which leads to Sungei Wang Plaza and Bukit Bintang monorail station, has Isetan, a Japanese department store, and a food court where you can enjoy various foods. Just like Sungei Wang Plaza, you can find goods of low priced and local brands.

Address Lower Basement One Sungei Wang Plaza SWP Box No. 009 Jalan Bukit Bintang 55100 Kuala Lumpur **TEL** 03-2148-6109 **Open hours** 10:00-22:00 **Website** www.sungeiwang.com



Bazaar

**CHINA IN MALAYSIA
CHINATOWN**

People of Chinese descent account for 25% of the total population of Malaysia so that you can find Chinese Malaysians everywhere in the nation. As they introduced Chinese holidays and cultures, Chan See Shu Yuan, Chinese Assembly Hall and Guan Yin Temple, a Buddhist temple, are located in the Chinatown, a 10 minute walk from Central Market. The Chinatown is similar to other places in Malaysia except for exotic Chinese atmosphere. There are many stores for clothes, sundries and snacks, and Chinese restaurants are always crowded with people. It is also fun to have tropical fruits at only 3 ringgit on the street looking around the town.

How to get to After walking 10 minutes from Central Market following the railway leading to Pasar Seni Station, you can find Chinatown on your left.



**FINDING THE TRADITION OF
MALAYSIA CENTRAL MARKET**

It takes 15 minutes by taxi at 10 ringgit from Bukit Bintang to Central Market, south west of Kuala Lumpur. At the entrance, you will see a source of pride of Malaysia such as tin-wares, wood crafts, jewelry, traditional clothes, and antiques. It is a perfect place to buy souvenirs at lower prices. You can enjoy folk dance performances on weekends.

Address Jalan Hang Kasturi 50050 Kuala Lumpur **TEL** 03-2274-6542 **Open hours** 10:00-22:00



Attraction

Sky Bridge, a bridge high in the sky, shows you the stunning scenery of Kuala Lumpur. If you are in the

Central Market in front of Merdeka Square, you have to visit the Square. Once gone that far, It's a must to visit the National Mosque that's conveniently located nearby, within the price of basic taxi fare.

PETRONAS TWIN TOWERS

They are the tallest twin towers in the world. Sky Bridge connecting the twins is the best place to enjoy the landscape of Kuala Lumpur. At the observation deck on the 86th floor, which has been recently opened, visitors can savor unique and magnificent scenery from the higher spot. Tickets for Sky Bridge and Observation deck are available from 8:30 a.m. However, only a limited number of people can enter the tower a day. Therefore, you'd better buy the tickets in the morning to enjoy the beautiful scenery.

Tickets 80 ringgit for adults, 30 ringgit for children under 12 **Website** www.petronastwintowers.com.my



THE DOWNTOWN'S RESTING PLACE DATARAN MERDEKA

Merdeka Square, 5-minute walk from Central Market, is a clean and graceful square with 8.2ha area and a very historic place. The Malaysian national flag was raised for the first time ever on a flagpole 100m in height installed at the Square on August 31, 1957 when Malaysia gained independence from Great Britain. At the end across from the Square, drinking fountains are located where tourists can take a rest or relieve their thirst. Plaza Putra is under Merdeka Square decorated with elegant colonnades and colorful beds of zinnias and marigolds.

Address Merdeka Square 57000 Kuala Lumpur

NATIONAL MOSQUE

When you go as far as Central Market and China Town, it is necessary to visit the National Mosque. Due to its inconvenient location, taking a taxi is the best choice for transport. The National Mosque, the spiritual leader of Malaysians, is decorated in a unique way with traditional Islamic arts and calligraphy. The top of the mosque looks like a folded umbrella, famous as a symbol of the spirit of independence of Malaysia. A 73-metre-high minaret in the background of blue sky is one of the landmarks of Kuala Lumpur. People have to cover their body with purple robes, which you can borrow at the mosque for free.

Address Jalan Lembah Perdana 50480 Kuala Lumpur **Open hours** 10:00~12:00, 15:00~16:00, 17:30~18:30 Fri. 15:00~16:00, 17:30~18:30, Open year round **Website** www.masjidnegara.gov.my



FANCY LIGHT SULTAN ABDUL SAMAD BUILDING

It is a building of unique style located right next to Merdeka Square. The construction of this historic building was completed in 1897 during the British colonization period, which used to house important government administration departments. Topped by a shiny copper dome and a 40m high clock tower, it serves as the backdrop for important events such as the Merdeka Day Parade and the welcoming of the New Year. This heritage building currently accommodates the Supreme Court and the national Textile museum. **Location** Right next to Merdeka Square

Choice for gourmet

Food is another delight in Malaysia where signature cuisines of all Asian countries are available. Traditional Malaysian cuisine seasoned with lots of herbs and spices is a must to taste even for picky tourists.

LUXURY DIM SUM NOVOTEL QING ZHEN

Located in Bukit Bintang Road, Novotel Qing Zhen is a Chinese restaurant, a favorite place for tourists who want to try gourmet food. It is an expensive restaurant in Malaysia but foreigners are happy with its course menu that costs 20,000~30,000 KRW. The restaurant is famous for dim sum of various kinds. Limitless dim sum buffet occasionally takes place between 12:00 and 2:30 p.m. Please check the schedule.

Address 2 Jalan Kia Peng 50450 Kuala Lumpur **TEL** 03-2147-0888 **Open Hours** Lunch 12:00~14:30, Dinner 18:30~22:00
Website www.novotelklcitycentre.com



TRADITIONAL PERFORMANCE AT AN OUTDOOR TERRACE SONGKET RESTAURANT

Songket Restaurant, a 10-minute walk from Petronas Twin Towers, is famous for fusion cuisines that foreigners love without compromising the traditional Malaysian culinary. Songket means a hand-woven fabric in silk in Malaysian. To match the name, the restaurant displays Songket intricately patterned with gold or silver threads at the modern entrance in the Malaysian traditional way. The restaurant is divided into indoor areas with air conditioners and outdoor terraces where traditional dances of various ethnic groups in Malaysia are performed after 8:30 p.m. every night. The key feature of Songket is having dinner while enjoying these performances. Famous dishes are Satay, skewered beef or chicken, Rusuk Panggang, grilled seasoned beef rib, Ikan Siakap Masam Manis, and Deep fried sea bass with sweet sour source.

Address No. 29 Jalan Yap Kwan Seng 50450 Kuala Lumpur **TEL** 03-2161-3331 **Open hours** Mon~Fri 12:00~15:00, 18:00~23:00 Sat~Sun 17:00~23:00 **Website** www.songketrestaurant.com



ORIGINAL NORTHERN INDIAN CUISINE BENARES

Benares is a good choice of Indian fine dining that is located in Parkroyal Hotel at Bukit Bintang Road. You can enjoy your meals at this luxury restaurant at affordable prices. Its key features are various Indian seafood appetizers like shrimp and lobster, and grilled tandoori chicken. Indian fried rice, Biryani, and nan are served with sauce, the same as Indian style. House-made sauce by Indian chefs reproduces original Indian flavors.

Address Jalan Sultan Ismail 50520 Kuala Lumpur **TEL** 03-2782-8305 **Open hours** 11:00~23:00 **Website** www.parkroyalhotels.com



Hotel Comparison

You have to make a careful decision for selecting the base camp for effective shopping. One of the reasons Kuala Lumpur is the heaven for shoppers is hotels located between shopping malls. In particular, Grand Millennium and Novotel City Centre are recognized as perfect hotels for shoppers who need to take a rest between malls because they are located in Bukit Bintang Road, the Mecca of shopping in Kuala Lumpur.



MODERN AND FANCY GRAND MILLENNIUM

At a glance, you come to know it is a five-star hotel. It is located right next to Pavilion and Starhill, the most visited spots for trendy shoppers. The hotel can offer them the best

place for rest. The hotel was recently refurbished completely so that its rooms are spacious and clean. If you want to enjoy the fantastic scenery of shopping street of Bukit Bintang from the glass wall of your hotel room, you have to check this in advance before confirming your reservation. Wi-fi is available for free in the hotel rooms so that you can freely use laptops and smart phones.

Address 160 Jalan Bukit Bintang, 55100 Kuala Lumpur **TEL** 03-2117-4888



REASONABLE AND AFFORDABLE TOURS NOVOTEL CITY CENTRE

Novotel City Center is a perfect choice for tourists visiting Kuala Lumpur who have the economic virtue. Simple and practical interior



is characteristics for this four-star hotel. People travelling alone or backpackers are the main customers. It is located farther from Pavilion and Starhill than Grand Millennium. However, it makes up for this weakness by installing escalators directly connected to Pavilion. It is closer to Petronas Twin Towers than Grand Millennium. Free wifi is available in all rooms.

Address 2 Jalan Kia Peng Kuala Lumpur **TEL** 03-2147-0888

NIGHTSPOT

SLEEPLESS NIGHT IN MALAYSIA, LUNA BAR

Luna Bar at Pacific Regency Hotel is one of the best night spot that gives you luxurious memories. Going beyond stereotype, the roofs of Luna bar are the night sky of Kuala Lumpur and the night view of Petronas Twin Towers. It also has a pool in the middle. It is fun to watch women in short skirts and stiletto hills dancing on the stage. The stage is open to everyone. Please bear in mind the bar has a dress code for men, so think twice before you put on your shorts and T-shirts.

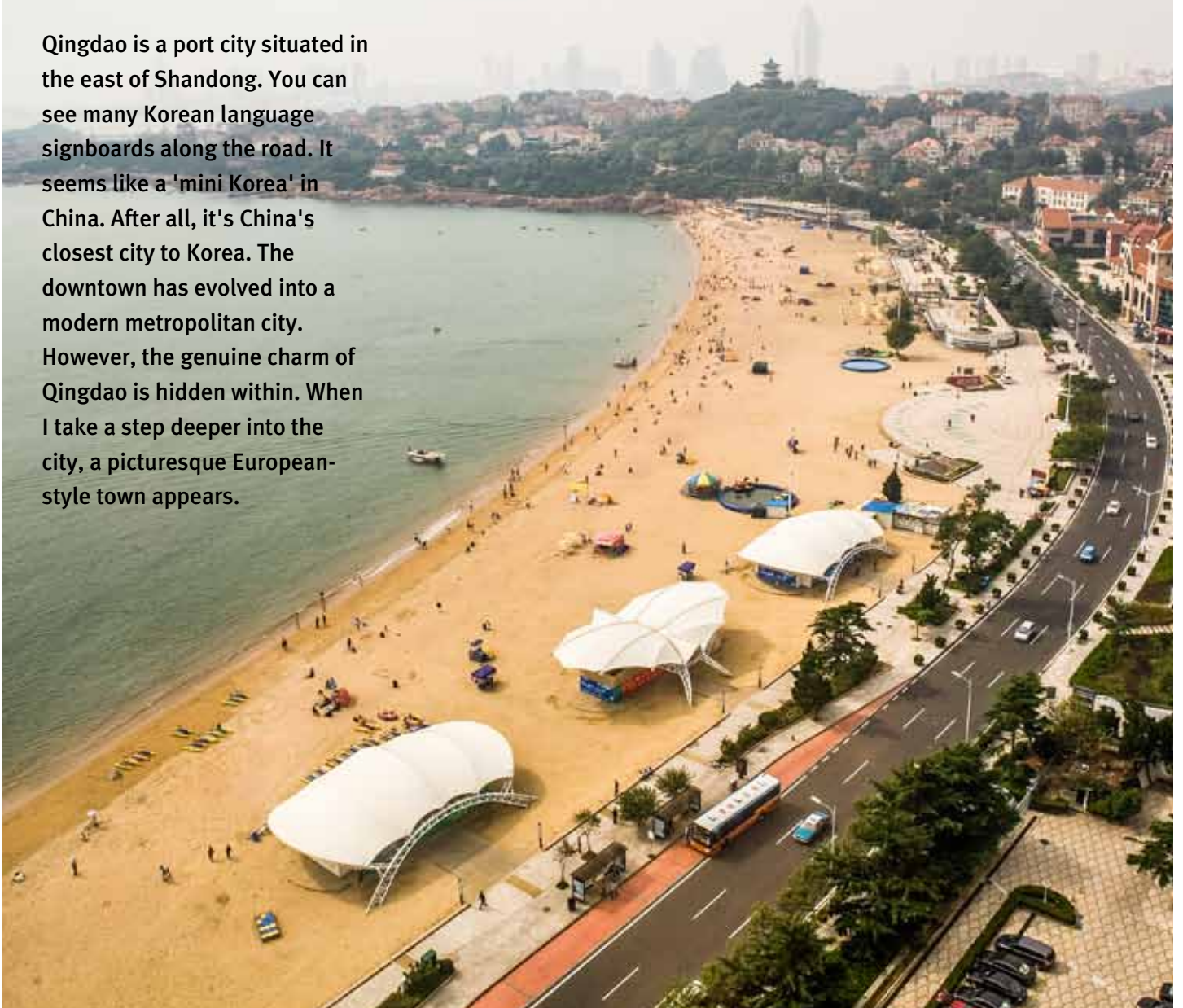
Address KH Tower Jalan Puncak Off Jalan P.Ramlee, 50250 Kuala Lumpur **TEL** 03-2332-7777 **Open Hours** Mon-Thu 17:00-01:00 Fri-Sat until 03:00 **Website** www.luna.my



Mini Europe in China

Beautiful seaside city Qingdao

Qingdao is a port city situated in the east of Shandong. You can see many Korean language signboards along the road. It seems like a 'mini Korea' in China. After all, it's China's closest city to Korea. The downtown has evolved into a modern metropolitan city. However, the genuine charm of Qingdao is hidden within. When I take a step deeper into the city, a picturesque European-style town appears.



Old & New

Qingdao is a young city with a less than 100-year history. A poor fishing village has been transformed into a modern city due to the influence of Germany and other European countries. Fascinating tourist spots are mostly situated in the old town. Many German-style, red-roofed houses and small modern style buildings are attractive. It is also fun to walk along the beautiful streets and the narrow alleys. If possible, spend some time in stores, restaurants and street vendors.



TRACES OF GERMAN ARCHITECTURE QINGDAO GUEST HOUSE

This building is the Qingdao German Governor's House. It was built during 1905-1908 based on the old German fortification style architecture. It shows off its exotic and medieval style. It is fun to look at the unique exterior, well-designed internal structure, old furniture and indoor decorations. Upon going through the entrance, a hall with a high ceiling appears, and a staircase is visible on the opposite side. Under the stairs, there is a space in which people would wait for their turn to meet the governor. There also was a hidden hole through which the governor could see the visitor in advance. Among gorgeous wall decorations, a not-so-pretty frowning face is found. It's been said that it was originally a grinning face, but it changed to the current look when it was reprimanded by the police.

Address Longshan Road 24, Qingdao, Shandong Province **TEL** 0532-8288-9888 **Admission fee** Apr. – Oct.: CNY 15 / winter: CNY 10



GREATEST VIEW OF QINGDAO XIAO YU SHAN PARK

The term 'Xiao Yu Shan' literally means 'little fish hill.' This small park is not a popular tourist spot. However, this hill offers a panoramic view of Qingdao. An antique town in which red-roofed houses are densely packed and a new town which is brightened by high-rise buildings are in a stark contrast to each other. In addition, you can find a crescent-shaped long beach here. It feels great to look down on this beautiful city, breathing a fresh air. In the past, fish was dried here. Now, the traces of the sacks which were piled up by Chinese people to fight against the German army still remain. Here, a traditional octagonal pavilion stands tall. A uniquely shaped round building on the hill viewed from Xiao Yu Mountain is 'Signal Tower' from which Qingdao can also be observed.

Address: Fushanzhi Road 24, Qingdao **TEL** 86-532-8286-5645 **Open hours** 08:00-17:00 (winter) / 07:30-17:30 (summer)
Admission fee CNY 15



LAIKBACK ATMOSPHERE OF QINGDAO WU SI SQUARE

Wu Si Square has been built to commemorate the May 4th Movement (an anti-imperialist and anti-feudal patriotic movement). Here, you can meet the Wind of May sculpture (Chinese people love the color red so much that they have even described the wind in red. The red dynamic shape symbolizes a whirlwind), open seashore and high-rise buildings and see excited tourists looking around and local people feeling relaxed. Fascinating imitation pearl and shell accessory shops are lined along the seashore, and vacation homes are situated behind these shops. You can lease a room at CNY 300 per night.

HOW TO TOUR THE YELLOW SEA

If you walk along the coastal street in front of Wusi Guangchang (May 4th Square), a pier will appear. If you walk a little further from there, you meet a ferry terminal. You are free to choose one among eight routes. Tour boats sail along these routes developed along the Qingdao Seashore, connecting nearby beaches and islands. You can visit Xiaoshan Marina, Qingdao International Yacht Club (QIYC) and other fascinating spots.

TEL 86-532-8389-9066 **Rates** CNY 30-100 depending on the route.





PLEASANT WALK ALONG THE SEASHORE COASTAL PROMENADE AND BA DA GUAN (THE EIGHT PASSES)

If you are in Qingdao, do NOT miss the fun to walk along the seashore. The 40.6 km-long coastal walk passes through several beaches and parks and Zhan Qiao Pier and reaches up to ShiLaoRen (Old Stone Man, tourist beach). A clean, wooden deck is installed along the street as well. In addition, benches and lighting decorations are installed, and signs with useful information on the street are put up along the street. If you walk a little further along the Qingdao Third Beach, the World Architecture Museum appears. About 300 European-style buildings built by 24 European powers create an exotic atmosphere in harmony with maple trees and flower trees.

SMOOTH AND REFRESHING BEER QINGDAO BEER MUSEUM

When it comes to Qingdao, you may immediately think of Tsingtao Beer. Tsingtao Beer has been created with German technology and the mineral water of Qingdao. The arched and redbricked Qingdao Beer Museum with latticed windows shows the 100-year history of Tsingtao Beer. First, you can see the long history of Tsingtao Beer and meet huge beer-making facilities. Then, you can taste genuine Tsingtao Beer. The modern space creates a mysterious atmosphere, and a garden is remote and peaceful. However, the tasting area is loud and vibrant. It feels like listening to German classical music and old pop songs.

Address Beideng Road 56, Qingdao, Shandong Province **TEL** 86-532-8383-3437 **Open hours** 08:30-16:30



FIRST PIER ZHAN QIAO

As Qingdao's first pier, it is one of the most famous tourist attractions of the city. If you walk along the 440 m-long seaside bridge, a beautiful octagonal pavilion named 'Hui Lan Ge' appears. It feels really great to watch beautiful scenery around the pavilion, breathing refreshing sea air. In the tidal flats, you can pick up shellfish, crabs and shrimp. You can see people (both children and adults) collecting these creatures with a metal bucket nearby. It is also a great place for photography.

Address Taiping Road2, Qingdao, Shandong Province **TEL** 0532-8288-4548 **Admission fee** No admission fee for Zhan Qiao Park.



SHOPPING IN QINGDAO

TAIDONG | Taidong Road is a good place to feel the vigor and energy of Qingdao. Clothing shops, restaurants, cafes, fortune-telling houses, beauty salons and drugstores are all clustered together. A lot of them still open at night so that it is a good spot to taste Qingdao's exciting nightlife. Even though large shopping malls are around, it is recommended to walk outside unless you want to buy something. In fact, it is fun to walk around the street, people-watching and looking out for things unique.

SHOPPING MALLS | If you want to buy cookies or other gifts, there is Jusco Shopping Center. In the supermarket, you can hear Korean people's voices here and there. Many fashion and accessory shops are clustered here. A neat food court is also available.

Address Hongkongzhong Road 72, Qingdao, Shandong Province **TEL** 86-532-8571-9630

HIGH-END SHOPPING CENTER | Hong Kong Middle Road is the busiest street in the new town of Qingdao. The luxurious Yangguang Department Store is found among banks, office buildings and premium hotels. It is small, but it is famous as a modern and elegant shopping center.

Address Taiping Road 38, Qingdao, Shandong Province **TEL** 86-532-8667-7166 **Website** www.tsingtaomuseum.com

ALL ABOUT TSINGTAO BEER

In the beginning, Tsingtao Beer was consumed only by the privileged few. Now, as the world's leading beer brand, about 150 different Tsingtao beers are exported around the world. It is made from the healthy mineral water of Qingdao. It would be awesome to taste this smooth and savory Tsingtao beer which has been naturally brewed for 100 days.



TSINGTAO LAGER

It has a refreshing smell of malt and sweet taste of nuts. It is made of special yeasts which are fermented in Tsingtao Beer Brewery with safe and fresh ingredients. This beer goes especially well with hot and spicy food.

TSINGTAO DRAFT BEER

It is refreshing draft beer brewed using the world's leading technology and facilities, minimizing the occurrence of microbes during yeast fermentation. Based on a lowtemperature filtering method, the genuine taste of beer is maintained. It goes well with light and refreshing food like sushi.

TSINGTAO HUANDONG

This beer was produced for young consumers (early 20s), targeting the Beijing 2008 Olympic Games. Despite its high energy, it has low calories. Therefore, this beer is good for health. In fact, its slogan is 'Healthy and Fashionable Beer.' Compared to the traditional Tsingtao Lager, it contains half carbohydrates and 30% of the sugar. However, since it contains taurine and zinc, it is effective in relieving fatigue and makes consumers feel refreshed.

TSINGTAO STOUT

This stout beer is very popular among men who pursue their own lifestyle and those who enjoy the deep taste of beer. It is sweet and has the deep taste of stir-fried malt. It is also rich in vitamins.

ALCOHOL-FREE BEER

This beer is good for those who have to drink beer in certain circumstances even though they don't drink alcohol and those who place health as their top priority. It is made of native hops, high-quality barleys and mineral water from Mt. Laoshan. This alcohol-free beer is low in calories but it is very nutritious.



ORIGIN OF TSINGTAO BEER MT. LAOSHAN

Mt. Laoshan is about 30-40 minutes away from downtown by car. However, there are some attractive places you must visit. According to legend, during the reign of the First Qin Emperor, his attendant came by this mountain to discover the elixir of life. In fact, Laoshan is a region with some importance in Taoism. The 2,000-year-old Taoist temple 'Tai Qin Gong' which originated from Tang Dynasty is situated here. Among the mountains located around the seashore, it is the tallest (1,133 m in elevation). To tour this beautiful stone mountain, you first need to go to the waist of the mountain by car. Then, you can ride a cable car or lift to the summit (three popular routes). The water in Mt. Laoshan is very clean and good for health with rich mineral content. Tsingtao Beer is made of this mineral water. In Tai Qin Gong Temple, you can meet Laoshan green tea and mysterious thousand-year-old trees. **Address** Shanmei Road 29, Qingdao **TEL** 86-532-8889-8866 **Website** www.qdlaoshan.cn



FANTASTIC NIGHTLIFE WITH REFRESHING BEER

In Qingdao, there are some bar streets in both old and new towns. A bar street located next to Qingdao Beer Museum is one of them. It is quiet and calm in the afternoon. In the evening, however, it is turned into a festive spot where the locals and tourists mingle and enjoy celebrating together over Tsingtao Beer. At the end of the Qingdao Beer Museum tour, you would be able to see bars lined along the street on the other side. Qingdao is famous for fresh seafood as well. In particular, shellfish goes well with beer. Come and try this delicious shellfish cuisine over a glass of Tsingtao Beer.



Visiting the City with Two Themes

Classic and Modern Bangkok

A true restful place for tourists exhausted from hectic schedules. During the first few times I have visited every corner of the city from the morning to the night. Since then, Bangkok feels less interesting than before. However, that does not mean it's bad. You can take a full rest in great hotels at a relatively low price and also enjoy Thai and foot massages day and night at affordable prices. Further, you can also have a great time finding famous restaurants.



Classic

A PLACE YOU NEVER GET TIRED OF

The theme of Bangkok tour depends on who you are with. If you are traveling alone, you can have a time for yourself. Like using hotel packages, you indulge in hotel staying. You are idle at your hotel room and try every restaurant around the hotel. You don't need to take distant trips because Bangkok is a paradise for gourmets. Some complain that it's unnecessary to buy expensive flight tickets. But I'd beg to differ. Relaxation may be the reason that you come to Bangkok. Of course, you have to visit famous destinations that you have already been to if you are traveling with someone who is new to this city.

THE HEAVEN FOR BACKPACKERS KHAO SAN ROAD

The main road goes only 300 m but it's too early to be disappointed. It has many alleys that lead to other roads or alleys. You may not have enough time to walk every corner of the alleys. True delight of Khao San Road for tourists comes at night. There are many things to see and enjoy at night. During the day, you can relax as much as you can. You can have iced coffee from street cafés standing in a row. You can also fill your stomach with Khao San Road Pad thai priced about 50 baht. The street restaurants are comfortable enough to enjoy



meals. Some street restaurants prepare folding chairs and tables to attract customers. After feeling full, you can have tropical fruit juice or enjoy a foot massage lying on the outdoor beds.

How to get to Taxi is better because there is no BTS station. From Sukhumvit street to Khao san road via express way, you only take 20 minutes at 150 ~200 baht.

SPLENDID AND MAGNIFICENT HISTORIC PLACES THE GRAND PALACE & WAT PHO

You can never get tired of this signature tourist destination of Bangkok. Construction of this palace started in 1782 when Bangkok was declared to be the capital city. The total area of



the palace is 218,000 m² with a square fence of 1,900 m in circumference. Adjacent to this, Wat pho famous for the reclining Buddha which is always crowded with tourists. You are not allowed to enter inside wearing shorts or short skirts.

How to get to It is located west of Chao Phraya. Taxi is better because there is no BTS station. Taxi drivers are not likely to understand 'Grand Palace,' so please memorize 'PaiWat Phra Kaeo.' **TEL** 02-623-5500 **Opening Hours** 08:30~16:30 (ticket purchase by 15:30) **Admission fee** Grand Palace 500 Baht, Wat Poh: 200 Baht.



WATCHING MUAY THAI FOR FREE CHANNEL SEVEN STADIUM

Muay Thai is Thai traditional martial arts with more than 1,000 years of history. Ardent fans of martial arts would like to watch the sport, at least once, in person, not on TV. This competition is only available on weekends and ticket prices are quite expensive. If you want to see Muay Thai during your stay, but without the expensive cost, check the event schedules and some unannounced events will come up.

More Info

Games take place at Muay Thai Lumpinee Boxing Stadium and Rajadamnern Stadium every weekend. But foreign tourists can only get seats on the sides of the Stadiums. The ticket costs a whopping 2,000 Baht. Thus, many tourists give up on the martial arts when they reach the ticket booth. But there is a way to watch the games for free on Sundays. Channel 7 Studio is turned into a Muay Thai ring on Sunday afternoons. You can see 6 games in a row from 13:30. You don't need to buy tickets because the games are broadcast for television. Plus, there are seats designated for foreigners. How to get there: Take a taxi at BTS Mo Chit station. It takes about 5 minutes and costs about 50 Baht.

Modern

STYLISH BANGKOK'S GANGNAM STYLE

Thonglor is technically included in Sukhumvit Road. It is a main street of eastern Bangkok and also called Ekamai. Thonglor can also be written as Thong Lo in English. Along with car dealerships with vehicle showrooms of global brands and cute multi-brand stores, the powerful magnet that attracts tourists is the shopping malls. What gets you the most is various cuisines from all over the world. On the right side of the street, you can savor the culinary delight of various gourmet foods from Thai to full course French dishes and stylish brunch to excellent coffee, tea and wine.

A NEW HOT PLACE OF BANGKOK THONG LO

Siam, Nana, Asok and Phrom Phong have been the hottest places in Bangkok. Add to that, Sukhumvit Road with numerous department stores, high-end restaurants and five-star hotels. Repeat visits may allow me to savor the comfortable moments in Sukhumvit. Staying in a hotel adjacent to Sukhumvit, I have a Korean meal at a Korean restaurant in Sukhumvit Plaza and spend time looking around an enormous shopping mall, the Terminal 21. I am happy with these places and I do not feel like finding something new. But it happened again. I visited the familiar places as usual and felt like there was something missing. Right at that moment, I came to find out about an emerging hot place, not far from where I was staying. Apartments with shops at the ground floor and condominiums for wealthy Thais and foreigners, and resident hotels for tourists are being constructed. Further, like Garosu-Gil in Korea, there are many designer boutiques, wedding shops and beauty shops promoting themselves with innovative marketing strategies. I took the time to walk Thong Lo streets. What I found first was that every stylish restaurant stood next to each other, one right after the other. They were different from the usual famous restaurants. You can enjoy artistic interior design while you take your time with your meal. For a moment, I doubted if I was even in Bangkok which is always full of tourists from all across the world. I believe that Thong Lo is totally different from Khao San Road.

How to get there Getting out of Exit 3 of Thong Lo Station of BTS and walking 50 m following a big road of Sukhumvit, you can find Thong Lo Road on your right side. Now you just need to cross the street and follow up a right side path. The right side of the path has more things to see than the left side. Just in about a 100 m walk, you will see SEOUL restaurant where Korean and Japanese cuisines are available. A kilometer from the restaurant to Thong Lo Police Station makes up about 70% of Thong Lo. Across from the police station, you can come down to the starting point. It would take about half a day to relish the street. But 3 hours is enough if you are in a hurry.



It's New Thong Lo Road Brunch Collection 7



01 THAI RESTAURANTS SEE FAH



and noodles and main dishes. If you don't have deep pockets, order your food from the affordable set menu.

Address 90 Fifty Fifth Bldg., Soi Thonglor 2, Sukhumvit 55 Rd **TEL** 02-390-2721 **Open hours** 10:00–22:00 **Rates** Course of three 420 Baht, Lunch box set 195 Baht

02 WHOLESOME NOODLES ON THE STREET ROS NIYOM



There are a lot of outdoor stalls where simple snacks are available. But I'm just wondering how many tourists try local food? Some do not try due to confusion about its cleanliness. However, I just think that they haven't really tried it. If you want to taste Thai noodles, visit Ros Niyom which has more than 30 kinds of Thai traditional noodles cooked with various ingredients like chicken, pork, and shrimp. Most of the dishes cost about 99 Baht. How about trying healthy and clean noodles and enjoying them in an outdoor terrace along Thong Lo Road? Thong Lo is less congested from the smoke of Bangkok.

Address Soi Thong Lo 2, Soi 55, Sukhumvit Rd **TEL** 02-381-1524 **Open Hours** 10:00–22:00

03 ITALIAN BRUNCH BUFFET BECCOFINO



The unique exterior of the building resembles scrap metal. The restaurant is on the right side of the entrance while the left is a wine bar. The interior is also uniquely decorated with vintage style. The restaurant boasts traditional and quality Italian food, in particular, their thin pizza that is baked in an oven made of wood. If you want to savor special Italian food, try the brunch buffet. Don't forget to make a reservation.

Address 146 Thonglo 4, Sukhumvit 55 **TEL** 02-392-1881~2 **Open Hours** Brunch Hour 11:30–14:30 **Website** www.beccofino.co.th

04 TRENDY THAI FOOD DOONG DENG DAI



A Thai comedian opened this restaurant named after his own name in downtown Thong Lo. It is famous for Thai traditional noodles, skewered food and desserts. The restaurant has tables inside as well as outside. I suggest you eat outside as the place is not that hot since it is located in an outdoor shopping mall. Dishes made of Australian beef or Thai pork and skewered food will be an excellent choice. Waiters and waitresses are kind and the food is great.

Address Siam Future Town Center Thonglor Soi 4 Soi Sukhumvit 55 **TEL** 02-392-1417 **Open hours** 10:00–22:00 **Rates** Thai noodle 60–80 Baht, Australian beef 135–210 Baht, dessert 45–70 Baht

05 FOOD AND SWEET CAFÉ IBERRY



Iberry is formed from ice cream and berries. It is a brunch restaurant the young tourist will fall for. A trendy menu and various beverages will release your stress from a long journey. The entrance leads to two sections and the left side is for brunch dining. You need to check the menu carefully because there's a brunch menu for vegans. On the right section of the restaurant, you can enjoy cake, coffee, tropical fruit juice and homemade ice cream. The restaurant provides all kinds of ice creams from around the world including Italian Tiramisu, Japanese herb ice cream and American Cookies and Cream so that many people visit here for desserts as well as brunch.

Location in the middle of Thong Lo Town **TEL** 02-381-3274 **Open hours** Mon–Thu 10:30–23:00 Fri–Sat 10:30–24:00 **Website** www.iberryhomemade.com

06 TASTE OF SOUTH THAILAND PHUKET TOWN



A small size restaurant equipped with unique recipes has a huge fan base. Phuket is a symbol of the restaurant where southern Thai food is available. Southern Thai food is characterized by strong smells and spicy sauces. If you are a fan of Thai food, just try it. The owner and staff of the restaurant are good at English and kind enough to explain when taking an order. You can relish Thai tradition from antique tables and items.

Address 160/8 Soi Thong-lo 6, Sukumvit 55 rd **TEL** 02-714-9402 **Open Hours** 10:30–22:00

07 SIGNATURE BRUNCH MELLOW



Do you want to have brunch at an intimate restaurant? Mellow will be there for you. This restaurant is a perfect match with Thong Lo and well recognized in every way since local media have covered it several times. With trendy food made of fresh ingredients and a small jazz concert offered by Mellow, you would feel like you are in Soho, New York. Attitude of staff, quality concert, taste of food and the atmosphere of the restaurant are all the more fantastic. It is a great place to have brunch with your lover.

Address Penny's Balcony Unit 1,2,3 522/3 Thonglor 16 **TEL** 02-382-0065 **Open Hours** 11:00–01:00





Round to the World!

Some people like a hard trip, but some don't. In fact, it is not easy at all to travel around on a bike for several days. There are many things you have to prepare, and you should be strong enough physically. Just close your eyes and imagine this! Open sea and crystal-clear sky, burning sunset over the horizon, pleasant whispers of the wind passing by your ears and a refreshing soft drink after sweating a lot... After all, a hard trip may not be as bad as you might imagine.





BIKE TOUR... MAKING EVERY MOMENT A GOOD MEMORY

“When I pedal my bike, the head of the path comes into my body...” A bike maniac and novelist Kim Hoon said in this essay ‘Bike Tour.’ He just rented a bike and rode it for a couple of hours only in Gyeongju. However, he said that he experienced the true charm of a bike tour. ‘Path’ and ‘traveling time’ are just means of travel and incorporated into a part of travel. Do NOT focus on travel time too much. Just enjoy the trip itself. You go on a trip to visit somewhere, but you can stop anytime whenever you run into someone or something beautiful. You can finally watch and enjoy things which would have just passed by when you traveled by car. They can also make a good memory. Even though you are slow

and behind schedule, your trip becomes richer. After all, we are in need of this kind of relaxation and aesthetics of slowness in a busy and hectic life. Recently, many bike paths have been developed, and there have been continued efforts to protect environment. As a result, a bike tour has earned a great popularity. Despite these charms, there are only few people enjoying a bike ride. Many people believe that a bike tour is difficult and tiring, and it is difficult to find a decent bike path. Some of you may want to go on a bike tour, but you have no idea what to do. Here, I recommend to you the top five bike tour destinations for beginners in Asia.

THAILAND



A FANTASTIC TRIP TO THE PAST OF THAILAND AYUTTHAYA

In the 14th century, the Kingdom of Siam built its capital city Ayutthaya near Bangkok. This ancient city flourished economically and culturally until the 18th century. Because it was the richest city in Asia, there were a lot of invasions and plundering, and many buildings were destroyed. However, traces of its glorious days are still found here and there. The gorgeous temples, magnificent fortresses and royal places... They are still attractive enough to bring in a lot of tourists. Even though there are no, it is easy to find bike tourists since the entire city is flat and easy to go ground.

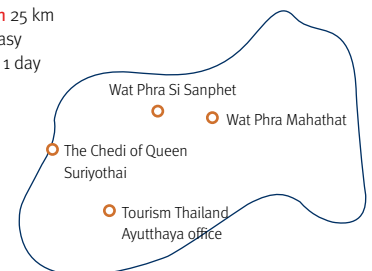
BIKE TOUR!

DO NOT MISS THE FOLLOWING!



- ✦ **Bike** You need to choose a bike with strong frame and thick wheels. To find out if the bike suits you well, you should visit a bike shop and try it on in person. Carry the bike in its own bag or box. It is a good idea to wrap up the parts individually (ex: Front wheels, rear wheels, saddle, pedals, handlebars, etc.).
- ✦ **Helmet** Put on the helmet always to protect your head from an accident. In summer, choose an airy and light helmet to prevent dizziness.
- ✦ **Goggles** Put on goggles to prevent your eyes from bugs or wind.
- ✦ **Headlight and taillight** Install a headlight and taillight to avoid an accident at night.
- ✦ **Water** If body temperature rises, dehydration can take place. In this case, it is recommended to drink water instead of ionized drinks. Do NOT drink a soda.
- ✦ **Sunblock** Keep sunblock handy and apply it onto your face and arms and legs if necessary to protect your skin from the UV rays.
- ✦ **Picture ID** Carry a picture ID or emergency ID card which contains useful information such as blood type and emergency phone number to be prepared against an accident.

- **Total length** 25 km
- **Difficulty** Easy
- **Travel time** 1 day



Don't Miss Here!

WAT PHRA MAHATHAT

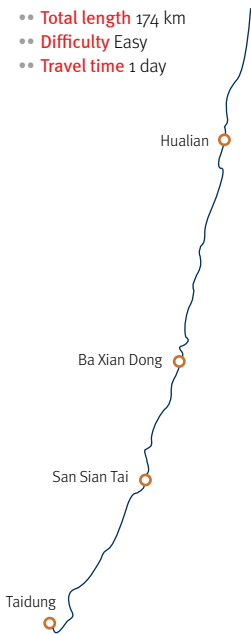
Wat Phra Mahathat was built in the heart of the city by King Naresuan in the 1380s. Among the remaining Khmer-style pagodas, it was the first built. It's been said that the pagoda in the middle used to be as high as 50 meters. Even though this temple is now severely damaged, the traces of pagodas and Buddhist shrines are still found in every corner of the temple. In the 1950s, it was restored. At that time, a lot of parcel-gilt Buddha statues and treasure boxes were found.

WAT PHRA SI SANPHET

Among the temples in Ayutthaya, this temple is the largest and most beautiful one. In the middle of the temple, three Sri Lanka-style white pagodas stand tall. Inside of the pagodas, the ashes, clothes of former kings and Buddhist statues are enshrined.


TAIWAN

- **Total length** 174 km
- **Difficulty** Easy
- **Travel time** 1 day


CHARM OF RURAL AND EMOTE COASTAL DRIVE TAIJUNG

You can see beautiful palm trees and azure ocean without hustling and bustling. This remote and peaceful bike path ranges from Taidung to Hualien. If you pedal along the coastal drive, you can see a magnificent mountain on one side and beautiful ocean on the other side. As the country of bicycles, a bike path is well developed along the coast for a comfortable trip.



Don't Miss Here!
SAN SIAN TAI

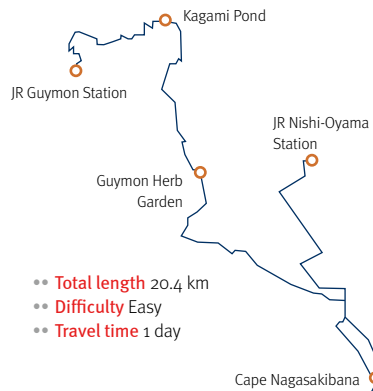
According to a legend, three deities came down and took a rest here. Here, you can see two fantastic rocky peaks. The pebbled beach creates a picturesque scene in perfect harmony with nearby rock formations when the tide is on the flow. At low tide, you can even go to San Sian Tai on foot.

BA XIAN DONG

In these Paleolithic relics, small and large caves are scattered around. In these caves, a variety of deity-shaped sculptures are enshrined. It's been said that deities would come down and play here because of a beautiful landscape. Here, you can often see people incensing and bowing.

Editor's Comment

A bike path is well developed all across the country. In fact, Taiwan is a perfect country for a bike tour. The Taiwan government even operates a special website for bike tourists only. This website offers a variety of useful information such as bike path and tips for a bike tour in Taiwan. **Website** www.bike2taiwan.net


JAPAN


- **Total length** 20.4 km
- **Difficulty** Easy
- **Travel time** 1 day

FAMILIAR OLLE TRAIL KAGOSHIMA

Kyushu Olle Trail... It may sound familiar. It has benchmarked Jeju Olle Trail. Along this trail, you can visit a lot of fascinating places such as magnificent mountains and hot springs. It offers eight beautiful routes which have been designed in consideration of the history and culture and Kyushu. Unlike Jeju, Kyushu has its own charm so that it has attracted Korean tourists more than Japanese tourists. Right now, you must be somewhat confused with this trekking information. These days, however, a bike tour along the Olle Trail has become popular. In particular, Kagoshima Olle Trail has highly offered a bike tour. What a good news!


Don't Miss Here!
JR NISHI-OYAMA STATION

Nishi-Oyama Station, Japan's southernmost station, is a quiet and remote unmanned railway station with Mt. Kaimondake in the background. A yellow mailbox and travelers' notes are found. You can rent a bicycle at a tourist information center situated next the station and get a certificate which confirms that you are here in Nishi-Oyama Station.

CAPE NAGASAKIBANA

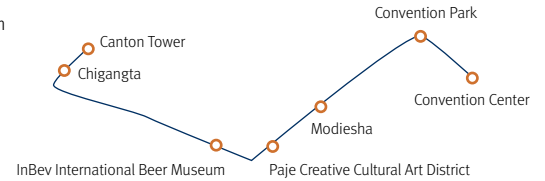
This cape is located at the southernmost part of the Satsuma Peninsula. In summer, you can see a lot of sea turtles laying eggs here. According to a legend, a guy swam into the Sea King's Palace following a sea turtle. After having a good time there, he returned back to the land. He received a box named 'the Tamatebako' from a princess in the palace. When he opened the box, he immediately turned into an old man. A shrine at the entrance is the place where the princess is enshrined.

 CHINA


GREEN ROAD WITH ARCHITECTURE, CULTURE AND ART GUANGZHOU

Guangzhou, the largest foreign trade city in China, are known for its high-rise buildings first. Many people don't know much about the beautiful nature of the city. In fact, Guangzhou is a subtropical city in which it is warm and mild throughout the year. Thanks to active trade, there have been a lot of developments in various fields such as food, culture and art as well as trade. Once you pedal along the street in the downtown and warm and refreshing Green Road, you will definitely see the true charm of Guangzhou. The weather is also perfect for a bike ride. Let's go on a bike tour, starting from the city's landmark 'Guangzhou Tower.'

- **Total length** 30 km
- **Difficulty** Easy
- **Travel time** 1 day



✓ Don't Miss Here!

CANTON TOWER

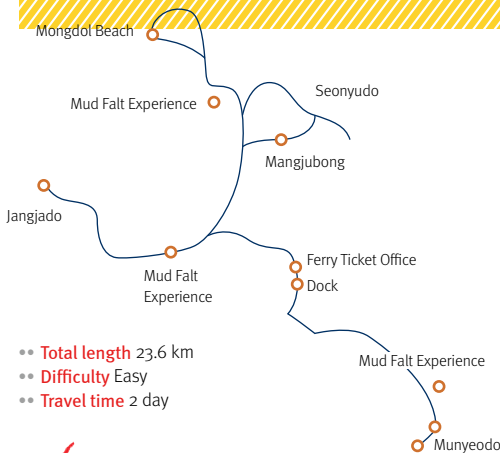
If viewed from Hai Xin Sha Citizen Square and Zhujiang New Town, a tower stands tall behind the river. This unique and rhythmic architecture is the landmark of Guangzhou. This 610 m-tall tower offers a great view of the city.

INBEV INTERNATIONAL BEER MUSEUM

This is a fascinating place to learn and experience the over 5,000-year history of beer. This museum has been established by Zhujiang Beer and Anheuser-Busch InBev in Belgium. It offers a variety of fascinating programs including 'Drunken Passage' and field trips.

Editor's Comment

During a trip, local delicacies are the fun and pleasure you would never miss. They are particularly important in Guangzhou. You can taste Guangdong cuisine, one of the four main cuisines of China. As a world-class port city, various recipes and food ingredients from many countries have been used, and unique food culture has been created. There are many great restaurants around bike tourist attractions as well.

 KOREA


- **Total length** 23.6 km
- **Difficulty** Easy
- **Travel time** 2 day



A PLEASANT AND ENJOYABLE RIDING IN ROMANTIC ISLAND GUSAN

Right now, the City of Gusan falls in love with a bicycle. The municipal authority has designed a total of 30 bike routes across the city and developed and operated a website for bike tours only. That's why it is called 'Gusan, City of Bicycle.' In particular, the Seonyudo route has been most popular. Under this route, you can visit Seoyudo Island, Jangjado Island, Daejangdo Island and Munyeodo Island. It feels refreshing because the entire path is developed along the sea. Here, in addition, the villagers are only allowed to drive a car. Therefore, it is a very safe and refreshing spot.

Editor's Comment

Three routes are available as follows; Seonyudo Ferry Terminal-Daejangdo Island, Seonyudo Ferry Terminal-Mongdol Beach and Seonyudo Ferry Terminal-Munyeodo Island. Because you have to go to these islands on a boat, one (1) day may not be long enough to tour around. That's why a 2-day-1-night trip is recommended. In terms of accommodations, it is a good idea to get a homestay near the ferry terminal. If you stay here, you can also rent a bike at low rates.

✓ Don't Miss Here!

MANGJUBONG PEAK

If you arrive at Seonyudo Ferry Terminal, two huge rocky mountains are first seen. They are called 'Mangjubong Peak.' According to a legend, one government official was exiled to this place because of a disloyal courtiers' plot. The King originally promised to call him home, but he totally forgot this. Since then, he climbed up the mountain and looked toward Hanyang (Seoul) every day. Therefore, it was named 'Mangjubong Peak.' On a rainy day, you can see seven waterfall branches on the rocky mountain.

TIDAL FLAT HANDS-ON FIELD

If you put salt on the tidal flat when the tide is on the ebb, Solen strictus rises out of the muddy flat. When it is out about halfway, snatch it right away. You can also pick up shellfish and top shells and catch sand and ghost crabs. For adults, it is fun to catch fish and cook it right away. For children, it is a great playground. At both ends of Seonyudo Beach in particular, there have been many shellfish.

12

December 2013

Festival Calendar



Jakarta, Indonesia

End of November to early December (10 days)

Jakarta International Film Festival

Location Across Jakarta

The largest film festival of Southeast Asia, Jakarta International Film Festival. The Society of Indonesian Films, a non-profit organization, organizes this beloved festival where 60,000 film fans visit annually. Jakarta International Film Festival founded by Shanty Harmayn and Natacha Devillers marks its 15th anniversary this year. During the seven-day festival, visitors will be able to see various independent films produced across Indonesia and around the world. Going beyond screening the films, workshops for Indonesians engaged in the film industry will be offered.



Malaysia | Nov. 16 ~ Jan. 5

Year-end Bargain Sale Festival

Location Across the nation

This festival is one of the 3 biggest bargain sales in Malaysia from mid November to early January. Almost all stores for local brands and world famous high-end brands go on sale, which provides opportunities for shopping at lower cost. It is the best timing to go on a shopping spree because this bargain overlaps biannual sales periods of designer brands and foreigners can purchase winter items that are not popular among local residents. Do not miss this opportunity to buy from fashionwear, beauty products, jewellery, and office products to IT items at a duty free price.



Nagasaki, Japan | Dec. 22~25

2013 Glover Garden Winter Festival 2013

Location Glover Garden, Nagasaki

Glover Garden is a miniature of Europe in Japan. It is the most visited attraction of Nagasaki where the mansion of Thomas Blake Glover, a big British merchant, has been designated as the national heritage. You can grasp the western style structures while witnessing the history of Japanese modernization. During the Christmas season, Glover Garden shows a totally different image where the festival is decorated with shiny lights and Christmas trees. The highlight of this festival is writing new year's wishes and lighting them with candles. Enjoying shiny night views and delightful carol songs where no one can resist romantic emotions. Opening hours will extend to 9:00 p.m. on Christmas day offering colorful events, which makes the Garden a perfect place to have a date.



Pohang, Korea

Dec. 31 ~ Jan. 1

The Sixteenth Pohang Sunrise Festival

Location Homigot Sunrise Square, Pohang City

A Korean typical place to see sunrise, Homigot will hold its 16th Sunrise Festival. A legendary cartographer of Korea, Kim Jeong-ho visited Homigot 7 times when he made the first map of the Korean Peninsula, and confirmed Homigot as the first place of sunrise in Korea. Still, it is overcrowded with people on New Year's Eve to see the first sunrise of the new year. "Hands of Harmony", a bronze sculpture, was erected at Homigot beach. It makes a beautiful picture when the shiny sun rises above the Hands of Harmony. This year many thematic events are prepared for tourists and local residents to participate in.



Gangneung, Korea

Dec. 31 ~ Jan. 1

Gyeongpo Sunrise Festival

Location Gyeongpo Beach

Along with Jeongdongjin, Sokcho and Ulsan, Gyeongpo is one of the best spots to see the sunrise. On December 31 every year, Gyeongpo is packed with people from across the nation to welcome the first sunrise of the new-year. Many events will also take place this year to celebrate a happy new year. Spectacular fireworks are scheduled to be held on New Year's Eve and the 'make a wish' event will take place as you watch the sunrise on the first day of the new year.



Busan, Korea | Dec. 31 ~ Jan. 1

The New Year Festival, Busan 2014

Location Yongdusan Park and Haeundae Beach

To Say goodbye to the year of the snake and usher in the year of the horse, the New Year Festival, Busan 2014 will take place at Yongdusan Park and Haeundae Beach on December 31. It has become the most famous winter festival in Busan since its first event as the New Millennium Festival in 1999. This festival starts by hitting the citizen bell at Yongdusan Park followed by various events and activities on New Year's Eve. The highlight is the performance for sunrise and flying wish balloons at Haeundae Beach on January 1.

01,02 January, February 2014



Fukuoka, Japan | January 3

Tamaseseri Festival

Location Higashi, Fukuoka

Hakozaki shrine is an important Japanese cultural property in Fukuoka. Every year, the Tamatorisai, also known as Tamaseseri, takes place on January 3 as a New Year's tradition to bring good luck and harvest in the coming year. This festival starts with washing the two ceremonial balls. It is a festival where the local men compete to touch special ceremonial balls because they believe that they will not have any bad luck, or have any other troubles, but have a happy and lucky life over the coming year. They compete in this festival wearing only Japanese "fundoshi" loincloths. Two teams of 200 men, divided into the 'sea' team and 'land' team, fight to take the balls from each other.



Malaysia

Middle of January to middle of February

Thaipusam Hindu Festival

Location Across the nation

Thaipusam is Hindu festival for repentance and atonement. The word Thaipusam is a combination of the name of the month, Thai, and the name of full moon, Pusam. The festival commemorates a Hindu god. The three-day festival starts with decorating temples and idols with flowers. On the second day, devotees follow a cow-led flower wagon carrying Subramaniam all the way to each local temple. On the last day that is also the highlight, devotees carry Kavadi, a burden colorfully decorated, on their backs and go around a Hindu temple to the beat of drums and prayers. They perform penance in the form of physical endurance by piercing the cheeks, tongues, or skin on their bodies with hooks and vel skewers 1 m in length at most. Through this painful act, devotees are asking their god for atonement for what they have done over the past year.



Jakarta, Indonesia

Feb. 14 ~ 17

Indonesia Fashion Week 2014

Location Jakarta Convention Center

Indonesia Fashion Week 2013 will be held at the Jakarta Convention Center with 500 fashion brands and 200 designers to set the latest fashion trend. The Fashion Week is organized by the Indonesia Fashion Designer Association and supported by the Tourism and Creative Economy Ministry. Indonesia consists of 4 major events such as fashion shows and exhibitions, talk shows, seminars and fashion contests. The world's top class designers and promising rookies will work on fashion shows and performances together to enrich the Fashion Week.



Gwangju, Korea | Feb. 14

The 32nd Gwangju Gossaum Festival

Location Gossaum Amusement Part, Gwangju

Gossaum, a traditional Korean game, takes place in Chilseok-dong, Nam-gu, Gwangju, on the 15th day of the first month of the lunar calendar. Traditionally, Gossaum has been a competitive team sport enjoyed by men and often played in the South Jeolla province. It was designated the 33rd important intangible heritage in 1970. Along with Gossaum, many folk events will be held such as Jaegichagi, Tuho (Throwing sticks into barrels), Korean traditional performance and flying kites.



Incheon, Korea

End of December ~ End of February

Gangwha Pond Smelt Festival

Location Hwangcheong Reservoir Fishing Grounds

This festival takes place with background of clean nature of Gangwha and Hwangcheong Reservoir surrounded by Deoksan Mountain and Guksusan Mountain. Fishers flocking to the winter fishing are flocking into the reservoir every year. Gangwha boasts its first grade water quality. You can also enjoy ice slide, ice sledge, ice wagon and Korean traditional foot shuttlecock (jaegichagi), allowing families to have a day out. Tickets: 5,000 won/person.



Taichung, Taiwan | Feb. 14 ~ 23

Taiwan Lantern Festival 2014

Location Zhongxing New Village, Nantou County

The theme of the main lanterns often corresponds with the 12 animals of the Chinese Zodiac. They light lanterns in the air and offer various performances. Marking the 25th anniversary, Taiwan Lantern Festival will take place for 15 days from February 14, 2014 in Zhongxing New Village, Nantou County. More than 100,000 people gather to the festival every year. Discovery Channel, U.S. highly praised Taiwan Lantern Festival as one of the world best festivals on its show called 'Fantastic Festivals of the World.' On the Yuan Xiao Festival, so-called the second new year's day, many festivals other than the Lantern Festival take place such as Sky Lanterns of Pingxi, Air Balloon Festival of Taitung, Fengpao of Tainan Yanshui, and Lantern Festival of Taipei, traditional religious rituals of temples.



DAEJEON, KOREA

The 6th TPO General Assembly

The 6th TPO General Assembly was held in Daejeon for four days from September 4 with 36 member cities attending. This year's occasion was more helpful as various meetings and lectures were offered in addition to the plenary session that decided joint business projects, selected Kota Baharu of Malaysia as the host city of



2014 TPO forum, and Sanya of China as the next host city for the 2015 TPO General Assembly, and elected Guangzhou of China as the chair city with Busan of Korea as the co-chair. At the Roundtable of Mayors, they have agreed to expand exchange between member cities, invite each other to their festivals, and promote youth internships for the tourism industry. The working level talk was a place for discussing detailed plans about the developments and improvements of TPO (Tourism Promotion Organization for Asian-Pacific Cities) and exchanges among member countries. Zhengzhou and Zhangjiajie of China were approved as new members of TPO. Member cities have pledged to implement plans discussed and agreed at the General Assembly by signing and announcing the Daejeon Declaration. Along with the TPO members, 5,800 people from 64 tourist agencies at home and abroad participated in the TPO-Daejeon International Tourism Fair to experience various cultures. Additionally, staff from Korean Tourism Organization and HANA Tour have given lectures to provide information on job opportunities in the tourism industry. Also, hotels and tourist agencies in Seoul and Daejeon have also attended to recruit new employees on site.

2013 TPO Best Award Awardees

TPO Best Award was held at the 6th TPO General Assembly in September. TPO selects cities among its members for their best practices in the tourism industry. This year, 9 cities were awarded for 7 categories; Tainan of Taiwan for Best Marketing Campaign; Penang of Malaysia for Best Print Advertisement; Changwon of Korea and Kota Habaru of Malaysia for Best Festival/Event; Iksan of Korea for Best Destination Manager; Busan and Incheon of Korea for Best Tourism Brochure; Jakarta of Indonesia for Best Website; and Yogyakarta of Indonesia for Best Public Relations Campaign. Celebrating the 10th anniversary of TPO, the Plaque of Merit was also awarded. Awardees were Mayors of Fukuoka; Li Zhi Xin, Deputy Director of Tourism Administration of Guangzhou, China; Joo Hwan-myung, Secretary General of TPO; Cho Young-ho, Tourism Marketing/Team Manager of Jeonju; and CITS Guangdong Co., LTD.

YANTAI, CHINA

Tourism Marketing Center in Shanghai

It is expected that tourism exchange between Yantai and Shanghai, China will gather great momentum. Yantai Tourism Marketing Center was officially launched on September 9. A Yantai Tourism presentation was held in the wine test center of Changyu, a wine producer, attracting attention from the tourism industry. Yantai, one of the famous grape produces in the world, is now the home to the Chinese wine that is gaining more popularity these days. It is blessed with mountains, ocean, rivers, lakes and four distinct seasons. It is a city of various thematic tours where you can enjoy leisure activities like golf and climbing, hot springs and wine tasting. The 120 year-old Changyu group displays images of Yantai tour, wine and souvenirs in the wine test center. You can buy signature local products including wine and apples, and enjoy LED exhibitions at a kiosk selling tourism products and promotion materials.



HO CHI MINH, VIETNAM

The 2013 Russian Culture Day

The Russian Culture Day was held in Hanoi, Ho Chi Minh and Binh Duong Province in Vietnam from November 11 to 17, 2013. The opening ceremony was at the Hanoi Opera House on November 12 while the performing arts programs took place in Ho Chi Minh on November 15 and in Binh Duong Culture Center on November 16. Performance by a Russian troupe, a photo exhibition and screening of Russian films made for great appeal to the visitors. This event was jointly planned and organized by the Ministry of Culture, Sports and Tourism of Vietnam and the Ministry of Culture and Tourism of Russia in order for the two countries to implement a cultural exchange and cooperation program from 2013 to 2015. It is expected to provide an opportunity for the two countries to understand each other's culture and proactively cooperate for tourism. Russia is regarded by the Vietnamese as a source of tourists. According to a statistical report made by the National Administration of Tourism, a total of 170,000 Russian tourists visited Vietnam from January to July 2013, up 57.4% from the previous year.



PENANG CITY, MALAYSIA

Mayor of Penang Visited Busan and Gimhae

Mayor Patahiyah Binti Ismai of Penang City in Malaysia visited Busan and Gimhae along with his staff from October 21 to 23, 2013. The main objective of his visit was to exchange opinions with the two cities related to the future TPO business projects, benchmark outstanding policies of Busan and strengthen exchanges and cooperation between the cities. On October 21, the delegation from

Penang decided to exchange information on various fields such as tourism management, green plans, environment sustainability, and safe city with the working level people from the relevant departments as well as the international advisory ambassador at the Busan City Protocol Room. Afterwards, the delegation and TPO secretariat visited Haedong Yongkum Temple and took a cruise tour of Tiffany 21, a night tourism product. The mayor of Malaysia highly praised the city, saying, "The lights of Gwangan Bridge make Busan more attractive." On the 22nd, they took the time to discuss the 2014 TPO Business Plan. On the last day, the group visited the Gimhae City Hall and the two cities agreed to contribute to tourism development together.

NAMHAE, KOREA

German Village Beer Festival

German Village Beer Festival, one of the most popular festivals in Namhae, Gyeongnam province, was held between October 4 and 5. The number of tourists who visited Namhae during the festival increased by 55% year-on-year to 50,000. Domestic tourists were attracted to this festival where they enjoyed beer, music and dance and experienced not only the culture of Germany but also the cultures of many other countries. A public official from Namhae County said, "The beer festival has invigorated Namhae as the treasure island." "The festival was successful. We charmed the taste buds of tourists by providing various cuisines, which led to great sales of German beer," he continued.



TAKEO, JAPAN

Takeo Hot Spring Autumn Festival

Between October 22 and 23, Takeo, Japan had a Hot Spring Autumn Festival near Romon Gate and Takeo Shrine, which are designated valuable heritage sites of Japan. There were interesting events like the traditional 'Eitou' that has been carried out since 1186, and activities including playing tug-of-war with 60 teams of children, adults and companies participating on the eve of the festival. On the final day, many interesting events attracted the attention of the visitors including a charity bazaar, red bean soup treat, and children's omikoshi (palanquin parade). Among the events, Yabusame, a type of mounted archery, was the highlight of the night. Yabusame is an 827-year old Japanese traditional martial ritual and the oldest archery in Japan. Archers shoot the target while riding horses. Located at about a one hour train ride from Fukuoka, Takeo is one of the most visited destinations all year round where tourists can enjoy traditional hot springs as well as peaceful walks.



GANGNEUNG, KOREA

The 5th Coffee Festival, 2013

The 5th Gangneung Coffee Festival 2013 was held around the city including the Gangneung Indoor Sports Stadium for a four-day period from October 3. This festival was initiated from 2009 by Gangneung to serve tourists who want to visit renowned local coffee houses and masters. This year's festival was more successful than ever as 300,000 people have attended. A person engaged in organizing the festival pointed out that the success of the festival this year was due to multiple factors such as the perfect timing of the festival, which took place over the holidays, concentrating the festival venue in one area and organizing special events that incorporated the diverse tourism resources of the city. The coffee machine manufacturers that participated in the festival sold all their products in just two days and even received orders to be placed on waiting lists.



Viktor Kondrashov, mayor of Irkutsk

City of Irkutsk in the middle of history and change

Irkutsk is situated in East Siberia region of Russia. As the leading city of Russia, Irkutsk has attempted to change in various fields such as economy and tourism based on its long history and tradition. This treasure house of Siberian culture with a variety of valuable buildings and fascinating cultural spaces has even been nominated as one of the 'Top 10 Travel Destinations in Russia.' As a result, it has attracted tourists around the world. We have interviewed Viktor Kondrashov, mayor of Irkutsk, and learned the tourist resources and future direction of the capital city of East Siberia.



[Irkutsk is known as the treasure house of Siberian culture. Please briefly tell me about the city.](#)

From the historical perspective, Irkutsk has been an important transit route for trade and industry. In the past, it was filled with evergreen trees. However, it has been transformed into a very interesting city for three centuries. Now, over 600,000 people live here.

In this historic city, modern high-rise buildings are in a perfect harmony with wooden and stone buildings built during the 18-19th centuries. In the 1970s, it was awarded the title of historical city. Elaborately decorated wooden houses are easily found across the city, and there are over 20

different resources and approximately 700 culturally and historically important buildings. In particular, more than 100 of them are considered as valuable national treasures.

In 2011, the Irkutsk Sloboda was developed in celebration of its 350th anniversary. In this district, you can find galleries, museums, cafes, hotels and a planetarium. Because of a lot of historical heritage, it has been born into an attractive cultural space loved by the locals and tourists from around the world. Now, Irkutsk is one of 'Top 10 Travel Destinations in Russia.' The number of tourists visiting the city has long been on the rise. Irkutsk in which cultural and historical tradition is well harmonized with its openness to the world is now emerging as one of the most important cities of Russia.



Is there any must-visit tourist destination in Irkutsk? Please name the tourist attraction you definitely want to recommend.

In Irkutsk, there are a lot of tourist spots and fascinating places as well as old wooden buildings. In fact, it was officially named as 'The Capital of Siberian Wooden Architecture' by the Ministry of Culture of Russian Federation in 2010. We have more than 1,000 historically and culturally valuable buildings. Among them, about 700 wooden houses were built in the 19th and early 20th century. Most houses are made of wood. In terms of the number of temples in downtown, we are far greater than other regions in Siberia and the Far East. The Holy Cross Church situated on the Jerusalem Hill is a unique Siberian baroque-style building. The exterior is decorated with solid and geometrical patterns, and the silhouette looks like a Buddhist tower.

Above all, unlike other cities, Irkutsk has elegant theaters (4 in total) and a lot of museums and tourist resources such as Philharmonic Hall, Dekabrist Museum, Tea Museum and Art Gallery. In fact, people from around the world have been fascinated by these parts of our cultural heritage. According to the latest data, people with more than 120 different nationalities live in Irkutsk, and most of them have been active in preserving their identity, tradition, history and cultural heritage. Our biggest strength as a tourist city is the advantageous geographical location. We are surrounded by a huge evergreen tree forest ('the taiga' in Russian, 70 km in length) which is developed along the Angara River. Lake Baikal listed as a UNESCO World Heritage Site is also found here. Today, it is the deepest and cleanest lake in the world. It is as long as 600 km and developed along the seashore (approx. 2,000 km). Most tourists visiting this magnificent lake come by the Taltsy Museum (museum of wooden architecture) and the Baikal Museum. Thanks to mysterious gorges and endless bays, Irkutsk is a perfect destination for fishing, hunting, skating, skiing and horse-riding. If the East Siberian Railway is used, you can see these sights through the window in a comfortable train.



Are there any ongoing activities or efforts to facilitate tourism?

Our municipal administration has made continued efforts for improvement of tourists' convenience. We have put on ads in major press releases and news media and developed a navigation system. For recent years, we have hosted the Baikal Economic Forum, regional conferences, international exhibitions and international conferences and workshops. We have worked hard to develop our tourism industry and

promote economic activities. We have extended the length of stay for the growth of tourism and targeted to encourage tourists to stay longer in Irkutsk.

Are there any events expected to be held this year or next year?

We have hosted a variety of events including festivals, competitions and sports events. As a result, a lot of people from around the world have visited our city. In 2014 as well, we are scheduled to hold various fun and exciting events such as 2014 Bandy World, Stars on Baikal (international classical music festival) and a tour "Walk through the old Irkutsk".

What has changed after joining the TPO membership? Has your participation in TPO events and activities been helpful in promoting urban tourism?

We obtained many things from the TPO. For example, through information exchange with TPO member cities, we have been able to advertise our events. In addition, the students from Irkutsk State Linguistic University participated in Tourism Universiade 2013. We expect that current information exchange and cooperative relationship would continue and hope that we would be able to host some events. We have a large number of students enrolled in the institutions of higher education majoring in tourism. Based on this kind of manpower, we'd like to make a program together with the TPO.

Please briefly tell me your future vision if any.

In the near the future, Irkutsk will become a livable city and charming city for both investors and tourists. We expect that we would evolve into a dynamic city in which innovative technology is in good harmony with the antique Siberian style. In 2012, we adopted our socioeconomic development strategy projected for 2025. In fact, this strategy is significant because it has been executed after a long discussion. We hope that we will become a city in which almost all kinds of people are happy and satisfied. It is very important to me that Irkutsk citizens are actively involved in the city administration, defining the vectors of its development by themselves.

Any last words you want to say to TPO members

First of all, I wish success and prosperity for Tourism Promotion Organization for Asia Pacific Cities. I hope that Irkutsk will also be able to establish a joint network by participating in the ongoing projects among the member cities.