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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.

70 city governments and 36 private organizations in 11 countries currently participate 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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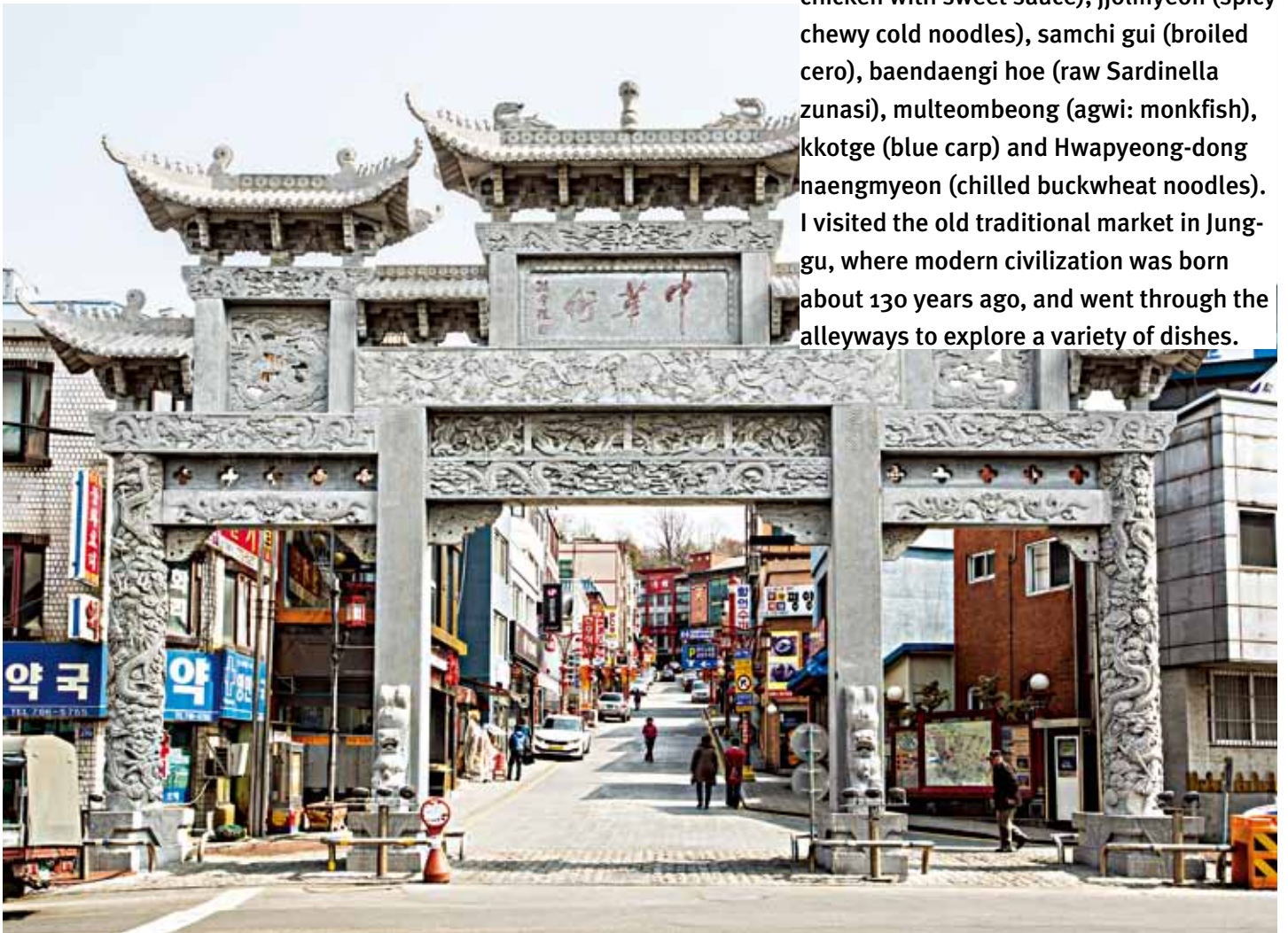
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Secretariat
-



Come and enjoy the untapped charm!

Discover the Delicacies of Incheon

There are a lot of tasty foods across the country, but Incheon has its own unique dishes. Don't miss trying jjajangmyeon in China Town from which this dish of noodles with black soybean sauce originated. You can also try dakgangjeong (deep-fried chicken with sweet sauce), jjolmyeon (spicy chewy cold noodles), samchi gui (broiled cero), baendaengi hoe (raw Sardinella zunasi), muldeombeong (agwi: monkfish), kkotge (blue carp) and Hwapyeong-dong naengmyeon (chilled buckwheat noodles). I visited the old traditional market in Jung-gu, where modern civilization was born about 130 years ago, and went through the alleyways to explore a variety of dishes.





**ORIGIN OF JJAJANGMYEON IN KOREA
JJAJANGMYEON STREET IN BUKSEONG-DONG**

It's been said that about 7 million bowls of jjajangmyeon are sold everyday in Korea. Since the opening of Incheon Port in 1883, the dish of noodles with black soybean sauce was first introduced to Korea. Chinese merchants from Shandong started to eat noodles topped with doenjang (Korean soybean paste) and vegetables. Since the restoration of Korean national independence, chunjang (black soybean sauce) and caramel were added.

Since the opening of the port, Cheongwan Street (Qing Dynasty consulate) has been crowded with foreigners from Qing, Japan and the U.S. In 1905, a Chinese restaurant named 'Gonghwachun' opened on this street. Since then, China Town flourished. In 1967 when 'Restrictions on Foreigners' Property Ownership' was put into effect, Chinese merchants started to leave. As a result, China Town went downhill as well. Entering the 2000s, this street has regained its glory as a tourist destination of modern and cotemporary culture.

At present, about 30 Chinese restaurants are in operation along Jjajangmyeon Street in China Town. Here, you can taste almost all kinds of Chinese dishes such as lamb kebab, wolbyeong (moon rice cake), onggibyeong (baked dumpling) and gonggalbbang (putty bread).

Address China Town-ro 59-12 (Seollin-dong), Jung-gu, Incheon **TEL** 032-810-2851 **Website:** www.ichinatown.or.kr

Chunjang (black soybean sauce) is stir-fried with onion, Chinese cabbage and meat and then added with water and starch. Because of these vegetables, jjajangmyeon tastes pretty sweet. The oldest Chinese restaurant in China Town is 'Pungmi.' This restaurant is famous for savory noodles and low-oil sauces. Because of its unique appearance (green arch), many people tend to take photos here.

TEL 032-772-2680 **Menu** Jjajangmyeon: KRW 5,000 Jjangbbong: KRW 6,000 Samseon Jjajang: KRW 8,000



Jjajangmyeon



Wolbyeong

On Thanksgiving Day, Chinese people enjoy this moon-shaped cake. This Chinese food is sold in many places. In 'Dam,' however, you can see pineapple cookies and fortune cookies along with unique wolbyeong stuffed with a variety of food such as red bean, green tea, coffee, egg, honey, sweet potato, chestnut, pine apple and mango.

TEL 032-773-8800, 8807 **Menu** Wolbyeong (moon cake): KRW 2,500-3,000 **Website** www.yuebing.co.kr

It is a jar-shaped dumpling stuffed with sweet potato, squash, meat and red bean. It is baked in a brick oven. 'Simnihyang' is easy to find because of a long waiting line of customers outside. Dumplings are attached on the wall of the oven which resembles the kind used to roast Tandoori chicken in India. Just-baked dumplings taste really good.

Operating time **TEL** 032-762-5888 **Menu** Red bean / sweet potato / Korean squash: KRW 1,500 Meat: KRW 2,000



Onggibyeong

This puffy bread is traditional Chinese bread. It is savory outside and sweet inside. It is also available in black sesame and coconut flavors.

Price KRW 1,000 Wang Gonggalbbang: KRW 2,000 KRW 2,000-3,000/bag Mini Gonggalbbang: KRW 5,000



Gonggalbbang

JJAJANGMYEON MUSEUM

Here, you can see the birth and history of jjajangmyeon. The old 'Gonghwachun' building was remodeled into the current museum in 2012. 'Gonghwachun' originated from Sandong Hall during the Qing Dynasty. In celebration of the establishment of Republic of Korea in 1911, it was renamed 'Gonghwachun'. This 2-story building has replica mockups of the reception hall of Gonghwachun during the 1930s and kitchen during the 1960s. Here, you can learn all about jjajangmyeon through videos and other exhibits.

Address #38-1, 1-ga, Bukseong-dong, Jung-gu, Incheon **TEL** 032-773-9812-3 **Open hours** 09:00-18:00 (closed on Monday, national big holidays (seolnal and chuseok) **Admission fee** KRW 1,000 (Adults), KRW 700 (adolescents), KRW 500 (kids under 12) **Website** www.icjg.go.kr






**TASTY SPRING SAMCHI (CERO)
DONG INCHEON SAMCHI STREET**

Samchi (cero) is known as ‘spring fish.’ Just like mackerel, it has a blue back. It is highly nutritious with low fat. It has only half the calories of mackerel. It tastes the best in spring, when the fish are in spawning season.

In the past, there were about 30 samchi gui restaurants along the alleyways around Dong Incheon Station. Four decades later, 17 samchi gui restaurants remain. Thanks to unique sign boards and wall paintings, the alleyways are crowded with many people on weekends and during the weeknights.

You can taste cero fermented in makgeolli (Korean rice wine) in a spicy sauce. In addition to samchi sogeum gui (grilled salted cero), you can enjoy samchi in unique flavors (curry or cheese) as well.

Directions Go straight toward Incheon Educational and Cultural Center for Students at Daehan Books (Dong Incheon). If Korean Federation of Community Credit Cooperatives appears, take a left turn to the alleyway. **Incheonjip** TEL 032-773-8384 **Open hours** 11:00-02:00 **Menu** Ban-ban Samchi: KRW 7,500 Incheonjip Course Meal: KRW 19,000 Boggeum (stir-fried): KRW 6,000-11,000 Gui (grilled): KRW 8,000-13,000 Tang (soup): KRW 5,000-20,000



**JAPAN WITHIN CHINA TOWN
CAFE POT-R**

Juksan Gaok, an office and house of an unloading firm during the 19th century, was reopened in August 2012. This place has been special because an individual acquired this contemporary building (non-designated cultural property) and restored it into almost its original form. It has acquired a new second life as a tourist resource. While tables are set on the 1st floor, the 2nd and 3rd floors are arranged in a tatami style. Danpatjuk (red bean porridge) made of 100% Korean red bean, patbingsu (shaved ice with sweetened red beans and other toppings) and a set menu which includes handmade Nagasaki sponge cake are especially popular. Postcards with the pictures of old Incheon Port and books are also available.

Address #96-2, Sinpo-ro 27, Jung-gu, Incheon **TEL** 032-777-8686 **Open hours** 11:00-21:00 (closed on the 1st and 3rd Monday of the month) **Menu** Drink: KRW 4,000-6,000 Danpakjuk / Patbingsu: KRW 6,000 Set (Drink + piece of sponge cake): KRW 4,000-5,000 Homemade Nagasaki Sponge Cake: KRW 2,000 (piece) / KRW 14,000 (whole cake) **Website** www.pot-R.com



STORYTELLING CAFE HISTORY

Juksan Gaok was acquired and remodeled into the current café four years ago. The café is situated on the 2nd floor. Even though few traces of original Japanese houses remain, this attic-style café is as cozy as a close friend’s house. The coffees are made only with East Timor coffee beans. In addition, homemade yogurt, sandwiches and cookies are served. There are pictures and books of old Incheon exhibited. A variety of ceramic art pieces and homemade notebooks are for sale.

Address 2F, #1-3, 2-ga, Songhak-dong, Jung-gu, Incheon **TEL** 032-567-9255 **Open hours** 13:00-22:00 **Menu** Americano: KRW 4,000 Espresso: KRW 5,000 Latte: KRW 5,000-6,000 Pour-over: KRW 6,000 Tea: KRW 5,000 Patbingsu / Danpakjuk: KRW 6,000 Set (Americano + Sandwich, piece of cake, cookie): KRW 5,000-7,000





TRIP TO CONVENTIONAL MARKET SINPO MARKET

Sinpo Market, the first contemporary market in Incheon, originated from ‘Vegetable pancake’ in which Chinese farmers brought and sold agricultural products. Since the opening of the port and restoration of national independence, it developed into the current market. With two narrow streets in the middle, the market is divided into the relics of contemporary civilization including current stores, repair alleyway, lighthouse park and cultural space which includes sculpture park. Don’t miss trying dakgangjeong (deep-fried chicken with sweet sauce), five-colored dumplings and jjolmyeon (spicy chewy cold noodles). These are the famous foods of ‘Sinpo.’

Directions Exit 27 of Dong Incheon Station Underground Shopping Mall **Address** #7, Sinpo-dong, Jung-gu, Incheon



Dak gangjeong

As the delicacy of Sinpo Market, Sinpo Dakgangjeong is very savory and spicy, mixed in a starch syrup sauce. There are several dakgangjeong restaurants in this market. Sinpo Dakgangjeong at the entrance to the market is the original one.

TEL 032-762-5800 **Open hours** 09:30-21:30 (closed on the 2nd and 4th Monday of the month) **Menu** Dakgangjeong / Fried: KRW 11,000 (medium) / KRW 16,000 (large) **Website** www.sinpo.co.kr

In the early 1970s, thick and chewy noodles were accidentally produced at a naengmyeon factory in Incheon. The noodles topped with sliced cucumbers and bean sprouts are jjolmyeon. In Sinpo Woori Mandu, you can enjoy chewy jjolmyeon and savory dumplings.

TEL 032-772-4958 **Menu** Mandu: KRW 4,000-6,500 Jjolmyeon: KRW 5,000 Noodles: KRW 5,000-6,000 Rice: KRW 5,500 – 6000 **Website** www.sinpomandoo.co.kr



Jjol myeon



**IN THE TV SERIES ‘DREAM HIGH’
INCHEON ART PLATFORM**

As a part of an old town restoration project, the City of Incheon remodeled the buildings built during the 1930-1940s into an art and cultural complex. It features a total of 13 buildings including a creative studio, archive, education hall, exhibition hall and performance stage.

Focusing on residency programs, creative and research activities have been established in various genres including visual art, performance art, literature, critique and research.

Address Jemulryang-ro 218-3, Jung-gu, Incheon **TEL** 032-760-1000 **Open hours** 10:00-18:00 (Sun.-Thu.), 10:00-20:00 (Fri. and Sat.) **Website** www.inartplatform.kr



Osaka, Kyoto and Kobe for a Short but Full Trip

Three Days and Three Colors 三日三色 Travel to Japan



Cheerful and commercial Osaka. Vintage Kyoto. Quiet and peaceful Kobe. We enjoy three different attractions of Japan in three days. It's a three-day, three-color travel route to Kansai that will satisfy all five senses of an insatiable traveler.



大阪

HEAVEN FOR SHOPPERS OSAKA

Many fancy shops that create the trends and styles of Osaka are lined up around Umeda Station, a starting point of the Hankyu Railway. They have similar squared grey exteriors, but are never exactly the same. You will never notice how fast the time passes while coming and going around all the malls as they have their unique styles and concepts in offering their products. From Hankyu Department Store, the biggest in all of Kansai, to Hep Five with its eye-catching Ferris wheel. Indulge yourself in the charm of shopping in the commercial city of Osaka.



11:30 CHOOSING FROM VARIOUS MENUS OLYMPIA オリンピア

This buffet located on the underground floor of the Hotel New Hankyu Osaka provides 110 menu items including Japanese, Chinese and Western style foods. Chinese and Western style foods are above average, and Japanese foods are the highlight of the place. Sushi, beefsteak, buckwheat noodles and fritters are as well prepared as if you are being served in a five-star Japanese restaurant. A neat desert corner and hourly performances are also popular among customers.

Address 大阪府大阪市北区芝田1-1-35地下1階 **Tel.** 06-6372-5240 **Hours of Operation** Mon. - Fri. 11:30, 13:30, 17:30, 19:30(time limit - 100 minutes)/Sat. and Sun. 11:30, 13:30, 15:30, 17:30, 19:30(time limit - 90 minutes) lunch price adult - 3600 Yen, teens- 1900 Yen / dinner adult - 4600 Yen, teens - 2500 Yen **Website** www.hankyu-hotel.com/hotel/osakashh



10:00 FOR MEN OF STYLE HANKYU MEN'S OSAKA

I think of general menswear shops when I hear about the department store for men. A slew of items opens the wallets of stylish men all around. Here is the world's only Louis Vuitton shop for men - a store of quality shoes selected from around the world. And it's also full of unique shops including The Lobby, Monocle Shop and Garage.

Address 大阪府大阪市北区角田町7-10 **Tel.** 06-6361-1381 **Hours of Operation** Mon. - Sat. 11:00-21:00, Sun. and Holidays 10:00-20:00 **Website** www.hankyu-dept.co.jp/mens



14:30 PRIDE OF OSAKA SHOPPING HANKYU DEPARTMENT STORE 阪急うめだ本店

It's the household name for shopping in Osaka and the biggest department store in the Kansai area. It was re-opened with a brand new appearance after renovations last November. Not only well-known brands, but also interior items, designer clothing and other Japanese brands fill the space of the department store. During renovations, special attention was given to the design of the event hall on the 9th floor and the food store on the basement floor. Monshushu Dojimarole (堂島口一儿) is especially well-known for serving pretty and tasty deserts and boasts so much popularity that its customers formed a long line in front of the store before its grand opening.

Address 大阪市北区角田町8-7 **Tel.** 06-6361-1381 **Hours of Operation** Sun. - Thur. 10:00-20:00, Fri. and Sat. 10:00-21:00 **Website** www.hankyu-dept.co.jp

18:30 NIGHTSCAPE FROM THE BIG WHEEL HEP FIVE

You can find many friendly casual brands here. Each floor is full of shops for the convenience of shoppers. And you can also enjoy the nightscape of Osaka on the red big Ferris wheel which can be seen from even far away. The ride takes 1 hour and 15 minutes. It will satisfy two of your needs at the same time; taking a nice break while enjoying the nightscape.

Address 大阪市北区角田町5-15 **Tel.** 06-6313-0501 **Hours of Operation** Shopping Mall 11:00-21:00, Restaurant and Amusement Facilities 11:00-23:00 **Website** www.hepfive.jp



京都

OLD CAPITAL KYOTO

There is no better place than Kyoto to enjoy Japan's unique quiet and peaceful atmosphere. As an old capital of Japan, Kyoto is full of old shrines, traditional wood-constructed buildings and peaceful walking paths. It will help you to purify your mind while removing stress from your daily life. Let's find a time for rest while taking a slow walk and there inside you will discover the city of nature and tradition.

10:30 HEALING TIME CHIKURIN 竹林

Chikurin is famous as the background set of the movie 'Memoirs of a Geisha'. The walking path is dense with tall bamboo trees reaching for the sky. The forest path connects Tenjiryu, Nonomiya Shrine to Dorotko Railway Station. The harmony of green bamboo forests with sunlight and cool winds creates quiet and peaceful atmosphere. You can have peace of mind while walking the narrow path and hearing the sound of rustling bamboo trees swaying into each other in the wind.

Directions 10 minute walk from Hankyu Arashiyama Station



11:40 CLASS OF JAPANESE FOOD ARASHIYAMA BENKEI 嵐山弁慶

The road from Dogetsugyo toward the Arashiyama Mountain along the river leads you to a Japanese traditional house with a small garden. Benkei Ryokan is a Japanese traditional accommodation where guests can experience an open-air bath, a Tatami sleeping room and traditional Japanese food. The small-scale accommodation with 10 guest rooms provides high quality customized service. If budget restrictions prevent you from experiencing a high-end ryokan, you can still enjoy coming here only for dinner. You can enjoy carefully prepared Japanese style course meals with seasonal ingredients while appreciating oriental painting-like landscapes outside the window. The dinner guests can enjoy open-air bath with an additional 840 Yen charge.

Address 京都府京都市右京区嵯峨天龍寺芒ノ馬場町34番地 **Tel.** 075-872-3355 **charge lunch** 3465 Yen, **dinner** from 5775 Yen / **accommodation** from 24000 **Website** www.benkei.biz

10:00 BRIDGE WITH LANDSCAPE

DOGETSUGYO 渡月橋

You will cross the Dogetsugyo Bridge while walking from Arashiyama Station to Tenryuji. The wooden structure is 154m long and is considered a symbol of the Arashiyama area for its long history and scale. On the bridge, you can get a full view of Arashiyama Mountain, which is famous as the most beautiful landscape in Kyoto.



11:00 MAKE YOUR LOVE COME TRUE NONOMIYA SHRINE 野々宮神社

This small shrine is located in the bamboo forest. It is popular among young couples as it was known for its secretive power to realize wishes of love. The main attraction of the shrine is a rock known for making wishes come true, called Okameishi (お亀石). Rubbing the rock with sincere intentions is said to make your wishes come true. It would be fun to try.

Address 京都府京都市右京区嵯峨野々宮町1 **Tel.** 075-871-1372 **Hours of Operation** 09:00~17:00 **Admission** free **Website** www.nonomiya.com





15:30 ALLEY WITH TRADITION SANNENJAKA - NINENJAKA

三年坂・二年坂

There is no better place than the street to see the image of an old capital in Kyoto. Sannenjaka was a way of offering worship at the shrine where people wished for safe delivery. Traditional wooden houses are lined up along a narrow hilly road. It feels like you are at the movie set of an old Japanese road. It's also good to enjoy special shopping at general souvenir shops and traditional shops famous for Kyoto specialties.



17:30 SWEET CANDY SHOP KION KOISHI 祇園小石

Three generations of confectioners have made candies in a Japanese traditional way for 70 years. The Kyoto candies are boiled at a high temperature and briefly frozen to ensure they have a smooth surface and clean taste. They fully use good and wholesome ingredients such as Kyoto-produced green tea, plum and honey to make candies, so they have become the most wanted candy brand by many classy department stores in Kyoto. Their product line is composed of not only candies but also various snacks. They can make good gifts. On the second floor café, you can taste Parfaits made with the café's own recipe.

Address 京都府京都市東山区祇園町北側286-2 **Tel.** 075-531-0331 **Hours of Operation** 10:30~19:30 **Traditional candy price** - a bag from 367 Yen, green tea parfait 1050 Yen **Website** www.g-koishi.com



13:00 PICTURESQUE GARDEN TENRYUJI テン竜二

Sogenchi Garden is the highlight of the popular temple, Tenryuji in the Arashiyama area. The Garden was made by the national monk Muso in 1343 and has since remained intact. It was designated as a cultural heritage site by UNESCO for its beautiful landscape. Flowers create a flow in the pond, the garden is covered with moss and the water flows along the walking path. To enjoy it all it is recommended to walk the path around Sogenchi Garden to the hill. On the top of the hill, you can have the whole view of the temple in a quiet mood.

Address 京都府京都市右京区嵯峨天龍寺芒ノ馬場町68 **Tel.** 075-881-1235 **Hours of Operation** 08:30~17:30 **Admission** 600 Yen (Admission to garden 500 Yen, admission to temple 500 Yen) **Website** www.tenryuji.com



13:50 GETTING PRETTIER CAFÉ

YOJIYA CAFE よーじやカフェ

This café was made by Yojiya, a Kyoto cosmetics brand which is famous for its oil paper. It has three cafés in Kyoto and they provide slightly different menus with different concepts. The Arashiyama branch is a modern café behind which lies a small Japanese garden. Its specialties include a cup of cappuccino with an oriental female face on it (trademark of the brand) and Chikurin Role which symbolizes the bamboo forest next to the café. Next to the café you can find the cosmetics brand with the full line of Yojiya products.

Address 京都府京都市右京区嵯峨天立石町2-13 **Tel.** 075-865-2213 **Hours of Operation** 10:00~18:00 **Price** Cappuccino 600 Yen, Chikurin Role 650 Yen, Green Tea Latte 650 Yen **Website** www.yojiya.co.jp



16:30 SIGNBOARDS IN KYOTO KIYOMIZUDERA 清水寺

At the end of the hilly road lined up by shops in Japanese traditional houses, you can reach the most famous temple in Kyoto, Kiyomizudera. Unlike other too-serious temples, it is open to the public and therefore frequently visited by people. Such an open atmosphere still exists to attract many tourists traveling in all seasons. It has been said that you will be successful in health, study and love when you drink the water of Otowa Falls (オートと) and visiting Jishu Shrine (地主神社) will make your wishes of love come true.

Address 京都府京都市東山区清水1丁目 **Tel.** 075-551-1234 **Hours of Operation** 06:00~18:00 **Admission** 300 Yen **Website** www.kiyomizudera.or.jp



神戸

TASTEFUL AND STYLISH KOBE

The port city of Kobe has a different character than sparkling Osaka and quiet and peaceful Kyoto. As it has long been the gateway to foreign cultures, every corner of the city hides little secrets that hint at pleasures you can enjoy in Europe. The city with the alley of European houses, sweet breads and cakes, and the cool sea. A one-day trip is worth taking to tasteful and stylish Kobe.

10:30 HILLY ROAD TO EUROPE KITANOIJINKAN 北野異人館

You can see European buildings while walking toward the mountain for about 15 minutes from Hankyu Sanminoya Station. The hilly road resembles a European street full of cafés. It is the starting point of the Kitanoijinkan. Ijinkan means a 'house of foreigners' in Japanese. The area was named 'Ijinkan' from 1858 when foreigners started to gather and live in the area with the opening of the Kobe Port. It is very interesting to see construction styles of each house. They vary according to the nationalities and characteristics of the house owners.



01

02 03



+ REPRESENTATIVE IJINKANS

01 **Moeginoyakata** 萌黄の館 The pastel green façade is eye-catching. It was once the house of US counsel general Hunter Sharp in 1903. Arabesque-patterned stairs and a grand fireplace and luxurious interior are all eye-catching. **Admission** 300 Yen

02 **Kajamidoriyakata** 風見鶏の館 It is known as the house of weather cock due to the weather cock on the roof. It was once the house of a German trader, G. Thomas; it has the German construction style. Its kitchen interior and splendid chandelier resemble those seen in gothic castles. **Admission** 300 Yen

03 **Urokonoe** うろこの家 It was opened to the public first in Kobe and it is the most famous building in the area. The natural stones decorating the façade look like fish scales. Standing on the top of the hill, visitors can have a whole view of downtown Kobe along with the sea going far into the distance. **Admission** 1000 Yen



TAKING A TOUR AROUND THE CITY CITY LOOP BUS

Tourists can take a city loop bus to look at major tourist attractions of Kobe at a cheap price. The vintage-looking exterior is eye-catching. You can conveniently take a bus as often as you like with a day-pass. In the hilly Kobe area, it is very useful for tourists who have to walk or use the complicated public transportation system.

One-day pass price adult 650 Yen, children ages 12 and older 250 Yen, children ages under 12 130 Yen





13:30 NEW WORLD OF DESERTS SANMINOYA – MOTOMACHI STREET 三宮・元町通り

The Street from Sanminoya to Motomachi is a famous shopping spot in Kobe. Both sides of the street covered over with the glass ceiling are lined up with various types of shops including clothing stores, shoe stores, convenient stores and cafés. You don't want to miss out on finding a traditional snack shop along with window shopping. The street is full of many shops where you can taste the sweetness of Kobe, which is famous for breads, cakes and snacks.

Directions 10 minute walk from Hankyu Sanminoya Station



+ KOBE TASTES

01 Donc This is a popular bakery in Kobe for both its onion and curry breads. The shop owner bakes bread with organic ingredients. Their lean and sweet taste is excellent.

Price -onion bread 168 Yen, curry bread 210 Yen

02 Morojoff The main store of a famous Japanese desert brand. Custard pudding is well-known for its soft texture which is perfectly harmonized with caramel syrup. **Price** 210 Yen

03 Moritani Store 森谷商店 It is actually a wholesale butcher's shop selling fresh meat but is more widely well known for its croquettes. It could serve as a meal because it is fully stuffed inside the crispy batter.

Price - Ham Croquettes 120 Yen, Cheese Croquettes 130 Yen

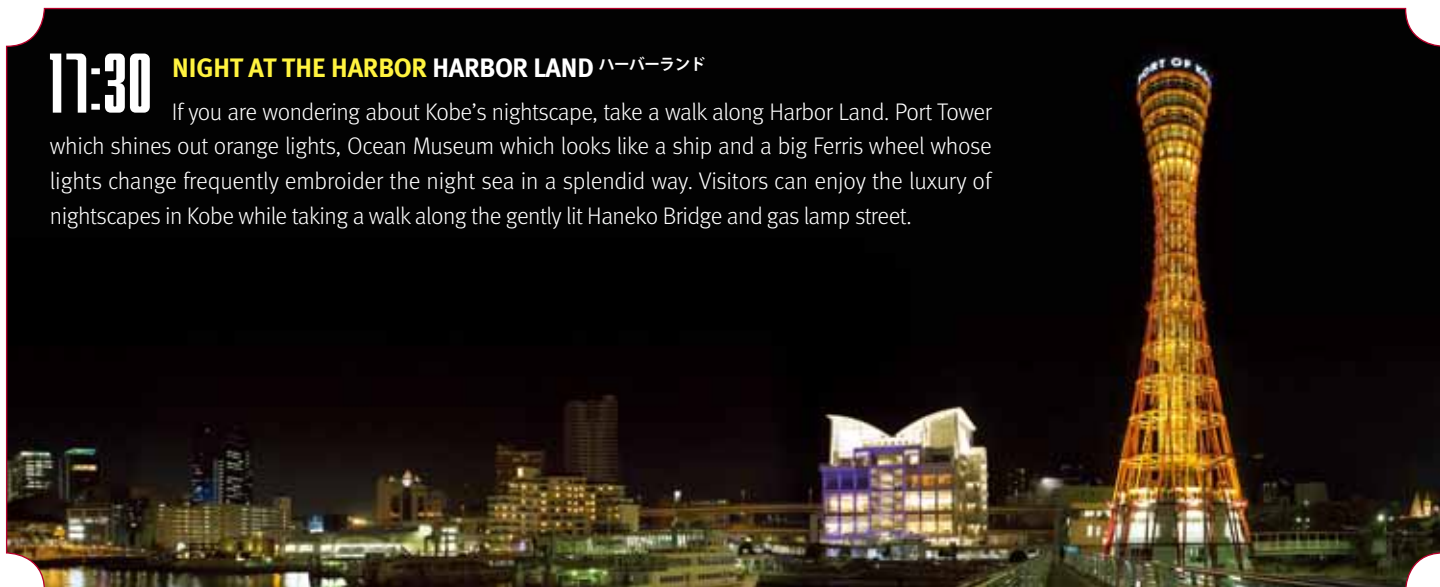
04 Juchheim The cake shop develops Baumkuchen, the tree ring bread wishing for longevity. Layers of soft sponge cake are covered with white chocolate. The shop has branches in every department store in Japan for its high popularity. **Price** 100g 405 Yen

05 House of Wind and Moon 風月堂 Head house of Kobe Gaufre (ゴーフル). Gaufre means waffle and the Gaufre sold here is a representative Japanese snack. Soft cream is filled between sheer waffle slices. They are not too sweet and boast high-end taste.

Price 1 Box of 12 ea 525 Yen

17:30 NIGHT AT THE HARBOR HARBOR LAND ハーバーランド

If you are wondering about Kobe's nightscape, take a walk along Harbor Land. Port Tower which shines out orange lights, Ocean Museum which looks like a ship and a big Ferris wheel whose lights change frequently embroider the night sea in a splendid way. Visitors can enjoy the luxury of nightscapes in Kobe while taking a walk along the gently lit Haneko Bridge and gas lamp street.



A fascinating story of
two tribes in Taiwan

A Mysterious World They Live in

I met two peculiar and unusual tribes in Taiwan. I had to pass by remote rural villages and winding uphill paths to meet the Haka Tribe and LuKai Tribe in Maolin Township of Kaohsiung County. Their lifestyle seems very simple and easy. The world they live in looks natural without any embellishment. Under this kind of world, they have kept their own culture and tradition. One thing which remains the same even though the world changes... I encountered another interesting aspect of Taiwan.



HAKKA TRIBE

It is a part of the Han tribe which migrated down to Taiwan from the northern and central parts of China in the early 1700s. This tribe accounts for about 13 percent of the total population of Taiwan. When the tribe reached Taiwan, they eventually scattered and spread to various countries including Singapore, Hong Kong and Indonesia. They lived a nomadic life without settling in any certain place. Nevertheless, they were able to foster political and economic leaders with a great passion for education and strong solidarity. That's why they are sometimes known as the 'Jews of Asia.' I had a glimpse of their tradition in Meinong, Kaohsiung where Hakka culture is well preserved.

TASTE OF HAKKA MEINONG I-CHAN

Here, you can meet the traditional food of the Hakka tribe. First, Lei Cha is served. This pounded tea made of peanuts, green tea powder, sesame seeds and rice is very savory.

Because they are ground with a taro stick, the tea also contains a little bit of taro. The pounding direction has a special meaning as well. If you pound the tea clockwise, it means "please stay for dinner." If you pound and grind it counterclockwise, it means "I am sorry. See you later."

Then a main dish is served. Yen-yeh Fan is steamed rice topped with pork, fried egg, and radish marinated in soy sauce and various vegetables. Because the Hakka tribe enjoyed salty food, it may taste a little salty.

Last, dried fruit (ex: Lemon, citrus, etc.) is served as a dessert. You can also see the traditional attire of the Hakka tribe. A flower pattern means 'you are single.' If it doesn't have the flower pattern, it means 'you are married.'

Address 142 Chenggong Road Meinong District Kaohsiung City Taiwan 843 **TEL** 886-7-681-8475 **Open hours** 10:00-20:30 **Menu** Lei Cha: TWD 120 Lei Cha + Yen-yeh Fan: TWD 150



CRAFTSMAN'S TOUCH GUANG JIN SHENG ZHISAN

Hakka tribe's paper umbrella is not just a common paper product. In fact, it is a 100% handmade piece of art. It has been made from generation to generation since the time long ago when Taiwan was under Japanese rule.

It can look slightly different depending on the lighting. A butterfly pattern symbolizes good luck. The colorful paper is specially lacquered so that it won't be easily torn out.

Paper umbrellas may discolor over time, but they become more valuable with age. The price starts at 600 TWD.

Address 47 Minquan Road Meinong District Kaohsiung City Taiwan 843 **TEL** 886-7-681-3247 **Open hours:** 09:00-18:00 **Website:** <http://urhome.shop2000.com.tw>

RUKAI TRIBE

I met the Rukai tribe at Pingtung and Maolin. They had dark skin. They worship their ancestors and snakes. Also, their slate house is famous.

Even without steel or cement, this kind of house is strong enough to withstand typhoons or earthquakes. The house is cool in summer and warm in winter. For this tribe, a lily has a special meaning. It symbolizes innocence for women and bravery for men.

Every August a harvest festival is held. During the festival, you can eat Indian millet cake baked on heated stone. The forecast for next year's harvest is based on the shape of the cake.

SPENDING THE NIGHT IN A HUT DEEN GORGE ECOLOGICAL GUEST HOUSE

This small guest house is run by a Rukai tribe family. In the pitch-dark night you hear nothing but the sound of nature. The hut-shaped slate house accommodates two bedrooms and one bathroom. In the cafeteria you can have a delicious breakfast and drinks.

Address: No.138 Maolin Li Maolin District Kaohsiung City Taiwan 851 **TEL:** 886-9-895-7975
Website: www.5658.com.tw/6801540/



DREAM OF THE BUTTERFLY PURPLE BUTTERFLY VALLEY

Here you can meet a variety of beautiful butterflies in nature (ex: Chocolate tiger, double-branded black crow, and striped blue crow). Tens of thousands of butterflies have come down here to avoid the cold winter.

A male emits his own fragrance to attract a female. It also shows off its spectacular colors. If you catch one and place it on your palm, it may pretend that it is dead. If you are distracted for a moment, it will immediately fly away.

The valley opens from 08:30 to 11:00 from November to March. If you make a reservation on the phone or by e-mail, you can arrange the Rukai tribe to be your tour guide. Say 'Seubongbong' (means 'butterfly' in Rukai tribal language) and observe butterflies.



Address No. 120 Saijia Lane Saijia Village Sandimen Township Pingtung District Taiwan **TEL** 886-8-799-2221 **Website** www.maolin-nsa.gov.tw

SLATE ITEMS

SHIPOTIANJING WEN CHUANG GONGZUO SHI

It is a studio in which various fancy items (ex: Necklace, teacup, candlestick, key ring, and slate house model) are made with a slate which is used in making a Rukai tribe house. They may look pretty common, but they contain the philosophy of Rukai tribe culture.

This studio is called '石破天驚' which literally means 'the sky was surprised at seeing the stone being broken.' It pursues yin-yang harmony with Rukai tribe patterns. The items are often found in souvenir shops or boutiques all across Taiwan.

Address 5-42 Wanxing Road Pingtung District Kaohsiung City Taiwan 906 **TEL** 886-9-3545-0757 **Website** www.wretch.cc/blog/maler3733



CROSSWALK UNDER THE SKY RUKAI TRIBE OVERPASS

Just a glimpse of the Rukai Tribe Overpass (as high as a 30-story building, 103m) could make you both dizzy and nauseous. In the past, it would be a popular dating spot among Rukai tribespeople. Despite the fact the overpass slightly shakes, many people still pass it through in a motorbike or even by car. The overpass is decorated with traditional Rukai tribe patterns.



DELICACIES OF RUKAI TRIBE IN MAOLIN

Bifeng Shangu Luo Rou Bao (pan-fried snail and bamboo shoots)



Duo Na Shu Dou Fang Shan Ji (Rukai tribe-style braised chicken with black soybeans)

Shimeiyuan Kao Qi Na Gao (glutinous violet rice and meat wrapped in banana leaves and steamed)



Bate Lu Gu Xian Nailao (pudding-like slightly bitter dessert)

MOON LANDING

TIANLIAO MOON WORLD

When man first landed on the moon, what was it like? I guess it looked just like Tianliao Moon World. About 2 to 6 million years ago, the mountains under the sea ascended up to the surface. Then, the current rocky mountain was formed. Because the sand contained a lot of salt, plants could not live here.

When it rained, rocks began to erode. As a result, sediment was formed and accumulated by about 8cm per year. The semi-artificial lake wasn't spoiled by the salt even though water didn't flow. The locals would walk their sheep here until the Taiwanese government started to manage the mountain. Actually, salty sand was good for sheep in terms of digestion.

In the evening (18:00 – 22:00), this place turns into a great dating spot because of the romantic lighting. Guided tours are offered from the tourist information center at the entrance.

Address Yueqiu Road Tianliao District Kaohsiung City Taiwan 823 TEL 886-7-636-6611 Admission fee Free Tourist Information Center TEL 886-7-636-7036 Open hours 10:00-17:00



ADVERSE FATE OF DRAGON

DRAGON HEAD MOUNTAIN

Due to its shape of a dragon, this mountain is called 'Dragon Head Mountain.' It has a hole in the mountainside. It's been said that many people died around the Dragon Head a long time ago when the path was very rough and bumpy because of energy coming from the dragon.

When Taiwan was under the Japanese rule, the connecting area between the head and body was blasted with explosives. Surprisingly after that casualties started to decrease, according to rumor. If you keep going straight along the Maolin Lindao street, Dragon Head Mountain appears.

Not to be missed!

Modern Trendy Bangkok Spots

Bangkok which has maintained its prestigious reputation as a tourist city with a long history and culture is changing. It's just like adding 'modern element' as a topping to heritage of tradition and culture. In this beautiful city, you can have a beer with your close friends listening to music, have a romantic dinner with your date enjoying spectacular urban landscape or go shopping with your family. After all, things which have been done in other cosmopolitan cities such as Hong Kong you can now do in Bangkok as well.

NIGHT LIFE IN BANGKOK

Bangkok is the city of night. Due to the hot weather this city becomes more vibrant at night. A variety of fascinating night life spots where you can go with your date, friends or family are found at every corner of the city.



ROOFTOP BAR

As the number of high-rise buildings have increased, many luxurious bars such as Sirocco in Hotel Lebua and Vertigo Moon Bar in Banyan Tree Hotels & Resorts have opened. The two rooftop bars are the best bars in the city. In fact, they have become must-visit destinations in Bangkok. If you get off the elevator at the top and go up the stairs, a spectacular dining restaurant and bar appear.

This genuine open rooftop bar has only glass-railed partitions with neither ceilings nor windows. If you lean onto

the handrail and look down the city, you can feel the thrill and excitement from gazing at the view. Because this place requires a dress code, you may feel like you are at a luxurious party. However, you don't have to wear a formal suit. Neat casual wear will suffice as well. If the bar is already full or closed because of rain, you can go back inside to a conventional bar.

'Long Table' on the Sukhumvit Road is a modern bar situated on the 25th floor of Column Bangkok. Here, you can meet many foreigners and meet up with very nice Thai locals. A long table is found in the middle of the hall.

It's been said that the table is 25 meters long because the bar is located on the 25th floor. You can sit at the long table or enjoy a cocktail outside. In addition, there is an outdoor swimming pool for weary travelers wanting to refresh themselves.

BKK Rooftop Bar List

SIROCCO



Direction 10-minute walk from Exit 2 of Saphan Taksin Station (BTS) **Address** 63rd Floor, Lebua Hotel at State Tower, 1055 Silom Road **TEL** 02-624-9555 **Open hours** 18:00-01:00 **Website** www.lebua.com/sirocco

VERTIGO AND MOON BAR



Direction 10-minute walk from Exit 2 of Lumpini Station (MRT) **Address** 61st Floor, Banyan Tree Bangkok, 21/100 South Sathon Road **TEL** 02-679-1200 **Open hours** Vertigo (Restaurant): 18:00-23:00 Moon Bar: 17:00-01:00 **Website** www.banyantree.com/en/bangkok

LONG TABLE



Direction 10-minute walk from Exit 4 of Asok Station (BTS) **Address** 25th Floor, Column Tower, Sukhumvit Soi 16, Sukhumvit Road **TEL** 02-302-2557-9 **Open hours** 17:00-02:00 **Website** www.longtablebangkok.com

SHOPPING IN THE CITY

When it comes to ‘shopping heaven,’ Hong Kong would be the first city that comes to your mind. In Hong Kong, you can encounter a shopping mall whenever you make your first few steps. In terms of shopping, Bangkok can now be compared to Hong Kong.



ASIATIQUE WITH ITS OWN HISTORY

If you have ever been in Bangkok, you must have shopped at Siam. Here, you can meet Siam Paragon, Siam Center, Siam Square, Central World and MBK which resembles Dongdaemun shopping mall in Seoul.

If you are tired of a large shopping mall, go to Asiatique in the southern part of Bangkok. This arcade-style building has emerged as a rising shopping center in the city.

Approximately 1,500 shops and stores are operated under a market-style distribution system instead of under a direct central control just like in a department store. Unlike untidy conventional markets, the neat European-style arcade creates a neat and refreshing atmosphere. In addition, the Chao Phraya River is situated nearby so that you can enjoy a beautiful riverside landscape at night. Asiatique is divided into four zones; Chareonkrung District in which about 1,000 small shops are clustered, Factory District where designers’ handcraft works are available, Town Square District where you can taste western lifestyle and food and Waterfront District where you can have a dinner seeing a splendid sunset in a restaurant near the Chao Phraya River.

In early 1900s when countries from the west were busy establishing colonies in Southeast Asia, Thailand opened its doors to them to avoid being colonized. To export teak, the Thai government opened a port near the Chao Phraya River. Asiatique is now situated on the place where the trade port was located. In fact, some traces of the port are still found in this shopping center.

Direction Exit 2 of Saphan Taksin Station (BTS) and get on the shuttle bus at Sathong pier **Address** 2194 Chareonkrung Soi 74-76 **TEL** 02-108-4488 **Open hours** 17:00-00:00 **Website** www.thaiasiatique.com

BKK Hot Shopping Areas

SIAM PARAGON



Direction Connected with Exit 3 of Siam Station (BTS) **Address** 991 Siam Paragon Shopping Center, Rama 1 Road **TEL** 02-610-8000 **Open hours** 10:00-22:00 **Website** www.siamparagon.co.th

SIAM SQUARE



Direction Exits 2, 4 and 6 of Siam Station (BTS) **Address** Siam Square, Rama, 1 Road **Open hours** 11:00 to 22:00 (most shops and stores) The best fashion street in Bangkok which resembles ‘Myeongdong + Daehang-no Street’ in Seoul

SIAM CENTER



Direction 5-minute walk from Exit 1 of Siam Station (BTS) **Address:** 979 Rama 1 Road **TEL:**02-658-1491 **Open hours:** 10:00-21:00 **Website:** www.siamcenter.co.th



THE TRUE TRADITIONAL MARKET OF BANGKOK

If you want to visit the locals' favorite conventional market, go to Patpong. Patpong is famous for adult bars. Since the entrance is concealed, you can often see tourists with their young children in conversations with the bar owners.

In addition, Chatuchak Market is recommended. The Yodpiman Flower Market is not easy for tourists to find. Here, a variety of beautiful wreaths made of various flowers including orchids is traded. You can also easily find fruit in this market.

If you have some time, it is also recommended to visit Damneon Saduak Floating Market and Railway Market which have even appeared on TV commercials in Korea. These places are exotic yet retain a genuine Thai atmosphere



DANCE WITH THE WORLD

If you have searched the Internet or thoroughly read a guidebook to find out Bangkok, you must have heard of Q Bar, Bed Supper Club, Muse and 66 (Route 66) at least once.

These clubs are always crowded with young people from around the world. After all, the clubs in Thailand are the world's most famous tourist attractions. However, they are not as densely packed like the clubs in Korea. Because there is enough elbow room between people, you don't have to worry about awkward contact. In addition, you can relax and have a drink with people.

In Bed Supper Club, there are two different bars; a common stage bar (right) which is more familiar to diners and the bed bar (left) in which comfortable beds are lined. Most clubs are situated along Sukhumvit Road or around Soi Nana and RCA.

Direction 10-minute walk from Exit 3 of Nana Station (BTS) **Address** 26 Sukhumvit Soi 11 **TEL** 02-651-3537 **Open hours** 19:30-01:00 **Website** www.bedsupperclub.com

BKK Street Markets List

PATPONG NIGHT MARKET



Direction 5-minute walk from Exit 1 of Sala Daeng Station (BTS)
Address BTS Soi Patpong, Silom Road **Open hours** 18:00

RAILWAY MARKET AND DAMNEON SADUAK FLOATING MARKET



Situated in the outskirts of Bangkok, Railway Market and Damneon Saduak Floating Market are not easily accessible. It is convenient to visit them through a local travel agency. In general, tourists can depart from Khaosan Road or Sukhumvit Road and return back to Bangkok at lunch time.

Enjoy the Resorts!

Real Vacation in the City

A glass of refreshing cocktail on a sunny beach, exciting marine sports and spa therapy...

People always dream of having a perfect vacation in a warm place without any concern or fear. However, it is not easy to visit a remote vacation resort in terms of time and money. So, here are fascinating resorts in the city, which offer you both exquisite rest and relaxation.



RESORT IN THE CITY... SENSING THE WIND OF CHANGE

People go on a trip for several reasons such as exploration of tasty food or visiting famous tourist attractions. Some people enjoy meditation in a remote and calm place. So then, what do you do in your hotel or resort? Just catching some sleep may be what you are thinking about. Recently, however, things have started to change. This sleep-but-don't-linger kind of place has turned into a tourist destination. In fact, it has

turned into a leisure complex in which you can enjoy almost everything. The transformation of resorts and hotels in the city in particular has been impressive. For example, boring business hotels have been converted into vacation resorts or hotels. Here, let's take a glimpse at the famous vacation spot in the city among TPO member cities.



PARK HYATT BUSAN... LUXURIOUS VACATION IN BUSAN

Busan... the second largest city in Korea

it is no longer difficult to attain a calm and relaxing vacation in this hustling and bustling city thanks to Park Hyatt Busan, which was reborn into a charming vacation spot in February.

Park Hyatt Busan boasts a spectacular view of Suyeong Bay Yachting Center, Gwangandaegyo Bridge and Haeundae Beach. It provides exquisite services under the motto of 'a place as warm and cozy as home, in which our guests can relax and take a good rest from their daily hectic routine.'

The interior was designed to evoke a concept of 'good rest.' In particular, the frameless window which ranges from the floor to the ceiling is very impressive. Thanks to that guests can have a great view of camellia flowers along Haeundae Beach. Guest rooms are very cozy and comfortable, decorated with high-quality natural materials such as French oak and granite. Compared to other deluxe hotels, Park Hyatt Busan features large guest rooms and rainfall-style showers. With a 23-inch built-in TV and premium perfume 'Amenity Kit (by Le Labo),' it ensures great comfort as well.

If you have therapy at a spa after doing some exercise, you may feel like you are in a great resort in a southern country. The LUMI Spa & Fitness facility situated from the 3rd to the 5th floors is another pride of Park Hyatt Busan.

Also thanks to the frameless windows, you can do exercise, enjoying warm sunlight and a spectacular view of the ocean and beautiful surroundings. The fitness center features a 20m-long luxurious indoor swimming pool which ensures a comfortable and relaxing swim session.

After exercising and swimming, visit the spa which features a total of seven treatment rooms including two couple rooms. With the finest Kerstin Florian spa amenities, Park Hyatt Busan offers the best treatment. In Park Hyatt Busan, you can find genuine rest and relaxation in the city.

RESORT WORLD MANILA LEADING TOURIST ATTRACTION OF MANILA

'Resort World Manila' has recently emerged as one of the finest tourist destinations in Manila. Situated in Newport City which is the core spot even in the heart of Manila, Resort World Manila is a resort complex which is open 24 hours a day.

Featuring a variety of resting and exciting facilities, it has developed into a landmark tourist attraction of the Philippines since November 2010.

The biggest advantage of Resort World Manila is that it operates various types of hotels from luxurious deluxe to business and budget hotels to meet diverse customer needs and demands.

Particularly famous are the deluxe hotel 'MAXIM' which offers personal butler service in each room and the Remington Hotel which targets celebrity tourists. It features an outdoor swimming pool which has become a big favorite of hotel guests. Because of this fascinating swimming pool, travelers don't have to go to the beach. Sunbathing on the sun bed at MAXIM or Marriott Hotel Manila brings great pleasure and relaxation.

In addition, Resort World Manila features a variety of fascinating facilities such as performance facilities (like Newport Mall Center stage and Newport performance hall), Newport shopping mall, casino and restaurants. After all, Resort World Manila is attractive enough to be named as the landmark tourist destination of Manila.



FOUR SEASONS HOTEL SHANGHAI AN EXQUISITE SHELTER WITH ORIENTAL BEAUTY

Shanghai is a bustling city with many skyscrapers. Four Seasons Hotel in Shanghai features a total of 422 guest rooms which are very large even for a deluxe hotel. As an urban vacation resort, it offers a relaxing and laid-back atmosphere.

Most hotels in Shanghai target business travelers. However, it is reasonable to say that Four Seasons Hotel has been built to attract vacationers. First of all, the interior design has been upgraded to help reduce travel fatigue.

In addition, the design of the Four Seasons Hotel expresses oriental beauty while keeping its own brand color through its decor, emphasizing the beauty of empty space, fragrant grass and pottery with the scent of traditional tea and fancy cabinets with landscape painting.

It has taken advantage of elegant lines and beauty of mysterious blank spaces. Thank to this calm and oriental interior design, guests have been able to enjoy good rest and relaxation at the Four Seasons Hotel.

A spa with modern Zen-style interior design has also been very appealing to travelers. Featuring a total of 9 treatment rooms, it has some facilities which resemble a luxurious 1930s-era Chinese salon. The vintage-leather sofa and romantic lighting make this spa even more special. In addition, it features a medical Clinic in which traditional Chinese acupuncture treatments are provided.



PARK HYATT SAIGON FORGET THE HUSTLING AND BUSTLING LIFE IN HO CHI MINH FOR A MOMENT!

Ho Chi Minh... a hustling and bustling city with many cars and motorbikes.

It is the elegant and stylish Park Hyatt Saigon situated in Lam Son Square, the heart of the city.

Once you enter the hotel, you immediately feel comfortable with a calm and elegant atmosphere. The biggest charm of this 5-star hotel is that it boasts this kind of peaceful environment even though it is situated in the heart of downtown. The Business & Communication Center and 24-hour Concierge Service Center in the lobby provide top-notch services for guest comfort.

Featuring a 20m-wide outdoor swimming pool, fitness center and spa in which therapy massage & beauty services are provided, it helps guests rejuvenate themselves. This hotel is also very proud of its elegant

restaurants such as Square 1 where exquisite Vietnamese and western cuisines are served, Opera in which you can taste genuine Italian cuisine and wine, and Park Lounge where you can enjoy snacks and various cocktails.

In addition, modern Vietnamese-style Lam Son Bar serves a variety of drinks including vintage wine and signature cocktails. Moreover, free high-speed Internet access is available in all guest rooms (244 rooms in total). With granite-decorated bathrooms featuring rainfall-style showers, it ensures the finest comfort.

The location (situated in the center of Ho Chi Minh) also makes Park Hyatt Saigon more endearing as a vacation spot in the city. Business streets and luxurious shopping malls are all nearby.

Restless travelers can have some fun through diverse activities outside the hotel anytime they want. Famous cultural and historic sites are also close to this hotel. Foreign travelers are attracted to the fact that the hotel is just 7km away from Tan Son Nhat International Airport.

DREAM BANGKOK YOUNG AND DYNAMIC CITY!

Bangkok is the cultural and economic center of Thailand, and at the same time it is a global tourist destination. Therefore there are a lot of hotels in Bangkok to accommodate a great number of tourists. Among them, Dream Bangkok is special as a recreational resort hotel in the city.

Dream Bangkok Hotel started to become popular among young travelers thanks to trendy lighting and stylish interior design which are not common in conventional hotels. The hotel is actually known as an urban shelter thanks to this unique lighting.

This hotel introduced 'Blue Therapy Light' in all rooms to help guests get rid of all fatigue and stress from their long trip or daily routine and ensure a deep and sound sleep. In particular, romantic lighting in modern and simple design, which emanates from the bottom of the bed is very impressive – it's as if one is sleeping on a cloud.

The rooms (195 rooms in total) are available in six different types in two buildings. They feature free Internet access, a DVD player and a welcome fruit basket for guests' convenience. In addition, newspapers are delivered every day. Also, in the bathroom, a rainfall shower is installed.

In addition, the hotel features a variety of entertainment facilities. In particular, Dream Bangkok Hotel boasts a rooftop swimming pool on the 11th floor. The colorful lighting creates a festive atmosphere and the staff there is very kind and generous. A variety of parties are held especially on weekend evenings to take advantage of the spectacular landscape at night.

Don't miss paying a visit to Flava Restaurant which would be famous as a trendy place among Bangkok celebrities. If you are lucky, you would be able to participate in a theme party orchestrated by famous DJs. Since the hotel is situated in Sukhumvit, one of the city's business hubs, for shopping and entertainment it is easy to tour around downtown Bangkok.



DREAM OF PURE TRAVEL... RESORT!

Hotels and resorts in the city are still emerging with many diverse styles and concepts. While they cannot be compared to huge resorts on remote islands in Southeast Asia or in the Mediterranean, they are attractive enough to become their own tourist destination. In terms of entertainment, hotels and resorts have dramatically come along these days. Fitness and spa programs have been common strongholds. But now, you can enjoy pleasant walks along forest trails within the hotel or enjoy marine sports in a resort. In addition, glamping (glamorous camping - luxurious camping in a hotel garden) has emerged as new trend in tourism. From now on it may be more appealing to stop planning a vacation in a far-off land and instead enjoy a genuine vacation around your home! Something amazing will happen in nearby hotels and resorts.



06

June 2013

Festival Calendar

Busan, Korea

May 31 – June 4

Busan International Dance Festival

Location Haeundae Beach Special Stage, Busan Cultural Center (Medium Theater)

A cultural festival which combines 'sea' and 'dance'...

This year is the 9th anniversary of Busan International Dance Festival. This year, 44 teams from 10 countries are scheduled to participate in the festival which will be held under the theme of 'Dance! Opening Up the Sea.' About 60 different dances will be performed on stage. During the festival, there will also be official events (ex: opening ceremony, invited performance, etc.) and various citizen-participating events including Dance Stage, Dance Academy and Dance Contest.



Daegu, Korea

June 5-9

Daegu Flower Show

Location Daegu EXPO (1st floor)

Why don't you relax and have a pleasant time exploring a flower garden? The 4th Daegu Flower Show is being held at Daegu EXPO under the theme of 'Healing With Flower.' During the festival, a lot of flowers are exhibited under various themes such as Gardening, Flower Hill, Wild Flowers, Aquatic Plant, Flower Design, Topiary and Fleshy Plant. In addition, various auxiliary events including Daegu Flower Design Competition and gardening program are being held.



Jeonju, Korea

June 7-10

Jeonju Daesaseup Festival

Location Across the City of Jeonju

In Jeonju, the home of Korean folk music, the Jeonju Daesaseup Festival is being held in various fields such as pansori (Korean opera), Korean ode, folk song, instrumental music and gayageum (Korean zither-like instrument) chorus to preserve Jeonju Daesaseup play and discover accomplished Korean classical musicians. The finals are being held on the last day.



Tainan, Chinese Taipei

May 12 – June 30

Sand & Salt Sculpture Festival

Location Qigu Salt Mountain, Taiwan Salt Museum, Masaho Recreation Beach

If you are wondering what kind of sculpture we can get from sand and salt, you need to leave for Tainan. A variety of fascinating sand and salt sculptures created by artists from around the world are being exhibited during the festival. For about two months, a total of 31 sculptures will be displayed. In addition, a fantastic laser show is being given every day throughout the festival period.



Irkutsk, Russia

June 1

Work Together

Location Around the Museum of History in Irkutsk

'Work Together' carnival, one of the most exciting events in Irkutsk, is being held. This year is the 2nd anniversary, following the first festival in 2010. During the festival period, participants march from the Museum of History to Tsar Alexander III Monument in various costumes such as heroes in fairy tales, brides in wedding dress and those in traditional attire from various countries. There is much to see in this exciting event.



Vladivostok, Russia

June 18-22

Vladivostok International Youth Festival

Location Vladivostok

During the Vladivostok International Youth Festival, young students from around the world gather to promote exchange and build friendship. This year, those from San Diego, Akita, Nigata, Busan, Incheon, Donghae, Kota Kitabalu, Ho Chi Minh and Shanghai will discuss various topics such as health, port cities, fashion and adolescent life.



07,08 July, August 2013



Chuncheon, Korea

June 29 – July 7

Chuncheon Dakgalbi & Makguksu Festival

Location Chuncheon Station

If you want to taste makguksu (buckwheat noodles) and dakgalbi (spicy grilled chicken), leave for Chuncheon in early July. The exciting Chuncheon Dakgalbi & Makguksu Festival is waiting for you. This year, a variety of interesting events will be held such as makguksu for 100 visitors, dakgalbi tasting, makguksu-eating contest, makguksu-making and the Chuncheon local food contest. In addition, a fireworks show will make the festival more romantic.

Kitakyushu, Japan

Late July

Wakamatsu Port Festival

Location Wakamatsu Port

In July, Kitakyushu is loud and vibrant because of a series of festivals. In particular, Wakamatsu Port Festival is loved by a lot of people. A ship-shaped palanquin marches to the beat of the wine barrel-like drum. Once the march is over, fireworks begin. Approximately, 2,000 people hike up the nearby mountain, carrying a torch in their hand. The long torchlight procession creates a spectacular scene.



Busan, Korea

August 1 – 9

Busan Sea Festival

Location Haeundae Beach, Gwangalli Beach, Songdo Beach, Dadaepo Beach

This year is the 18th anniversary of Busan Sea Festival which started in 1996. A variety of sea-themed events are being held such as the sea dance festival, sea parade, art performances and marine sports event. In addition, exciting citizen-participating events including the singing contest and sea festival for senior citizens are planned. This year, the beaches in Busan welcome visitors under the slogan of 'Into the Sea of Festival.'



Fukuoka, Japan

July 1-15

Hakata Gion Yamakasa Festival

Location Kushida Shrine

It's been said that summer in Hakata starts with Yamakasa. That's because the 770-year-old Hakata Gion Yamakasa Festival begins in early July. Men in traditional costume march through the street carrying a palanquin-like portable shrine. During the festival, you can often see loudly decorated carriages as well.

Tainan, Chinese Taipei

July 12-13

Masago Music Festival

Location Masago Beach

Masago Beach is known as one of the cleanest beaches in Taiwan. In July, this place is full of romantic music. Musicians from around the nation come here and give a live concert. Various genres of music are played, and visitors can have a pleasant walk along the soft sand beach, listening to pleasant music. This year, in particular, student bands will give a special performance with their own songs.



Qingdao, China

August 10-25

Qingdao Beer Festival

Location Qingdao Beer Passion Square

On a hot summer night... a glass of chilled beer would be the first thing that comes to your mind. Qingdao Beer Festival, the biggest beer festival in Asia since 1991 is coming. More than 50 world's renowned beer makers have participated annually in this festival. You can enjoy a wide variety of beers with tasty side dishes. The festival continues day and night. During the festival period, it's so crowded that it is hard to book accommodations downtown.



ULSAN, SEOUL

The City of Ulsan holds investment fair to attract Chinese investors for development of Gangdong area

From January 6 to 9 (4 days), Ulsan City held an investment fair around the city hall and Gangdong development area with a goal of attracting Chinese investors. This event targeted Chinese real estate firms which

have recently been making investments in Jeju-do and Incheon to promote the Gangdong development project. A total of seven Chinese investors including Zhang Jin, the president of Bei Jing HuaLian Investment co., Ltd., were invited to the fair. In particular, they showed great interest in the industrial scale of Ulsan and current status of foreign investments in the city.

Meanwhile, the Gangdong development project is a project aimed to develop the coastal area of Ulsan into the tourist hub of South Asia, which features a variety of modern facilities such as luxurious houses, resort, water park and spa. The municipal government targets to finish this project by 2016.



MACAU, CHINA

The 22nd TPO operating committee's meeting in Macau, China

The 22nd TPO operating committee's meeting was held in Macau, China from April 7 to 9 (3 days). A total of 15 officials from Guangzhou (China), Sanya (China), Busan (Korea), Daejeon (Korea), Vladivostok (Russia) and Fukuoka (Japan). On April 8, the enrollment of new members (Takeo-Japan, Kuala Lumpur-

Malaysia) was approved. In addition, additional budgeting for 2013, an audit plan (secretariat), organization of the next executive board and designation of the TPO friendship event were approved. The 23rd operating committee will be held in Daejeon in September.

DAEJEON, REPUBLIC OF KOREA

The regional session of TPO Korean members' committee for the first half of 2013 being held

The regional session of TPO Korean members' committee for the first half of 2013 was held in Daejeon on February 21 and 22. A total of 18 member cities (Busan, Daejeon, Gwangju, Gunsan, Namhae, Daegu, Jung-gu (Busan), Haeundae-gu (Busan), Buyeo, Andong, Ulsan, Iksan, Incheon, Jeonju, Changwon, Tongyeong, Pohang and Hadong) participated in this event.

In a plenary meeting which was held on June 21, there was a report of the activities held during 2012, presentation on business plans for 2013, the 6th TPO general meeting and introduction of the TPO Tourism Exchange program. In addition, Park Bong-gyu, professor from the Department of Hotel Convention Management of Dong-Eui University, made a presentation on 'Statistical Survey on TPO Member Cities and Management.' On Day 2 (June 22), they toured the tourist resources of Daejeon. First, they visited Daejeon Convention Center, a venue for the 6th TPO general meeting, and National Fusion Research Institute in Daejeon Research Complex.

Meanwhile, it appears that the regional session of TPO Korean members' committee for the second half of 2013 will be held during the 6th TPO general meeting in September.





Joint tourism marketing by Jeonju, Iksan and Gunsan

The leading tourist cities in Jeollabuk-do – Jeonju, Iksan and Gunsan – have been selected to promote joint marketing with Kyushu in Japan. They plan to attract more schools in Takeo, a city of hot springs, for a school trip.

For this, they visited Kyushu and held a joint travel fair with TPO on April 24. The officials who were responsible for a school trip in Kyushu, school personnel, parents and employees of travel agencies, attended the event.

From April 24 to 27 (4 days and 3 nights), TPO invited them to Korea and arranged a FAM tour. The FAM tour participants experienced the culture and food of Jeonju, culture and jewelry of Baekje in Iksan and modern culture and Saemangeum in Gunsan.

TPO Korean member cities penetrate into China

The TPO Korean member cities – Busan, Kimhae, Andong, Gunsan and Jeonju – participated in the 15th Shanghai Travel Fair which was held in Shanghai from May 12 and promoted marketing to attract tourists. As a part of TPO's joint overseas sales marketing, this event is one of the top 3 tourism-related events in China. About 50,000 people participate in this event annually.

Member cities have opened and operated their booth during the event. On May 9, a travel fair for TPO member cities was held. In this event, vice minister of China National Tourism Administration, CEOs and travel product planners from 30 major travel agencies in China and 6 mass media companies attended.

In Korea, for example, about 60 people (including Vice consul of Consulate General of the Public of Korea in Shanghai, president of Korean Residents' Association in Shanghai, president of Korean Cultural Center, director of Shanghai office of Korean Tourism Organization, and delegations from five cities) participated in the event. At that time, TPU signed an MOU with the leaders of the five cities and CITS, the biggest travel agency in Korea, and agreed on accelerating the development of travel products and tourism exchange. It has been especially agreed on that they would first develop tour packages which visit the five cities that participated in the event above. An official from a travel agency which attended the event said, "So far, travel packages in Korea have focused on Seoul and Jeju only. This event has been a great chance to develop more diverse Korean tour products." In addition, the delegates from Korea including a consul general have said, "It was efficient and meaningful tourist marketing organized and promoted by local authorities, governing bodies abroad and TPO." One of the Iksan City officials said that the city is planning to improve the current tourism infrastructure and it would actively proceed with tourism marketing so that the cultural resources could be consumed and shared by the tourists at the same time once the suggestions made at the seminar were applied to the current practices of the city's tourism industry. TPO Deputy Secretary General Sunjae Park added that TPO would continue to engage in various activities to invigorate the tourism industry of member cities, with a focus on utilizing local cultural resources.





The backbone of TPO

Joo Hwan Myoung, Secretary-general of TPO

A lot of cities with picturesque natural landscape and unique culture in Asia-pacific region... TPO has been organized to promote tourism and share cultural and natural heritage with each other among them. In fact, the 26th edition of 'Tourism Scope' has already been issued. So far, officials from many member cities have left a variety of stories. This time, it is TPO bureau's turn. The secretary-general of TPO has mentioned the present and future of TPO.

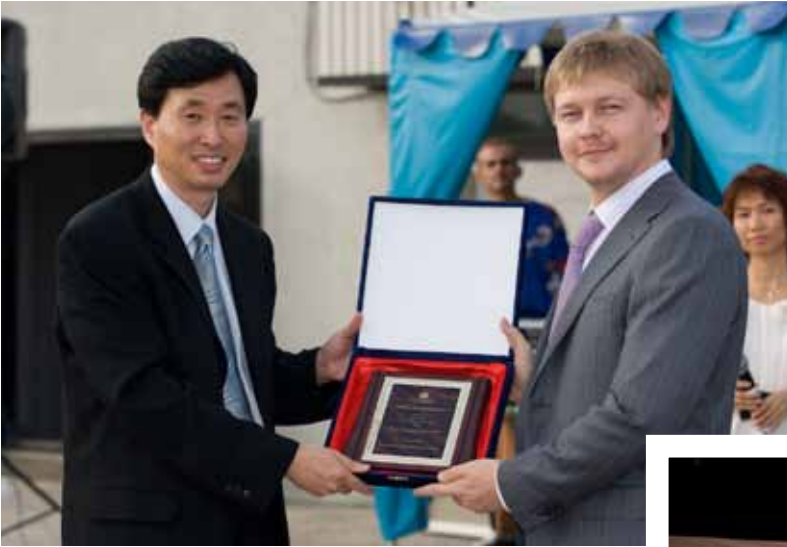
What has changed in TPO bureau's roles?

TPO bureau is the only permanent organization in TPO. It is like a heart in a human body, which keeps the organization alive and active. At present, we engage in a variety of activities. In particular, we handle administrative matters for TPO members. In addition, we hold a conference for TPO operation and promote a joint project. We also advertise TPO activities and support our members.

What has changed and developed in member cities since the launching of TPO?

Now, our members can promote overseas marketing using a TPO network. In particular, cities with little experience in overseas marketing have continuously asked for help. We provide an opportunity for mutual cooperation as well as various practical supports to our member cities. Since cooperation among member cities can reduce cost and enhance work efficiency, TPO has become more influential in the Asia-pacific region.





What project are you focusing on right now? In addition, please briefly describe major plans this year and for the next year.

We have promoted a variety of projects in addition to a general meeting and operating committee's meeting. For example, we have operated 'TPO Tourism School' to help member cities have a better understanding of the tourism industry and promoted joint marketing among them in key markets in the Asia-pacific region. Last year, we held 'Tourism Universiade' for the first time to provide an opportunity for travel to the students from member cities. In July, we are going to hold it on a bigger scale in Busan. After all, we aim to develop it into our major event.

Please briefly mention the operation and development plan of TPO bureau for member cities.

TPO bureau is a neutralized and independent organization. Our employees are civilians who are not under any control of our member city's government. Therefore, we have been able to handle issues in a fair and neutral manner, and we are going to remain neutral. The problem is that as the number of member cities and the size of projects increase, we are short of manpower. After all, the TPO bureau hasn't been able to grow in proportion to the rapid development of TPO. For the smooth and normal operation of the organization, we are going to focus on the expansion of the organization and recruitment.

Do you plan to increase the number of TPO member cities?

As of May 2013, we have 71 member cities. We expect that the number will keep increasing. TPO is a positive and open organization. We always welcome any city which has an intention to develop tourism industry in cooperation with member cities. At present, our member cities are mostly situated in Korea, China and Japan. We welcome cities from West Asia and Central Asia as well as from Southeast Asia. After all, we are going to evolve into a leading tourism organization in the Asia-pacific region.

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The 6th TPO general meeting is scheduled to be held in Daejeon in September. Please briefly tell us how you have prepared so far, and what agendas will be discussed.

The 6th TPO general meeting will be held in Daejeon from September 5 to 7. At present, TPO bureau and the City of Daejeon are in close cooperation for this event. This year is the 10th anniversary of TPO, which means that it is the start of another decade. This year, we are going to review the achievements we have accomplished so far and examine future plans to make a great stride into the future.



What is the biggest achievement TPO has accomplished so far?

Since we engage in various activities, it is hard to name the biggest success. However, we are very proud that we have systematized marketing activities in overseas markets. We have integrated various marketing activities (ex: travel fair, participation in tourist exhibition, FAM tour, support on development of tourist products, support on PR activities, etc.) into a systematic flow through a process of trial and error.

Briefly describe the importance of 'Tourism Scope.'

'Tourism Scope' is a very important marketing tool which advertises our member cities' tourist resources and fulfills its function as an official journal. It is now published in Chinese, Japanese and Korean as well as in English in a digital format. This change was aimed to attract more readers at lower cost. However, a lot of citizens in the Asia-pacific region are not



familiar with digital media yet. Therefore, we are going to provide some prints as well as digital images.