

TOURISM SCOPE

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Malaysia, Kuala Kangsar

Welcome to Foshan

A Charming City of Lingnan Culture

嶺南味 佛山人品

A long history has gestated the Lingnan traditional culture of Foshan with unique charm. With a galaxy of talents and heroes emerging in succession, Foshan has long been known as Hometown of Pottery, Hometown of Cantonese Opera, Hometown of Wushu, Center of Canton Gauze, Hometown of Lingnan Patent Medicine, South Cast Center, Hometown of Folk Art, Hometown of Delicacy, etc.



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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 among member cities to promote the tourism industry, and also carries out projects including tourism product development, joint marketing projects, and tourism education as well as human resources development. TPO has currently 129 city members and 53 industry members. Industry members consist of travel agencies, tourism related associations, research institutes, and destination marketing organizations(DMO). TPO strives for the development of sustainable tourism within the Asia Pacific region.



Tourism Promotion Organization
for Asia Pacific Cities

BUSAN KOREA



President City
Acting Mayor of Busan
Byeon Sung-wan



Ladies and gentlemen,
I am the acting mayor of Busan Metropolitan City, Byeon Sung-wan.

First of all, I would like to congratulate all of you on the release of TPO’s official tourism magazine, “Tourism Scope” at a time when the global tourism industry is facing many challenges brought on by COVID-19. Also, I extend my heartfelt gratitude on behalf of the Busan citizens for introducing the city of Busan through a feature article of TPO president cities.

Busan is blessed with a beautiful natural landscape and carries infinite potential in tourism, offering various experiences with regard to history, culture, shopping, festivals and more.

Also, the city is constantly expanding world-class tourism infrastructure such as the Opera House, Osiria Tourism Complex, Eco Delta Smart City, etc. Last year, the city hosted the ASEAN-Republic of Korea Commemorative Summer and the TPO congress successfully, which opened up many new opportunities into the ASEAN and Asia-Pacific tourism market.

In recognition of the city’s tourism potential, the Korean government selected Busan as the no.1 international tourism city in January, and started providing administrative and financial support.

Although the COVID-19 outbreak poses many difficulties, Busan will push through and continue to raise its prestige as an international tourism city.

I believe many member cities are experiencing hardship due to COVID-19. We should overcome this challenge together by joining hands and sharing information. The city of Busan will continue to seek ways to achieve joint development with TPO member cities, and cooperate with them in various sectors.

Thank you.

JEONJU KOREA



Co-President City
Mayor of Jeonju
Kim Seung-Soo



Ladies and gentlemen, I am Kim Seung-soo, the mayor of Jeonju, the co-president city of TPO.

First of all, I extend my sincere gratitude and respect to everyone battling the COVID-19 pandemic all across the Asia-Pacific region.

Domestic and international tourism have both plummeted, and the tourism industry is suffering from increasing hardship. The city of Jeonju is no exception. Jeonju was selected as a tourist hub by the Ministry of Culture, Sports and Tourism in February, raising high expectations as to the revitalization of local tourism, but is currently facing many challenges due to COVID-19.

As the tourism sector is increasingly centered toward small-scale non-contact tourism and untact (non-face-to-face), I believe we now have to devise strategies to effectively attract tourists such as building new smart tourism platforms, etc.

There is a Korean saying that goes “a frog crouches before it leaps.” Although we are taking one step back at the moment, we will soon be taking two steps ahead toward a more dynamic tourism industry. The city of Jeonju will strive to make sure that we leverage this opportunity to strengthen the resilience of the tourism sector.

In a time of crisis, we desperately need a social alliance. As such, I look forward to further enhancing cooperation among TPO member cities and relevant institutions.

Hoping that there will soon come a day when we can exchange warm hugs and handshakes again, I wish everyone the best of luck and health.

Thank you.

PARIAMAN INDONESIA



Co-President City
Pariaman City

DR. Genius Umar, S.Sos, M.Si



I thank TPO for the opportunity to give an introduction in the TPO official tourism magazine, "Tourism Scope Issue 44". It is my honor that TPO members vote for Pariaman in the election as the TPO Co-President City. With the election of Pariaman City as a Co-President TPO City, I hope to promote tourism in Pariaman to the world, especially the Asia Pacific Region.

The impact of the Covid-19 pandemic that has emerged since the end of 2019 not only affects health but also the economy. The tourism industry is one of the sectors which has suffered quite a severe impact. The tourism industry that involves human as its commodity. Airlines, hotels, restaurants, and travel agencies that rely on their income from tourists are experiencing a crisis due to the pandemic. Pariaman City's was also affected, economic growth has decreased.

Our efforts to rebuild the tourism sector are our responsibility. Overall, about 80 percent of the tourist destinations in Pariaman City are ready to be visited. We will continue to improve to rebuild tourism objects in order to increase regional economic growth because Pariaman City's Gross Domestic Regional Product comes from the tourism sector which is the main source of GDRP. The Pariaman City Government has already recognized the potential economic boost a strong tourism industry can deliver. Tourism powers economies and supports communities. In the future, Pariaman City will continue to strive and innovate to build a tourism industry and creative economy.

Let us work hand in hand to discuss strategies to revive the economy in our respective region, especially in the tourism sector. The role of TPO members in reviving and rebuilding the tourism sector will be very useful to be applied in their respective regions. We hope the TPO can provide solutions in developing the tourism sector for cities in the Asia Pacific region. Let's share experiences for a better future. We have the power to shape our future.

Thank you

TAIPING MALAYSIA



Co-President City
Mayor of Taiping

Khairul Amir Mohamad Zubir



It gives me great pleasure to welcome all of you.

The pandemic caused by COVID 19 has really tested everyone and every sector of the economy. The tourism sector was very badly impacted. Health services in all countries had to respond effectively and with great sacrifice to bring this pandemic under control. We salute all the frontliners who had to sacrifice many things to ensure this happened. We still have to be very vigilant.

In Malaysia, the response to control this pandemic, started with a Movement Control Order or MCO on the 18th of March 2020. When things started to improve, the very strict MCO was changed Movement Control Order with conditions or MCOC from 4th May till the 9th of June. During this time more businesses were allowed to be opened. Following this a Recovery Movement Control Order or RMCO was declared where, most businesses were reopened, with strict SOP's to follow. The basic precautions of face mask usage, social distancing and hand sanitizing or washing of hands was a requisite.

This working together is a formula for continued success for the tourism industry everywhere. We have to continue having a positive outlook and continue our efforts, while at the same time working together so that the tourism industry, the world over, will recover and hopefully be even better, in the new normal that we have to practice.

I hope the virtual conferences of TPO these days will be able to bring a positive impact, especially for tourism in the Asia Pacific Region.

I'm confident that through seminars and discussions, organized by TPO, much sharing of knowledge and information will happen and will be very beneficial to everyone and serve as a guide for the good of everyone.

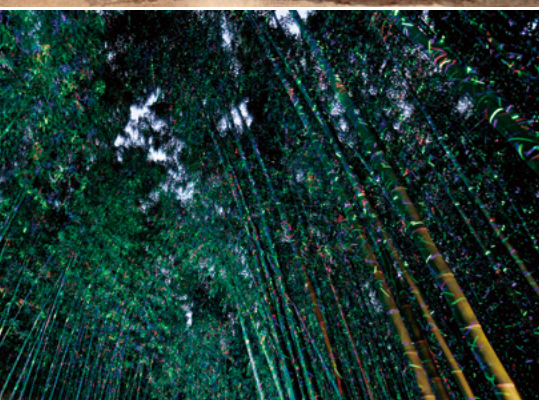
I would like to end by wishing everyone thank you and hope you happiness and good health.

Terima kasih, Thank you.

ULSAN KOREA



Co-President City
Mayor of Ulsan
Song Chul-Ho



Ladies and gentlemen,
I am the mayor of Ulsan Metropolitan City, Song Chul-ho.

Ulsan Metropolitan City is a beautiful port city located in the center of East Asia, and is the hub of transportation with access to railways, airways, seaways, roadways and the ensuing competitive edge in logistics.

Also, Yeongnam Alps is only 30 minutes away from downtown, and the city is home to the Petroglyphs of Bangudae Terrace, a world heritage, as well as beautiful tourist attractions such as the Taehwagang Garden and Daewangam Park, and top-notch global companies such as Hyundai Motors and Hyundai Heavy Industries.

Thanks to its geographical conditions, the city drove Korea's economic growth over the past 50 years as a global industrial city, and is recently reinforcing its preeminence as a green, ecological city as demonstrated by the Taehwagang Garden, and a city that is a blend of history and culture.

The outbreak of COVID-19, which is indeed a global disaster, has dealt a significant blow across the tourism industry including travel agencies, airlines, hotels, transport, MICE, festivals, theater, etc. COVID-19 poses a challenge to the entire international community and is raising concerns that the industry may collapse as a whole.

The pandemic will bring fundamental changes to the society and economy of countries, and the non-contact trend will only intensify from a socioeconomic aspect. The tourism industry will also have to swiftly adapt to innovative new technologies brought on by the 4th industrial revolution and the platform economy.

Going forward, I hope that TPO member cities will closely cooperate in the tourism sector, sharing information and policies to seek shared growth in the Asia Pacific tourism industry.

Thank you.

TPO Secretariat



Secretary-General
Kim Soo-il



Ladies and gentlemen, I am Kim Soo-il, Secretary General of the Tourism Promotion Organization for Asia Pacific Cities.

First of all, I would like to extend my heartfelt gratitude to Mr. Byeon Sung-wan, acting mayor of Busan Metropolitan City, Mr. Song Chul-ho, mayor of Ulsan Metropolitan City, Dr. Genius Umar, Mayor of Pariaman City, and Mr. Kim Seung-soo, mayor of Jeonju, for sending their warm congratulations to celebrate the release of "Tourism Scope", which plays an important role in promoting the tourist spots and events in member cities.

With the outbreak of the COVID-19 pandemic, the international community has been facing economic and social difficulties since the beginning of this year, and the tourism industry has been hit the hardest. Our member cities depend heavily on the tourism business, and are thus struggling in every area: hotel, car rental, guided tours, restaurants, duty-free stores, MICE facilities, and so forth.

Since it will be impossible to attract foreign tourists for the time being, cities around the world are focusing on attracting local tourists, but travel agencies that have mostly been offering overseas tour packages are experiencing difficulty in developing, promoting and advertising domestic tour products. Moreover, once vaccines and treatments are developed, ushering in the post-COVID era, it will be very important to 'normalize the overseas traveling business as soon as possible.'

TPO is committed to building solutions to normalize the global tourism industry as swiftly as possible in the post-pandemic era by hosting regular webinars with government officials, scholars and CEOs from member cities.

Once again, I would like to highlight that we have to 'turn this challenge into an opportunity' by mustering our power and wisdom. I wish all of you the best of luck and health.

Thank you very much.

Where Ancient Culture and High Tech Industries Intertwine

Bac Ninh

Bac Ninh was the center of the Vietnamese trade from 2nd to 10th century. Ancient temples like Phật Tích and Tháp show the long-rooted history and culture of Buddhism. In Spring, various and splendid festivals attract travelers.



01

City information

Location Bac Ninh is an industrial city located east to Hanoi. It belongs to the Red River Delta of the Northern Vietnam.

Area 822.7km²

Population 1,445,626 (as of 2019)

Currency Dong/VND

Language Vietnamese

Climate Bac Ninh has a humid subtropical climate. Hot and wet in summer, cool and dry in winter.

Bac Ninh is an industrial city situated to the east of the Vietnamese capital, Hanoi. The city houses as many as 15 industrial complexes, including such global leading enterprises as Samsung, Foxconn, Canon, Nokia, and Pepsico. Though well-known as a high-tech industrial city, Bac Ninh is an ancient city with a proud history. From 2nd to 10th century, the city served as a hub of ancient Vietnam's trade. The city's name derives from 北('north') 寧('comfort'), a Chinese word literally meaning a "serene city in the north." Bac Ninh is also the birthplace of Kinh Dương Vương who fathered Lạc Long Quân, the protagonist of the nation's founding myth. Under the reign of the Lý dynasty from 1009 to 1225, Bac Ninh became more prosperous.

Lý Bát Đế Shrine, also called Đô temple, serves the eight emperors of the Lý dynasty. Lý Bát Đế means "eight Lý emperors." Built in 1028 in honor of Emperor Lý Thái Tổ, who passed away the same year, the shrine gradually expanded as seven of his descents were also buried. Entering the temple through Ngũ long môn, which is adorned with grandiose stone statue of dragon on its roof, Hồ bán nguyệt Lake, which resembles the shape of



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crecent moon, emerges. Walking along the lake, you can also see Thủy Đình, a floating architecture. The building sometimes hosts a floating puppet show, a traditional culture of the northern Vietnam.

Along with Lý Bát Đế Shrine, there are lots of ancient temples in Bac Ninh, including Dâu pagoda, the first Vietnamese Buddhist temple, and Phật Tích pagoda. These temples feature joyful Buddhist festivals. Of these temples, **Chùa Bút Tháp**, which was built in 13th century, is definitely worth a visit. Considered a must-visit in Vietnam, the temple has edifices facing southward, the direction that symbolizes wisdom and elegance in Buddhism. Chùa Bút Tháp has the gigantic, thousand-handed and thousand-eyed Guanyin (a Buddha statue), which is a sculptural masterpiece in Vietnam, as well as wooden decorations made in the 17th century. If you want to see the essence of Vietnam's classical Buddhist art, you should definitely visit Bút Tháp temple. Bac Ninh is also the cradle of **Quan họ**, a Vietnamese folk music. Quan họ is a style of music sung much during Tết, Vietnamese Lunar New Year, and January 13 by the lunar calendar at Lim Temple. The music is characterized by the alternation of lyrics between female and male singers. A woman in Áo tứ thân, Vietnamese traditional costume, and a man wearing a turban sing together on a ferry. Of note: a wedding between the two singers is forbidden. Quan họ was recognized as the UNESCO World Intangible Cultural Heritage in 2009.

Bac Ninh has several craft villages: **Đồng Kỵ** makes wooden crafts; **Đồng Hồ** produces local specialty goods of wood engravings; **Đại Bái** makes brass castings; and **Phù Lãng** produces ceramics. It will be an unforgettable memory to visit and watch the daily life of craftsman and purchase a special souvenir. Another special product of Bac Ninh is **Gà Hồ**, a Vietnamese rare breed of chicken. According to folklore, Gà Hồ has the five qualities of a man of honor, that is, literacy, martial arts, physical strength, humanity and loyalty, and is highly regarded as symbol in Vietnam. Traveling Bac Ninh, it would be a special joy to try to have rooster symbols.



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- 01 Lý Bát Đế temple attending on Lý dynasty.
- 02 Đồng Kỵ traditional spring festival. People are marching with huge firecrackers.
- 03 A woman in traditional costume is painting at Đồng Hồ village.
- 04 People exchanging Quan họ lyrics on stage.
- 05 Landscape view of Bac Ninh city.



05

A Peaceful Beachside Village

Liquica

There was no rest for the city of Liquica for several centuries due to colonial control, invasion of world powers, and the civil war. In spite of these hardships, Liquica has preserved nature's beauty that attracts travelers seeking refuge. Immerse yourself in a beautiful beachside village of Liquica, where even the locals of Timor-Leste visit to escape from hustle and bustle.



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City information

Location Liquica is located in the northwest region of Timor-Leste, 32km away west from the capital city Dili.

Area 355.28km²

Population 5,005 (as of 2015)

Currency U.S. Dollar/USD

Language Tokodede (Dialect), Tetum (Official Language), Portuguese (Official Language)

Climate Liquica has rainy season from November to April (Rainy), with annual average temperature of 27.5°C and annual average precipitation of 986mm.

East Timor, or Timor-Leste, was colonized by Portugal for around 400 years, starting from 1952. It was invaded by Japan during the Second World War and occupied by Indonesia in 1975. Timor-Leste remains a friendly relationship with Portugal that lent a hand in its fight for independence from Indonesia. The country uses the dialect of Tokodede and Tetum, as well as Portuguese as its official languages.

Liquica is one of thirteen prefectures of East Timor. The 1999 East Timorese Crisis and the Liquica Church Massacre left scars and traces that still remain to this day. However, people of East Timor like to come to Liquica to take a rest in the idyllic landscape that unfolds along the 6-km coastline and hilly areas. It makes an excellent half-day tour from Dili. The most appropriate time of the year to travel Liquica is from May to October. We recommend you to visit the place during the weekdays, as prices go up and the city gets very crowded at weekends.



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01 Ai Pelo Prison constructed near coast in 1889 in the era of Portuguese colonialism.

02 Flag symbolizing Liquica municipality.

03 Maubara fortress constructed by the Dutch.

04 Two sisters in colorful dresses to go to church on Sunday.

05 Landscape view of Maubara Lake in Liquica.

The road connecting Liquica and Dili is laid beside a river that is flooded in rainy season. Trucks full of Arabica coffee beans are frequently spotted, and avocado trees are densely planted on mountains. When Portugal made its entry to Asia, the first port was built in East Timor. This is why the 17th century Western-style architecture remains here and there. In the late 17th century, the Dutch thought of Liquica as a strategic point and set up a fortress. **Maubara** Fort in the beachside is one of these fortresses. Liquica takes pride in its gorgeous sea, so remember to put on your bucket list to walk along a stretch of beaches. Nowadays, many divers flock to Liquica to appreciate diverse coral reefs. The prefecture of Liquica is adjoined by the **Ombai Strait** that is well-known for a global whale hot spot, where 2,000 whales are observed in a single day.

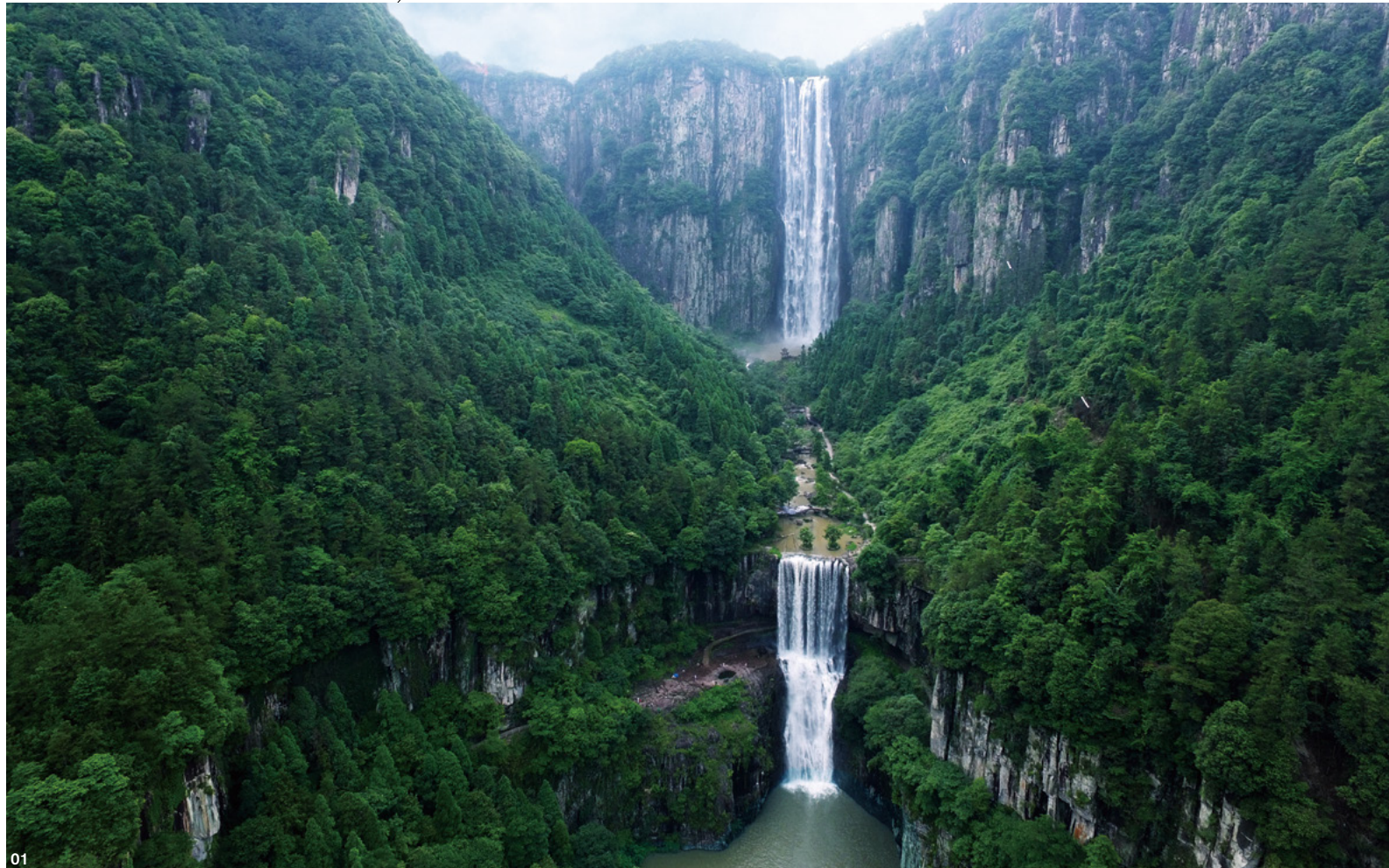
If you would like to explore the painful history of Liquica, head to the **Ai Pelo Prison** that was constructed near the coast in 1889 during the Portuguese colonial occupation. Ai Pelo means 'bitter water' in Tokodede. The prison is a typical example of Portuguese colonial architecture, and was constructed in a neoclassical style. The prison complex is regarded as a historically important site and a national symbol for people of East Timor. It takes an hour and a half to walk to look around the Ai Pelo Prison and the Liquica History District. In downtown Liquica, it is worth looking around the administrative offices built in neoclassical style, the very first school in the city, the church site, and Hotel Tokodede with coconut trees planted in alignment. **Black Rock Resort, Caimeo Beach Resort, or Lauhata Beach Escape**, situated at the beachfront areas, are recommended for those who want to enjoy a meal or stay overnight.



05

Picturesque City Wenzhou

Wenzhou is called as “the best city for merchants in China.” The city’s tourism industry flourished thanks to the outstanding natural scenery as well as the fishery, agricultural, and manufacturing industries. Here, we introduce the Nanxi River, beyond which an old village stands, Jiangxin Island in urbanization, and Taishun called as a bridge museum.



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City information

Location Southeastern part of Zhejiang Province, China
Area 11,623km²
Population 9,300,000(as of 2019)
Currency Yuan/CNY
Language Chinese
Climate The southern region where Zhejiang Province belongs has a subtropical climate which is hot and humid, like tropical zone, in summer, and warm in winter.

Wenzhou is located in the southeastern part of Zhejiang Province, China. Not only is it home to bamboo, tangerine, tobacco and tea, but also a flourishing fishery town situated on the seashore. There are full of fantastic landscapes beyond description, such as mystical waterfalls and rivers, an island full of grape aroma and a bridge almost an artwork in itself.

Baizhangji Waterfall, a terraced waterfall covering an area of 560km², situated between steep and precipitous canyons in the southwest region of Wenzhou. As one of major national landscapes, it is loved by not only Chinese but also tourists from all over the world. It is divided into three sections depending on the height. The first waterfall, Yi Ji, stands at 207m high and is accordingly regarded as the number one waterfall in China. The sound of thundering water falling down from the cliff and huge wet fog together creates a phantasmal atmosphere. The second waterfall, the 85m-high Er Ji, runs like a twisted waist belt along the black precipices. The third waterfall, San Ji, is 12m high and surrounded by bizarre-looking rocks, and the sound of its falling water is like birds’ twittering.



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Nanxi River is a branch of the Ouh river in Yungja prefecture of Zhejiang province in China. It is 23km away from Wenzhou, which is located to the east of the Yendang mountain range, and located to the east of Shenju prefecture and the west of Shendu prefecture. Nanxi River is 150km long and the total surface area is 2429km². Undulating mountain ranges, bizarre-looking rocks, and a wet fog rolled in from calm water build up a fantastic atmosphere, making Nanxi River a shooting point where photographers from all over the world would like to visit. In particular, people crossing over the river on a bamboo raft and the picturesque landscape of an old village create a dreamlike atmosphere. Nanxi River was designated as a national scenic landscape in 1988 for its stunning nature.

Jiangxin Island is a spear-shape island located to the west of Zianyegu Nanjing, China and 6.5km away from the city’s downtown district. A thick, dense forest with overgrown trees contributes to the island’s cleaner air compared to other cities. Indeed, the forest is a national grade AA-level scenic area, one of the nation’s most unpolluted regions, and is often dubbed as “the city’s green lung.” More than 130 varieties of grapes are cultivated, ranging from small green ones to purple grapes of a ping pong ball size. The island hosts an annual grape festival that attracts 50,000 people every year. There is a folk-culture village at the southern brim of the island, comprising of markets, ponds and redwood avenues. Currently, the island is under three-phased urbanization project. The residential high-rise buildings are under construction by preserving the island’s natural environment and adopting such measures as water reclamation, green energy and sustainable development. Additional recreational facilities will be installed, including aquarium, a wedding-themed square, and entertainment features. There will be no factories in the complex. Adjoined by Fuzen province to southeast and west, **Taishun** is well known for having as many as 900 bridges dating back hundreds of years. In harmony with the name ‘a museum of bridges,’ Taishun has various shapes of bridges. Many bridges trigger viewers’ curiosity as to their construction: a bridge plainly built over a bubbling stream in deep mountain valleys; a bridge built over the steep canyon that is breathtakingly hung between mountains. Not only are their picturesque figures amazing, but, what is more thrilling, the bridges are very beautiful from artistic perspective. Viaduct Xidong Bridge is overwhelming. The bridge is connected by nine arches without piers, as if both shoulders are crisscrossed; the shape of the roof looks as if it is dancing on the wind.



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- 01 Three Terraced Baizhangji Waterfall.
- 02 The night view of Wenzhou Nantang.
- 03 Arch-shaped Delicate Xidong Bridge
- 04 Beautiful and untouched nature of Jiangxin Island.
- 05 Phantasmal atmosphere of Nanxi River.



05

Center of Flores Island Maumere

In Maumere, you can explore Indonesia's history and culture and experience the beauty of Indonesian nature. It is famous for a selection of various water activities. Maumere has recovered from the ravages of the tsunami in 1992 and is now referred to as "Flower of East Nusa Tenggara province."



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City information

Location North coast of the Flores Island, Indonesia

Area 330.17km²

Population 85,525 (as of 2018)

Currency Rupiah/IDR

Language Indonesian

Climate Maumere has a tropical monsoon climate characterized by hot and dry weather. The rainy season starts in November and ends in February, and the dry season starts in March and ends in October.

Flores Island is located in the center of the Lesser Sunda Islands, Indonesia. Maumere is the hub city of the Flores Island and installed with the largest airport and seaport on the Island. Maumere is dependent on the cocoa and cashew plantation, fisheries trade and tourism. It is also famous for handicrafts made of traditional fabrics called Ikat. **Doka Village and Watu Blapi Village** is where colorful Ikat woven by way of authentic weaving skills is mainly produced. Visiting Doka Village will offer a chance to closely observe the complicated process of weaving Ikat.

As a coastal city situated in the northern Flores Island, Maumere is well-equipped with tourist attractions and a set of various marine activities that offer a chance to appreciate the beauty of the sea. **Koka Beach**, which is located 40km away from Maumere, features turquoise sea, white sand beaches and cliffs. It makes a suitable place for diving, snorkeling, and kayaking. At traditional villages near the coast, you can buy handicrafts



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01 The cliff, white sand and shimmering sea together create a perfect harmony in Koka Beach.

02 Maumere Bay offers wonderful underwater landscape created by coral reefs and marine creatures.

03 Ikat is the fabrics used to weave Maumere's traditional clothing.

04 Pasar Alok Market offers various Ikat souvenirs, vegetables and fruits.

05 St. Mary Statue standing on the Nilo Hill is the landmark of Maumere city.

or taste local dishes. **Maumere Bay**, situated in front of Maumere city, has 10 islands, big and small. You will be amazed at the sight of the underwater landscape created by coral reefs and marine life. Maumere Bay is frequented by tourists looking for various marine activities and beautiful sunrise and sunset views.

To enjoy Maumere at a glance, go to **Nilo Hill**, 7km away to the southwest from downtown. Nilo Hill is approachable by auto or motorcycle. St. Mary Statue set up on 500m above sea level in 2004 is the landmark of Maumere, serving as a place of pilgrimage and a recreational spot. Another representing Maumere, **Teka Iku Statue** embodies the image of Teka Iku, the ruler and hero of Maumere in the late 19th century, rushing on a horse to the battlefield. Teka Iku is a symbol of Maumere people's courage and sincerity. **Gereja Tua Sikka** is a European style Catholic church located in Sikka village, 28km away from Maumere. Characterized by the roof structure made of teak timber, the church was built by adopting the most fashionable European architecture style back in 1989. The Sikka regency style was added to the stylish impression. The interior walls of the church were plastered and decorated by Tenun Ikat, a patterned fabric by highly specialized skills. You can purchase not only Tenun Ikat fabrics but also a unique shell rosary in Sikka Village.

Also, various Ikat souvenirs are sold on the **Pasar Alok Traditional Market** in downtown Maumere. Garments, bags, hats and caps, scarfs and other items made of Ikat fabrics can be purchased at an affordable price. **Pusat Jajanan dan Cenderamata** is a one-stop shop for souvenirs, local foods and services for tourists. There are various attractions and regular cultural performances take place. Its location in downtown allows an easy access.



05

Sultan's City Kuala Kangsar

Kuala Kangsar is the royal town of Perak, Malaysia, where “the King of Perak” resides. Ubudiah Mosque and Istana Iskandariah Palace are just a few examples of historically esteemed buildings in the town.



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City information

Location Kuala Kangsar is located at the downstream of Kangsar River in the state of Perak.

Area 204.94km²

Population 39,300 (as of 2010)

Currency Ringgit/RM

Language Malay

Climate The city has tropical climate, with only dry and rainy seasons. The average annual temperature is 21–32°C. The temperature hovers at 30°C during daytime, but chills down at night.

“Perak” is a Malay word for silver. The ups and downs of the state of Perak centered around tin minerals, which used to be alternative for silver. Once abundant with tin minerals, Perak was frequently invaded by its neighbors, including Thailand and Achehnese. The Sultanate of Perak underwent twists and turns as the European powers such as the Netherlands and Portugal fought for the monopoly of the tin mineral trade. With the intervention of the British Empire in the 18th century, the current sultanate established itself in Kuala Kangsar. The Sultan of Perak built a grandiose and elegant palace, mosques and strong fortresses in a bid to reestablish the authority of the royal family. Among numerous mosques in Malaysia, **Ubudiah Mosque** with golden dome and rearing spire is famous for its majestic beauty. Ubudiah Mosque was built in 1917 during the reign of the 28th Sultan of Perak, Sultan Idris Murshidul Adam Shah I, who was determined to build the most beautiful and colossal mosque to thank Allah for saving his life from some dreadful disease. It is known that an astronomical amount of money, totaling 200,000 ringgit, was invested to build the mosque. The mosque is a great pride to



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Muslims living in the state of Perak. Non-Muslim visitors wishing to go inside the mosque have to wear Islamic clothing or a blackish colored top and trousers, and a hijab in case you are a woman.

Istana Iskandariah still remains the official residence of the Sultan. That means visitors are forbidden to go inside the palace. The beauty of the palace, which is marked by the European architectural style during the colonial period paired with the pointed arch (an architectural feature from the Middle East) and an onion dome, is most well-observed when the sun rises. Rebuilt after the destruction of the original palace by the Great Flood of 1926, **Istana Kenangan** served as temporary royal quarters until Istana Iskandariah was completed. Currently, Istana Kenangan is used as the Perak Royal Museum. Built using traditional architectural method called pasak, Istana Kenangan is made of wood without a single metal nail.

Sultan Azlan Shah Gallery is housed in Istana Kota, the former royal palace of the Sultan of Perak. Completed in 1903 under the reign of the 28th Sultan, the place used to be the royal residence until 1954. Since 2002, it has served as the state museum, exhibiting many personal items once possessed by the sultan.

There is the **Oldest Rubber Tree** in Kuala Kangsar. It is the only surviving rubber tree out of nine that were originally planted, whose seeds were brought in 1877 by Henry Nicholas Ridley, an English botanist. The tree is a symbol of Malaysia's rubber industry, which was the world's largest from the end of 19th century to the early 20th century.

Victoria Bridge is one of the oldest railway bridges in Malaysia. Built in December 1897, the bridge helped connect both sides of the Perak River when the mining industry was booming. Victoria Bridge is closed to rail traffic, but is still open to motorcycles and pedestrians. Visitors can take memorable photos with the bridge in the background.



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- 01 Ubudiah Mosque, the most beautiful mosque in Malaysia.
- 02 You can take unique photos here at Victoria Bridge.
- 03 Sultan Azlan Shah Gallery, possessing personal possessions of the Sultan.
- 04 Old City of Kuala Kangsar.
- 05 Istana Kenangan, currently serving as the Perak Royal Museum.



05

Blissful City of Deities

Dharan

There is unexpected joy in Dharan, a city in Nepal. The city has too many charms to simply conclude that it is a religious city surrounded by mosques. Dharan is suitable as a base camp for the tour of Eastern parts of Nepal as it is well connected to other distinctive small cities.



01

City information

Location Dharan is located in Sunsari District of Nepal.
Area 192.3km²
Population 119,915 (as of 2011)
Currency Rupee/NPR
Language Nepali/English
Climate Dharan has a humid subtropical climate. The weather is generally warm and temperate in both summer and winter. The average temperature stays at 15°C, which is suitable for travel.

Dharan is a satellite city in eastern part of Nepal, and is relatively prosperous compared to other cities. There is a bustling ambience and stable tourism infrastructures, along with Korean language schools and Korean restaurants. The city has never been colonized by external powers, and this is the reason why Dharan has a great sense of pride in Hindu culture and religion. In Dharan, you can see Hindu temples everywhere you go. Among them, **Budha Subba Temple** is taken as an important place for the locals of Eastern Nepal, who worship Budha Subba, the Buddha that brings luck. It is told that Budha Subba and his sister meditated on the site where the Budha Subba Temple stands today. The temple is located on the top of the Seti river bank, offering an at-a-glance view of downtown Dharan. The temple consists of a worship place and dense bamboo forests. The temple is especially crowded on Saturdays. It is often seen to sacrifice roosters and pigs. Many people visit the temple as it has the myth that hanging and tying off lovers' name on the bamboo tree would achieve their love and happiness ever after.



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- 01 In Bhedetar, you can enjoy paragliding and jeep tour.
- 02 Budha Subba Temple that makes your wishes come true.
- 03 Dharan Clock Tower.
- 04 Dharan, a multiethnic city, hosts various culture festival around the year.
- 05 A monument that commemorates the victims of the 1988 earthquake.

Travel to Dharan begins from **Dharan Clock Tower** in the city center, which modeled after Hong Kong Clock Tower in Tsim Sha Tsui. On the Clock Tower observatory, the downtown can be seen at a glance. To the north of the tower is a monument in memory of the victims of the 1988 earthquake.

Shiva Jatta Temple is a good place for hiking while enjoying splendors of nature. It's also good for mountain biking. Shiva Jatta is dedicated to Shiva, the Hindu god. Every year, crowds of people visit the temple for pilgrimage. A waterfall is another reason why people come to Shiva Jatta Temple. The waterfall serves as the catchment basin of drinking water in Dharan, and people can take a refreshing dip in the waterfall that never dries up.

You cannot miss **Dharan-Dhankuta Highway**, which is known as one of the steepest roads in the world. Comprising of tens of dozens of dizzy hairpin curves, the highway has a linear distance of 18km, but the route is about 75km in total. More than 15,000 workers were employed on the project, and all the stones needed the construction were moved by hand.

Panchakanya Natural Park, 2km away from downtown Dharan, it is a wooded hill strictly protected by the government. Albeit not very big, the park has many rare plants and wild animals. There is even a mini zoo inside the park.

Dharan, a multiethnic city, hosts various traditional culture festivals around the year, including joyous traditional dance performance: **Limbu people's Dhan naach, Newars' Lakhe naach, and Rai's Sakela Sili naach**. At **Bhedeta** and Kosi River, a nearby area, you can participate in exciting activities, such as paragliding, a jeep tour and river rafting.



05

Blue City of the Timurid Empire

Samarkand

We introduce to you Samarkand, Uzbekistan's blue city, the crossroads of the Eastern and Western culture. Here we can trace its roots back to the heyday of the ancient Silk Road and the glamour of the Timurid Empire.



City information

Location Samarkand is located in the eastern Uzbekistan, the second largest country in Central Asia.
Area 4,4740,000km²
Population 32,981,716 (as of 2019)
Currency som/UZS
Language Uzbek
Climate Samarkand has a local steppe climate with low annual precipitation. The city has long and hot summer and short and mild winter.

Gur-e Amir Complex

Gur-e Amir is a combination of the word gur, meaning "tomb," and "Amir," meaning "king." It is a mausoleum that contains the tombs of Tamerlane, his sons, grandsons, and teacher. The azure dome with a diameter of 15m and a height of 12.5m resembles a shape of fancy crown, featuring 64 round fluted tiles. The outer surface of the dome is engraved with the praising words of Allah. At first, there was a clergy university and place of worship built by Mohammed Sultan, the first son of Amir Timur. When the Sultan died of disease in 1403 during an expedition, Amir Timur built his son's tomb. In 1405, Amir Timur also faced a sudden death during his expedition to China. Timur was buried beside his son. There are nine headstones inside the building. In the center is Amir Timur's stone, a single block of dark-green jade. The stones of his sons and grandsons are at the left and right of Timur's tomb. Behind the stones of Timur's sons and grandsons lies the stone of Timur's teacher, Sheikh Seyd Umar.

Address Gur-e Amir Complex, Samarqand, Uzbekistan



Siab Bazaar or Siyob Dehqon Bozari

Siab Bazaar is a central market in Samarkand, where you can feel a live atmosphere of the ancient Silk Road. The Market is located within a few minutes' walk away from the mosque of Bibi-Khanim, creating an interesting juxtaposition. The must-see sights of Siab Bazaar are the endless rows of bakeries selling Lepyoshka, Samarkand's traditional flatbread. The smoky aroma of the bread fills the market and whets people's appetite. The sheer size of the bread and the unexpectedly cheap prices, not to mention its flavor, draws customers. Bakeries stamp unique patterns on the bread as signatures. Lepyoshka baked for wedding or special occasions are decorated with detailed patterns that make it too good to eat. These bakeries only make super large-sized bread that would be enough for several days' meals. Home-made style bread baked with no artificial preservatives does not spoil within a few weeks because of Uzbekistan's dry weather.

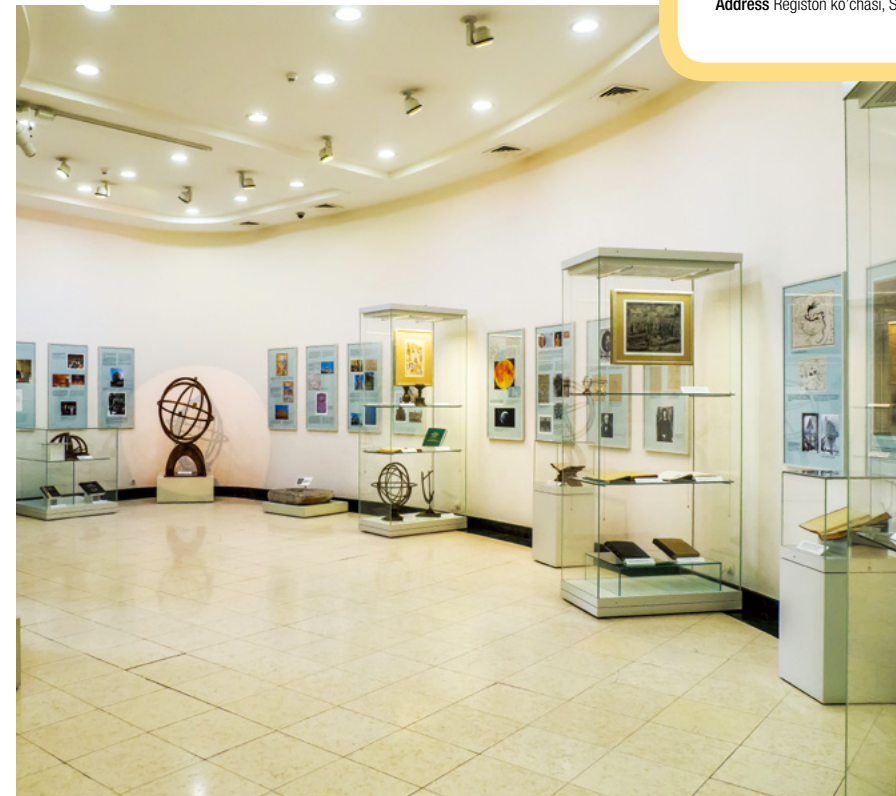
Address Bibikhonim Str., Samarqand, Uzbekistan



Registan Square

Registan Square is a tourist attraction that represents Samarkand and the Timurid Empire. It almost always appears on souvenirs, postcards, and pictures. Registan means "sandy land." The site on which the Registan Square stands today used to be a sandy desert. The Registan used to be a public square where royal proclamation, parades, public rallies, and public executions took place. In the era of the Timurid Empire, the site was home to a large open-air market. In the era of the Ulugh Beg, madrasah, an Islam clergy university, was built on the site. The Registan Square took on today's appearance when Yalangtush Bakhodur of the Shaybanids Dynasty (the descent of Chingiz Khan that controlled the region that stretches from today's Central Asia, Iran, to Afghanistan in the 15th and 16th century) newly established two madrasahs. The three madrasahs made the Registan Square the center of the Islamic education and established themselves as the masterpiece of the century. At the center stands the Tilya-Kori Madrasah, completed in 1647 by Yalangtush Bakhodur, with its back turned towards the entrance. Sher-Dor Madrasah, which stands to the right, reminds of Nadir Divan-begi Madrasah in Bukhara.

Address Registon ko'chasi, Samarqand, Uzbekistan



Ulugh Beg Observatory

Ulugh Beg, who controlled Samarkand in its golden days, built an observatory in 1419 to observe the movement of the sun, the moon, and stars. The statue of Ulugh Beg is 1km away to the north-east of the Afrosiab Hill. Behind the hill lies the site of the observatory and museum. Unfortunately, the observatory was demolished by the earthquake that came after Ulugh Beg's death and now only the remains of the observatory can be seen. To the left of the site of the observatory stands a museum built in 1964, where Ulugh Beg's portrait and his works are exhibited on the first floor, and the astronomical instruments and astronomy related pictures and miniatures are exhibited on the second floor. Based on his observation at this observatory, Ulugh Beg measured the length of the year (365



days six hours 10 minutes 8 seconds) to within 60 seconds of the actual value (365 days six hours 9 minutes 9.6 seconds). It still remains to be a mystery how he figured out the number.

Address Toshkent yo'li, Samarqand, Uzbekistan

Jewel of Vanuatu Port Vila

The word 'beautiful' is not enough to describe Port Vila, the capital city of Vanuatu and its economic hub. Everything is just as perfect as it should be, from the emerald sea in the South Pacific and a mystic waterfall in the forest to a snorkeling tour with sea turtles and the kind smile from generous locals.



01

City information

Location Port Vila is on the south coast of the island of Efate, South Pacific.

Area 14,760km²

Population 19,000

Currency Vatu/VT

Language Bislama, English, French

Climate Port Vila has a tropical climate. The annual average temperature stays at 30°C.

Vanuatu is a nation in the South Pacific Ocean known for its picturesque beauty. Made up of 80 small islands, Vanuatu was once unknown to the world. However, it now attracts travelers from all over the world looking for natural wonders, gentle climate and kindness of the indigenous people. It is estimated that Vanuatu was first inhabited by people back in BC 1300–420. The capital city of the archipelago of Vanuatu is Port Vila located to the west of the Efate Island. This is also Vanuatu's economic hub, equipped with an international airport, port, universities, hotels and restaurants. Travelers from all around the world arrive at **Port Vila Bauerfield International Airport** to come to Vanuatu, and from there again take the journey to other islands by light aircrafts. Port Vila Bauerfield International Airport is the main base of Air Vanuatu, the major airline of Vanuatu, and has a runway that can accommodate the A330 jet airliner.

Having beautiful beaches, sunny weather and stunning resorts, Port Vila is dubbed as the jewel of Vanuatu. Port Vila is known to have many fabulous



02



01 Emerald-colored sea in Port Vila.

02 Mele Cascades with terraced waterfalls.

03 Port Vila Markets full of fresh fruits and vegetables.

04 Pure smile of the people of Port Vila.

05 Beautiful blue lagoon in Port Vila.

waterfalls, among the most beloved of which are Lololima Waterfalls and **Mele Cascades**. Mele is Vanuatu's largest Village inhabited by the local Mele people. Walk through dense forest trails that lead to terraced waterfalls set in limestone canyons. The waterfalls cascading down the sheer cliff face evoke a sense of surrealism. People bathe in emerald puddles created by big and small waterfalls to rest their weary bones from hiking. It would make a memorable impression to swim and watch an open sky sandwiched between beautiful green forests. But be careful when walking over any slippery rocks.

After having a rest in the nature, it's time to meet fantastic animals in Port Vila. **The Reef Vanuatu Zoological**, which runs a sea turtles conservation program, is dedicated to create an environment conducive to the survival of sea turtles in Vanuatu. Here you can also meet the cute green iguana and coconut crab. You can touch sea turtles and iguana under the direction of the trained guide. You may come across sea turtles while snorkeling in the shimmering sea of Port Vila.

The most bustling place in Port Vila would be the **Port Vila Markets**, where you can observe the daily lives of the local people. It is the big local market and sells various items, including fruits, vegetables, flowers, jewelry, and colorful clothes. The market is also famous for selling diverse agricultural products all the year round: raspberry in September, mango in November, and Vanuatu specialty tropical fruits from March to May. It might be a good idea to buy a handmade seashell necklace or bracelet as a souvenir. Try Vanuatuan cuisine at café and restaurants. You will fall in love with seafood dishes made of fish fresh out of sea and generous smile of the people of Vanuatu.



05

Historic City of the Moon

Vientiane

Vientiane, the capital city of Laos, is a beautiful city as indicated by its name “city of the moon.” With a well-prepared itinerary, one day is enough to look around central Vientiane, where travelers visit the most. A day quickly goes by while taking a stroll through streets filled with mosques, cafes and restaurants.



City information

Location Vientiane is located in the north-west of Laos, and is bordered with Thailand.
Area 236,800km²
Population 754,000 (as of 2009)
Currency Lao Kip / LAK
Language Lao
Climate Vientiane features a tropical savanna climate, with an annual average temperature of 28°C. The city has a distinct wet season and a dry season. Most suitable months to travel Vientiane are November to February.

Patuxai

Patuxai, the Gate of Triumph, is a war monument standing at the end of the Lan Xang Avenue. The monument was built in 1963 in honor of those who sacrificed their lives during the war of independence from France. Four pillars support the square building with four arches. The arches are adorned with the depiction of the legendary dragon named Naga. The central ceiling is inscribed with Hindu gods, lotus flowers, and elephants. The staircase of the pillar leads to the viewing platform, which sells t-shirts, wallets, and other souvenirs. The terrace on the fifth level provides a panoramic view of downtown Vientiane. Spiral staircases lead to the top seventh floor, where you can see windows with Buddha-shaped muntin screens. Be sure to walk by person at a time as the space is narrow.

Address P.D.R, Vientiane, Laos



Buddha Park

Buddha Park has numerous Buddha statues and sculptures in a grotesque shape. In 1958, a Thai monk and sculptor Bunleua Sulilat created 200 sculptures that embodied Buddhist and Hindu principles. The park has more statues of the characters of Hindu mythology, such as Shiba, Vishnu and Hanuman than the statue of Buddha. At the right side of the entrance, there is a pumpkin-shaped sarira pagoda, which also serves as an observatory. Once you reach a peak where the Bodhi tree (Tree of Life) is you can take a full view of the park, as well as the 45m recumbent Buddha statue. When climbing, be wary of the dark entrance and steepness of stairs of the sarira pagoda, which embodies the three worlds of the heaven, earth, and the hell. There is a restaurant with bungalow inside of Buddha Park, which serves coconut, noodle, and fried rice. Buddha Park is 25km away from the city center of Vientiane, so set aside a half day for a tour.

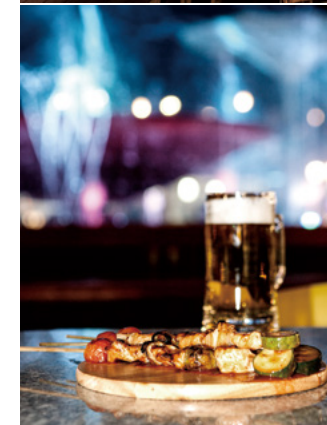
Address Thanon Tha Deua, Vientiane, Laos



Namphu Square

Namphu means “square” in Laos. There is a fountain in the center of the square, which is encircled by restaurants and bars. Not many stores are open during daytime hours, so it may feel a little empty. However, starting 5 p.m., when the fountain starts to run, music is playing so loud that it could be heard from 300m away, creating a joyful atmosphere. Around six-thirty in the evening, you can watch a band’s live performance. You can order various foods, from simple dish that goes well with beer like skewers, chicken wings, and fried potatoes to Japanese and Laos cuisine, and eat on the outside table. Tuk-Tuks are always ready for use around Namphu Square for you to get back to hotel safely and easily after sun goes down.

Address Rue Pangkham, Vientiane, Laos



That Luang

That Luang, meaning “sacred stupa,” is Laos’ representative religious building, which is also painted on the 5,000 Kip banknotes. It was built in 1566 by King Setthathirat when he relocated the capital from Luang Prabang to Vientiane. At the entrance stands a statue of King Setthathirat. Originally, the monument was entirely covered with pure gold, but was mostly destroyed during the war with Myanmar, Thailand, and China in the 18th and 19th century. The stupa you see today was reconstructed in 1935. Although going inside is forbidden, visitors can take a walk through the corridor. Many locals take wedding photos with the stupa in the background. That Luang hosts Boun Thant Luang Festival every November, where Buddhist priests make a huge procession and the fireworks marking the end.

Address Ban Nongbone, Vientiane, Laos

Febulous City of Water

Sejong

At the epicenter of Sejong City, which is often dubbed as “the city of happiness,” flow Geumgang River and Mihocheon Stream. Not only the city is host to the government complex, Sejong is full of exciting tourist attractions, including waterside parks, colorful water stages, and folk villages exhibiting various traditional Korean food pastes.



01

City information

Location Northeast side of South Chungcheong Province, Republic of Korea
Area 465.23km²
Population 291,182 (as of 2018)
Currency Korean Won (KRW)
Language Korean
Climate Continental climates with annual average temperature at 13°C (average high temperature at 31°C and low temperature at -6°C) and annual average rainfall of 1,400mm.

Sejong City offers a variety of things to see, food to eat, and activities to enjoy. The most representative building in the city is **Government Complex Sejong** of the Republic of Korea, accommodating 16 central government departments and 13,000 civil servants. Being the backbone of the city, Government Complex Sejong may come as monotonous and without uniqueness at first sight. However, while flitting from place to place, you might come across a surprisingly charming area: a rooftop garden. Listed on Guinness World Record as world’s largest rooftop garden, the rooftop garden in Government Complex Sejong is filled with various flowers and trees, with benches for passerby to sit on and take a breather from the bustle.

Sejong Lake Park, which is appreciated by its high elevation fountain that leaps 50m high in the sky, is also a must-visit. With the largest artificial lake in Korea, Sejong Lake Park boasts an enormous size, which is 62 times as big as a soccer field. Jeonwolsan Mountain stands at the back of the lake park, reminding of a painted landscape. The park has five artificial islands: Festival Island, where various festivals and events are held; Stage Island that features enticing water stages; Waterside Excursion Island, a beach in the urban core; Water Flower Island and Wetland Island that provide home for a wide variety of plants and wetlands. Of note, Stage Island that resembles pebbles, trimmed by waves of Geumgang River for over a long period of time, hosts wonderful performances for free, which are a treat offered only in the city of Sejong.



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You can take walks along a well-paved promenade, or ride a bicycle around the park.

You can’t afford to miss a stunning sunset view on **Handuri Bridge** over Geumgang River that flows between Geumnam Bridge and Haknarae Bridge. Handuri Bridge is much loved by photographers eager to take fantastic photos. It not only creates beautiful reflection on the river even in the broad daylight, but also produces a breathtaking view of burning skies and river as the sun goes down and an evening glow fills the sky.

Bangchukcheon Stream is a local stream that originates from Haemil-ri, Yeongi-myeon and flows into Jecheon Stream in Eojin-dong. Five river parks are located between 10-16 bridges that are themed around waterside plants, Sejong Plaza, ecosystem learning program, waterfront culture and waterfront activities, offering resting areas much loved by locals and attracting travelers as an up-and-coming tourist spot. Because of its clean water and thick forests, ducks and white herons come and swim. Bangchukcheon Stream, where all kinds of flowers blossom in every season of the year, becomes even more romantic when winter comes, covered by white snow. People take a breather here and enjoy their free time. In summer, the music fountain is crowded with people. Soaring up to 20m above the ground, the fountain’s water dances to the music—sometimes gently, and sometimes intensely. With colorful lighting effect, the fountain evokes a dreamy atmosphere at night. A village with more than a thousand jangdokdae (a platform of traditional earthen jars used for fermentation of Korean traditional paste and sauces), **Dweungbark Village**, is a go-to spot for travelers wanting to have a taste of traditional pastes and culture, located in the skirt of Unjusan Mountain. Nearby the village is located a museum that exhibits ancient books about traditional paste and sauces. Composed of two exhibition rooms, the museum showcases various kinds of bean seeds and potteries. Earthenwares are categorized according to their use: doenjang (soybean paste), ganjang (soy sauce), jibjang (vegetable paste), gochujang (red pepper paste), and kitchenware.



03



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- 01 Handuri Bridge, a much beloved sunset photograph location.
- 02 Sejong Lake Park with a well-paved promenade.
- 03 Bangchukcheon Stream that is famous for music fountain.
- 04 National Sejong Library.
- 05 Government Complex Sejong, home to ministries and departments.



05

The Most “Korean” City

Jeonju

People wearing hanbok take walks through the alleyways packed with hanok—traditional Korean houses. Generous Southern Korean cuisine with a bottle of makgeolli (raw rice wine) will make your belly full. In Jeonju, you can definitely have the most Korean flavor.



City information

Location Western South Korea, located in the center of North Jeolla Province
Area 205.57km²
Population 652,282 (as of 2015)
Currency Korean Won/ KRW
Language Korean
Climate The city has southern continental climate with the average highest temperature at 27°C in August and the average lowest temperature at 7°C in January.

Hanok village

A discreet and quiet hanok village which is composed of hundreds of Korean traditional homes is the first thing to visit in Jeonju city. Recently, a new scene has been added to the landscape: travelers dressed up in hanbok started to appear in the alleyways of hanok village. The history of hanok village dates back to 1910 when Korea was under Japanese colonial rule. A network of hanoks was first established around Gyo-dong in opposition to the Japanese who accumulated wealth in the Junggang-dong region. Wearing hanbok may trigger a sense of taking on a voyage to the past. With hanbok on, steps are taken more softly; you get to speak more gently, with modest posture, like the descent of the upper class. To truly appreciate the style and arts of Jeonju, go to Gyeonggijeon, where slate-tile roofed houses are lined up. Gyeonggijeon, meaning “a palace erected on the joyous spot,” was constructed in 1410 under the reign of King Taejong. The forest-lined palace with colorful trees is teeming with travelers wearing hanbok.

Address 102, Pungnam-dong 3-ga, Wansan-gu, Jeonju-si



Jeonju Digital Independent Cinema

Jeonju has long enjoyed its reputation as a film-loving city. The people of Jeonju watched movies in a tent even during the Korean War. With the advent of multiplexes in 1990s, small movie theaters went out of business, one by one. A four-story Jeonju Digital Independent Cinema was built on this area where movie stars gathered together. The cinema mostly plays independent films or art films. “Danny Collins,” based on a true story of the British signer Steve Tilston, was on screen on the day I visited. On every Tuesdays, the cinema offers movies with warm-hearted and moving stories all day for free. Jeonju International Film Festival is held every spring, and Jeonbuk Independent Film Festival takes place in fall around Jeonju Digital Independent Cinema.

Address 22, Jeonjugaeksa 3-gil, Wansan-gu, Jeonju-si (Jeonju Cine Complex 4F)



Palbok Art Factory

A run-down factory located beside railroad in Palbok-dong has been reborn with a touch of art. An old cassette tape factory, which was left unattended and was deemed an eyesore ever since it shut down in 1991, was bought by the city of Jeonju and renovated as an art playground for citizens with the help of Jeonju Culture Foundation. Having been renovated in a way that best preserves the original form, Palbok Art Factory is comprised of exhibition spaces (Complex 1 and Complex 2), art creation studios where currently 13 artists reside, cafes and art shop, a container bridge, and the rooftop playground. The factory stack that was taken down has been recreated as a sign. Colorful contemporary art pieces are installed on the gray concrete wall. Scrapped containers are served as a strong bridge that connects two buildings.

Address 46, Guretdaul 1-gil, Deokjin-gu, Jeonju-si



Jeonju Zoo

Not very far away from Deokjin Park, there is a zoo surrounded by cherry blossom trees. Open in June 1978, Jeonju Zoo is the only local zoo that is equipped with tigers, lions, giraffes, hippopotamus, buffalo, watusi cattle, camel, and chimpanzee, and also has a total of 610 animals of 103 species, including rare animals like Asian black bears, zebras and jaguars. The forest of wolf, where four wolves live, is especially popular. The roof has been removed and designed to resemble wolves' natural habitat as much as possible. Wolves dig burrows under an old oak tree and live there. They don't usually show up themselves, so visitors have to cautiously look for them. The characteristics and nature of wolves are illustrated in painting on a wooden deck.

Address 68, Sori-ro, Deokjin-gu, Jeonju-si
Telephone 063-281-6759



Jeondong Catholic Cathedral

Recognized as one of the three main catholic cathedral in Korea along with Myeongdong Cathedral and Gyesan Cathedral, Jeondong Catholic Cathedral was built by the French priest, Father Baudenet, in honor of Korea's first martyrs, Yoon Ji-choong and Kwon Sang-yeon, on the very ground where the martyrs were executed. The construction of the cathedral started in

1908 and was completed in 1914. The red bricks of Jeondong Catholic Cathedral, where martyrs' bloods were shed, were discovered when the city wall was demolished during the Japanese colonial period. The red color of the bricks was made possible by technical skills of the Chinese brickmakers. The Byzantine bell-towers stand to the left and right of the central belfry, which beautifully harmonize with each other. The interior of the cathedral that features charming arch ceiling is well-known for a sad wedding scene in the movie "A Promise," starred by Park Shin-yang and Jeon Do-yeon. The inside of the cathedral is decorated with a mosaic religious painting of Yoo Joong-cheol (son of Yoo Hang-geom) and Lee Soon-yi, a couple who kept their chastity until they die, attracting visitors.

Address 51, Taejo-ro, Wansan-gu, Jeonju-si



Jeonju Deokjin Park

Passing through the main gate, Yeonjimun Gate, you will be greeted by a statue of woman dressed up in hanbok. The cream of the crop of Deokjin Park is Yeonhwa Bridge that crosses over Deokjin Pond. Yeonhwa Bridge is known as the longest arch suspension bridge in Korea, with a length of 260m, a width of 1.2m, and a height of 16m. While crossing over a sloshing bridge, you can see Yeonhwajeong, a three-story pavilion, stand in the middle. It deserves a comparison with an observatory, as beautiful scenery unfolds at each level of pavilion. In every July, Jeonju Lotus Festival attracts hundreds of thousands of visitors from all across the country. As you walk along the curvy river bank, you might feel like walking on the lotus leaves. The lotuses are best observed from Yeonjiyeong. A million lotus flowers covering a 10,000m² pond makes a memorable impression.

Address 1314-4, Deokjin-dong 2-ga, Deokjin-gu, Jeonju-si



Samcheondong Makgeolli Street

There are eight makgeolli streets in Jeonju. Samcheondong Makgeolli Street is the oldest. Lovers of makgeolli lured by the fragrance flock to around 30 makgeolli bars in Samcheondong even before the sun goes down. Among these makgeolli bars, Yongjingip, which has been in business for 15 years, stands out, with a long queue formed at the entrance. It is common thing to wait in line for more than 30 minutes to enter the bar. As the bar does not take a reservation, some lovers hold a drinking bout from daytime. For every order of a copper kettle of makgeolli, a round of food is loaded on a table, including steamed cockles, boiled pork slices, tofu with stir-fried kimchi, braised mackerel and grilled saury and more. If you wish to taste a new menu, order another kettle. Makgeolli feels even tastier when they are served in such a hospitable manner. A bunch of tipsy and excited people then head to Gyeongwon-dong, a publishing district lined up with publishing and printing companies, for a second round of drinks. They usually sit in front of supermarkets and drink beers with snacks.

Address 14, Geomasan-ro Wasan-gu, Jeonju-si

Benefits of TPO Membership

Tourism Promotion through various TPO media channels including TPO Web Site, official magazine "Tourism Scope" and E-newsletter "Tourism News Patrol"

Links of member cities' homepage can be added to TPO official website to promote their city images and tourism resources worldwide;
Advertisement and publication of promotional articles are available through Magazine and E-Newsletter.

High-quality tourism education for government officials of member cities

A variety of educational programs such as TPO Forum, seminars, and workshops are provided with the latest tourism information.

Establishment of cooperative relationships within TPO network

Members are accessible to networking opportunities through multiple TPO events;
TPO supports mutual visits and exchange programs among member cities.

Participation in numerous TPO joint projects to achieve the development of the tourism industry

Joint Marketing Project (Joint participation in international travel exhibitions or holding of the TPO Travel presentation)
Human Resources Development Program in Tourism Sector
TPO Member City Tourism Information Exchange Project
Operation of TPO Marketing Center

Participation in TPO joint marketing activities with reduced costs

Members can save expenses and get more effect by participating in joint marketing events such as the TPO Travel Trade which is held three times a year in major Asia Pacific tourism markets;



TPO Membership Application

Qualification

Member categories for the Organization shall be comprised of the following:

Category 1: Government

- ① **City Member:** Cities in the Asia-Pacific region that join the Organization; and
 - ② **Alliance Members:** Except for the city government, the government at all levels wishing to promote tourism cooperation and exchange with cities and tourism businesses in the Asia Pacific region.
- Admission Fee: USD 500 /Annual Membership Fee: USD 3,000

Category 2: Non-Profit and Non-overnment Organization

- ① **Association Member:** Associations related to the tourism industry;
 - ② **Destination Marketing Organization (DMO) Member:** DMOs at all levels, including National Tourism Organizations (NTO), Regional Tourism Organization (RTO), and Convention and Visitors Bureaus (CVB).
 - ③ **Research Member:** Researchers or research bodies researching the tourism industry.
 - ④ **Student Member:** Students studying the field of tourism covering the Asia Pacific region.
- Admission Fee: USD 250 /Annual Membership Fee: USD 1,500

Category 3: Business and Industry

- ① **Business Member:** Businesses and individual persons wishing to contribute to the growth of the tourism industry
 - ② **Media Member:** Newspapers, broadcasting, Internet newspapers, and other similar organizations.
- Admission Fee: USD 100 /Annual Membership Fee: USD 500

- Applications for membership, among those described above, shall obtain the approval of the Executive Committee.
- Members shall pay admission fees and membership fees to the Organization to enable its efficient operation.
- Each member shall recognize and faithfully fulfill all obligations under these statutes for the promising evolution of the Organization.

Step by step guide to apply for the membership of TPO

Admission Procedure

- ① Fill out the TPO Membership Application Form from TPO website.
- ② Write an official letter of acceptance of TPO Membership Application, which must be written on official stationery bearing the letterhead and seal of the applying entity.
- ③ Send these two documents to TPO Secretariat at secretariat@aptpo.org
- ④ Once the two aforementioned documents have been received and after verification of compliance with the established requirements, the Secretary-General shall evaluate and forward the application to the TPO Executive Committee for approval, which would imply the recognition and coming into force of all the rights and obligations of the TPO Member.
- ⑤ Upon approval of the application by the Executive Committee, the entity shall assume its obligation to pay the prorated portion of the admission fee and annual membership fee.

TPO Members

129 city members, 53 industry members





**Tourism Promotion Organization
for Asia Pacific Cities**

TPO Contact Information

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