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# TOURISM SCOPE

THE OFFICIAL MAGAZINE OF THE TOURISM PROMOTION ORGANIZATION FOR ASIA PACIFIC CITIES

THAILAND | BANGKOK  
KOREA | BUSAN  
JAPAN | NAGASAKI  
KOREA | TONGYEONG







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Tourism Promotion Organization  
for Asia Pacific Cities



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# THE 5<sup>TH</sup> TPO GENERAL ASSEMBLY

5~7 SEPTEMBER 2011  
FURAMA HOTEL, DALIAN, CHINA



Tourism Promotion Organization  
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A ROMANTIC CITY OF DALIAN





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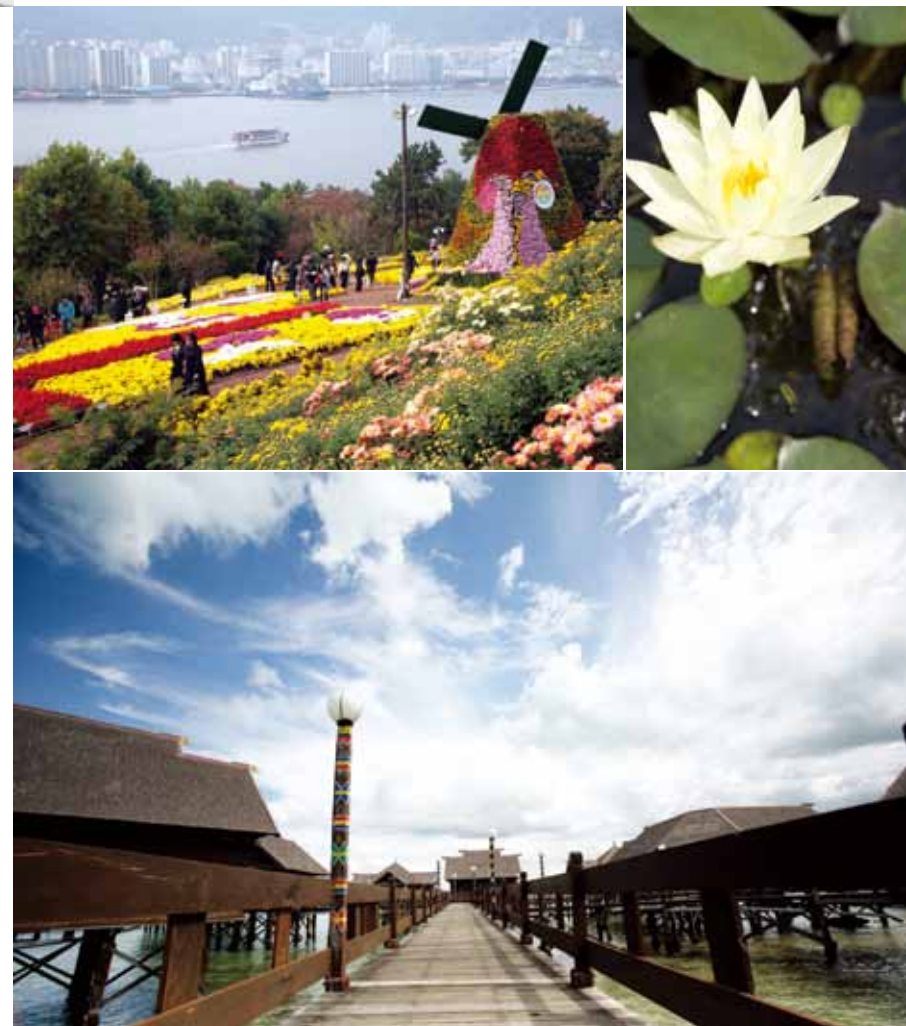
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ONE FINE VIVID DAY IN BANGKOK  
Bangkok is a city of pure vitality. The noise of the crowd on the street, sky train blasting over your head, cars racing with a roaring engine and motorbikes zigzagging through the car, the savory smell of noodles which make your heart and stomach strong, pulsating and rhythmic music from shopping malls and a thousand-year-old temple which instantly covers up all these hustling and bustling. The City of Bangkok looks new and different at every visit, which is why we are here again.

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WEIHAI, CHINA

# In China, Morning Breaks Here!

*When it comes to 'China,' many people may think of great population, the cradle of four great ancient civilizations, Beijing Olympic Games and growing Shanghai. If you step back a little and take a bigger picture, you will have an opportunity to see another aspect of China. The City of Weihai in Shandong is one of the greatest cities in China.*



The first impression of Shandong is 'Young.' With small and sparse roadside trees and broad land, Weihai City which targets 'environment friendly city' will make you feel like you are in a new house.

Shandong is a province of clean ocean, azure sky and tasty water where you can meet tough and manly men. Most people here live a satisfying life in a belief that things would get better. The City of Weihai is situated at the easternmost point where the solar deity is worshipped. Here, the sun rises first in China. The top of Chengshan(chengsantou), known as 'the end of the earth,' is the best place to worship the glory of the Sun God.

About 2,000 years ago, the First Emperor of China came here and performed a religious service to the solar deity in wish for 'eternal life.' Emperor Wu also bowed to the Sun God here. 'Tianwujintou', a place where the said ritual rites were performed, has been remodeled stone (floor, stairs, rail, etc.). It now offers a great view of endless sea and magnificent landscape. Don't ever miss to witness a spectacular sunrise just as ancient people did two thousand years ago.

A total of 17 prefecture-level cities (ex: Weihai, Qingdao, Yantai, etc.) belong to Shandong Province, and each city has several county-level cities. Rongcheng is one of the three county-level cities of Weihai. This small city is famous with marine industry and tourism. Rongcheng Minchu is a district in which the locals' outdated routine life can be viewed. They spin on a spinning wheel, get oriental prescription, put on eccentric costume and use unique items.

Shidao Chi Mountain which has been co-developed by Korea, China and Japan is the most famous tourist destination in Weihai. It was named as 'Chi Mountain' because there are a lot of red stones. This magnificent mountain which borders the sea offers a spectacular landscape with valuable nature, history, religion and folk culture.

Daming, Chishanmingshen is situated on the mountain slope which faces the sea. It is one of the leading objects of faith in China and the deity of Taoism which guards sea village people. Seeing the 58.8m-tall magnificent seated 'Damingshen' you may tell for sure that you would never get lost.

If you climb up the stairs, the peak offers a great view of the ocean at front and complete view of 'Fahuayuan' in the back. Below the 'Damingshen' there is a calm and peaceful space with Damingshen mural paintings on the walls, surrounded by thousands of Buddhist statues.



DONGHAE, KOREA

# Discover Donghae Sightseeing & Attractions

*The City of Donghae is located in the east of the Taebaek Mountains which run across the nation. This fishing industry city is one of the most famous summer vacation spots in Korea with thick forest, gorgeous valley, precipitous cliffs and beautiful beaches. Donghae welcomes all visitors with a lot of fascinating things to watch and enjoy.*



**MUST VISIT! DONGHAE'S HOT SPOT**



**NO.1 BEACH IN DONGHAE CHUAM BEACH**

Chuam Beach is situated between Donghae and Samcheok. With thick pine forest, glossy white sand beach and clean and shallow water, it has been popular as a family vacation spot.

Chuam Beach also proudly presents about 10 fantastic rock formations created by winds and sea waves and many beautiful rock isles. This beach has been chosen as one of 'the 10 Must-visit Destinations in Korea' by The Korea Tourism Organization. In particular, don't miss the spectacular sunset over Chuam Candle Stand Rock. There are a lot of seafood restaurants around the beach. You can taste a variety of fresh sea food such as squid, sea squirt, top shell and sea slug.

Address Chuam-dong, Donghae, Gangwon-do Tel. 82-33-532-2801

**CHEONGOK NATURAL CAVE NATURE LEARNING FIELD**



Cheongok Natural Cave is an academically valuable spot with a variety of rare and curious rocks and primitive mystery. This 1,400-long limestone cave which

appears to be formed about 400~500 million years ago is situated in the center of the city. About 20 different remarkable formations such as stalagmites and stalactites are found in the cave. At the entrance, there is a nature learning center which consists of exhibition hall and video room in order to help visitors gain better understanding of cave ecosystems and earth science.

Address Cheongok-dong, Donghae, Gangwon-do Tel. 82-33-532-7303

**TRUE BEAUTY OF NATURE MUREUNG VALLEY**

Mureung Valley situated between Duta Mountain and Cheongok Mountain ranges from Yongchu Waterfall to Hosoam Rock (3km-long). Five minutes walk away from the entrance, a huge flat rock called 'Mureung Rock' appears. It is so large that hundreds of people could sit on it at the same time. Starting here, you can meet a lot of beautiful spots such as Samhwasa Temple, Okryudong, Seonnyeotang and Yongchu Waterfall. There is sufficient water in the valley so that about 30~40 little waterfalls are created during even mild rain. The thick forest promises good rest and relaxation. Come to Mureung Valley to enjoy the true beauty of nature.

Address #859, Samhwa-dong, Donghae, Gangwon-do Tel. 82-33-534-7306

**MUST STAY! DONGHAE'S HIP LODGE RESORT NEAR THE SEA MANGSANG AUTO CAMPING**

Mangsang Auto Camping Resort is Korea's first auto campsite which consists of auto campsite, caravan, American cottage and Mongol camp village. Because it is near Mangsang Beach, you can have the oceanview throughout the hours. In addition, there is an observatory which offers a complete view of Mangsang Beach. Mangsang Auto Camping Resort features a variety of clean convenience facilities such as a community kitchen, coin operated laundry machine, cafeteria, snack bar and playground. From the entrance, you can see beautiful Mangsang Beach and a long line of recreational vehicles. Come and swim in the Mangsang Beach in the daytime and have a pleasant time in the resort in the evening.

Address #393-39, Mangsang-dong, Donghae, Gangwon-do Tel. 82-33-534-3110

**MUST TRY! DONGHAE'S TASTE TRUE TASTE OF DONGHAE! MUKHO PORT RAW FISH TOWN**

Mukho Port had been the No.1 trading port in Donghae until Donghae Port opened. Mukho Port is just five minutes away Mangsang Beach by car. Ulleung island ferry and Dok island tour boat depart from here. The busiest time at Mukho Port is early in the morning when fishing boats come in. An auction is usually held from 6 to 8 in the morning. Many tourists are also observed during the auction. Since you can get fresh raw fish on the spot, you need to bring vegetables (ex: lettuce, sesame leaf, etc.) and sauce. Unlike other ports, the market will not open in the evening hours.

Address Mukojin-dong, Donghae, Gangwon-do Tel. 82-33-531-5891



# Roger Luo



DIRECTOR GENERAL of BUSAN OFFICE, TAIPEI MISSION in KOREA

*Mr. Roger Luo has worked at Busan Office of Taipei Mission in Korea for four years. He loves Korea very much. He even introduces Korean cities through his blog. Let's take a look at his interesting life in Korea and his perspective on Taiwanese tourism industry.*



*How long have you been in Korea? And give us a brief description of your job in Busan.*

My time in Korea has been 4 years by this July 2<sup>nd</sup>. As you know, my office is a de facto consulate general. We do all other consulates general would normally do. This office was set up in March 2005 with a service area covering 4 provinces and 4 metropolitan cities: North Gyeongsang Province, South Gyeongsang Province, Jeolla Province, Jeju Province, Busan City, Ulsan City, Daegu City and Gwangju City. The important part of our job is to liaise with the above local governments in order to promote economic, cultural, educational, tourism and other exchanges between Taiwan and this area. Then we issue visas, authenticate documents to be used in Taiwan. Also we provide services for around 7,000 of our overseas compatriots here, issuing passports and supporting Chinese education for their youth.

*I was very impressed with the travel information on Korea in your blog. What has made you open and operate the blog? And what is your future plan?*



For a diplomat, it is always important to know his host country. I also started this journey with a similar idea. However, I soon found myself fascinated by Korea's beautiful landscape and colorful culture. Without knowing it, my interests in writing blog changed from an official task to a personal favorite habit. From 2008, I began writing articles and posting pictures on my internet blog (<http://tw.myblog.yahoo.com/lovesong-tansui>) after visiting many interesting sites in Korea. To date, I have posted 310 articles and more than ten thousand pictures. And gradually,

my blog drew attentions for its abundant and comprehensive content. Foreign visitors visit Korea after visiting my blog. Media began to show interests. Yonhap's May article calls me a missionary of Korean culture; Shin-dong-a Monthly's July issue captions "a foreigner who knows Korea better than Koreans". As for the future, I plan to continue posting one article each week during my tenure in Korea.

*What are the attractions of Taiwan as a tourist destination for the world travelers? Please let us know if there is a particular place you wish to recommend personally.*

Most people would say that National Palace Museum, Taipei 101, Taroko Gorge, etc. However, I would suggest that our Korean friends to look into some areas that will represent Taiwan's social and cultural refinement – those so-called software, instead of hardware. The three items: friendliness, foods and the "Eslite Bookstore" used to be elected as top attractions of Taiwan by foreign visitors.

*On June 28, Taiwan opens its door to Chinese mainland FIT travelers. What do you think of this travel policy?*

I think that is a good policy. It is taken because the exchanges across the Taiwan Strait have already reached a point when both sides are feeling confident enough to do so. We expect the policy will further increase future exchanges and mutual understanding.

*Are there any tourism-related projects your office is working on or plans to work on in the future?*

This year happens to be the 100<sup>th</sup> anniversary of my country the Republic of China. At home, we have many celebrating events which our Tourism Bureau is promoting with lots of visitor appreciation programs abroad, focusing on Japan, China, Korea and the U.S. For our Korean friends, please check with our tourism promotion site ([www.tourtaiwan.co.kr](http://www.tourtaiwan.co.kr)) for updated programs. And later this year in September, Taiwanese tourism industry will join in the travel fair at Busan's BEXCO. We welcome those interested to visit their stalls and inquire for more information.

# Fuchikami Tetsuro



EXECUTIVE DIRECTOR of the CITY of FUKUOKA

*This year, because all the lines of the Kyushu Shinkansen began its full operation with the opening of Hakata Station, Fukuoka has drawn great attention. Let's listen to Mr. Fuchikami Tetsuro, Executive Director of the City of Fukuoka, about today and tomorrow of Fukuoka.*

*What does Convention & Visitors Department do and what are your duties as an executive director?*

We are promoting tourism, business and convention in order to increase the number of visitors to Fukuoka at home and abroad and also making a comprehensive plan and promoting the related businesses to meet the expectations of the visitors. We are considering various aspects to respond to the needs and implement what is needed in order to offer better service - accommodation facilities (Inn or Hotel) and transportation businesses (Airports, Harbors, Railways, Buses or Taxis). In addition, we are taking into account the interests of all stakeholders – any festival or event organizers, any individual or group physically or non-physically related to hosting convention, visitors to Fukuoka, individuals and groups in the public and private sectors as well as industry and academic circles including the national, metropolitan and other administrative agencies. What I should do is to keep myself up to date and meet and listen to as many people as I can. By doing so, I can set a direction for Fukuoka to offer better service and the visitors will enjoy greater hospitality.

*The Kyushu Shinkansen has fully opened. Now, it takes just about 1 hour and 20 minutes to get to Kagoshima from Fukuoka. What has changed since the opening of the Kyushu Shinkansen line?*

People could not fully enjoy the attractions of the island before the Shinkansen was launched since they had to spend a considerable amount of time to move from one place to another. However, they now have much

better access to any destination once they arrive in Fukuoka and the number of tourists at home and abroad is rapidly increasing since May and June. Fukuoka is an excellent hub helping people visit seven prefectures freely by utilizing the south and north parts of the Shinkansen and at the same time it can be a final stopping place. We are holding high expectations for the Shinkansen.

*What has changed after the remodeling of Hakata Station?*

Hakata station is an important traffic hub in Kyushu as people can take various lines of JR, subways and buses. JR Hakata City, the biggest station-located commercial facilities in Japan opened in March here and drew as many as 20 million customers as of June 22<sup>nd</sup>. The average number of customers is about 185,000 per day and this is certainly a huge number. It is attributable not only to the convenience of the facilities but also the increased movements from the Western part of Japan to Kyushu or the Southern part of Kyushu to Fukuoka as well as the increased number of people travelling in total.

*Many tourists are concerned about radiation exposure from the Fukushima nuclear power plant. Tell us about the current status.*

I would like to thank all the people around the world for helping us to recover from the massive earthquake and tsunami that hit the east coast of Japan. In Fukushima, a lot of effort are being made to tackle the issue of radioactive materials every day. Fukuoka is 1,000km away from the east region of Japan; therefore, people could maintain their peaceful daily routines in the wake of the earth-



quake. Indeed, there are some families and companies that have temporarily moved from the east region and the number of tourists at home and abroad has significantly decreased right after the earthquake occurred. However, the number is picking up to the pre-crisis level from May and July. This is highly attributable to the ensured safety level in Fukuoka and Kyushu and irresistible attraction of the region. Radioactive levels are being measured in every prefecture. Fortunately, it is confirmed that the figure is within the normal range in Fukuoka and all adults and children are living their daily lives without any concern. I believe that it will be of great help to restore the east region of Japan if many people could visit Fukuoka or Kyushu. Come and visit Fukuoka, Japan's peaceful and great destination.

*What kind of vision do you have for Fukuoka as a tourism city?*

The ancient and modern co-exist in Fukuoka. There are old remains of the history such as temples and festivals and at the same time modern conveniences such as commercial facilities and convention or sport centers. Since the end of last year, Fukuoka prefecture together with private companies launched Nakagawa waterbus. Fukuoka prefecture will work with Nishi Nippon Railway to manufacture open roof double-decker buses and start the service from the end of this year. We will continue to work together with the private sectors and create such new tourism resources. Moreover, we will designate photo spots for tourists and business people to remember Fukuoka and try harder to let the world know about our tourist attractions and famous dishes.





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# Polarized Cruise Industry in Asia Pacific

VOLUME CRUISE AND LUXURY CRUISE

Editor Eun-Ju Kim



*Cruise industry is one of the fastest growing in tourism industry that has maintained 8% annual growth in past 30 years. With its well-equipped tourism resources and facilities, Asia has potentials to become a cruise trip area in the future. Demand for cruise tourism for now, however, is only 7% in Asia market. At this point, remarkable cruise deals are required to be developed. In this context, we have investigated the market trend in cruise industry.*

## POTENTIALS OF VOLUME CRUISE MARKET

Thanks to increased income and improved quality of life, demand for cruise soared in every age bracket, and cruise deal, therefore, has become increasingly popular. On average, traveling period became shortened, traveling cost was reduced, and most deals were developed for family customers. Volume cruises consist of large cruises with more than 70,000 tons and volume cruise deals are normally sold for about 1,000 dollars, with its traveling period ranging from 2 to 7 days. Large-scale cruises can accommodate diverse customers and fulfill their demands. These cruises, however, always accompany high risk, and therefore are required to consistently pioneer new customer bracket and develop new destinations. Major volume cruise companies in Asia are developing various cruise deals with 5 to 7 days of short traveling period in consideration of short vacation period in Asia, cheap prices, and diverse facilities for family travelers. Royal Caribbean Cruises and Legend of the Sea promoted cruise deals connecting Korea, China and Japan - the members of Tour Promotion Organization for Asia Pacific Cities (TPO). This cruise deal, whose destinations consist of Busan and Jeju of Korea,

There are four kinds of cruises - listing according to profit, they are volume cruises, premium cruises, luxury cruises and specialty cruises. Volume cruises, which account for more than 60% of total profit, are the most popular type of cruise with short traveling period and low price. Premium cruise count for 30% of total profit. They are considered to be cost-efficient with relatively low price and high-quality service. Luxury cruises, which make 6% of total profit, boasts high price and fine service. Specialty cruises make remaining 4% of total profit. They are for special trips such as whale-watching and scuba diving. A major change has occurred in the cruise market 2008, when the market size increased by 30%. The change is characterized by shrinking premium cruise market and expanding volume cruise and luxury cruise market. Asian cruise market is manifesting similar phenomena, with volume cruise and luxury cruise polarizing the market. The following article will study the characteristics of each market and cruise deal to investigate the current trend of cruise market in Asia.

Tianjin of China, and Fukuoka, Kagoshima, and Nagasaki of Japan, has been very successful, symbolizing the potentials of cruise deal in North-East Asia. Also, Voyager of the Seas, with twice the size (140,000 tons) of Legend of the Seas, is to be launched in May 2012. This cruise, which will call at Korea, Japan and China, is much anticipated. Star cruises of Super Star Virgo, calling at Singapore, Phuket and Penang, is giant 13-story cruise that is offered at 2,000 dollars. (Ocean View for 1 person/ 4 nights and 6 days) Star Cruises is Chinese-Malysian cruise company based in Singapore. The company largely contributed to the growth of Asian cruise industry. Costa Romantica of Costa Cruises call at five countries for 14 days - namely Okinawa of Japan, Keelung of Taiwan, Hong Kong, Ha Long Bay of Vietnam and two member cities of TPO - Da Nang and Ho Chi Minh. This 50,000 tons cruise can accommodate 1697 passengers, and the deal is offered at \$2,000 (Ocean View for one person/ 14 nights and 15 days). Costa Cruises is an Italian cruise company, and is developing new routes in Asian market, especially China. Popularization of cruise is contributing to the development of diverse and credible tour package.

## CURRENT TREND IN LUXURY CRUISE MARKET

Luxury cruise deal offers six-star hotel service at high price. The level of cruise deal is determined by various factors, including the size of cruise, room equipment and size, food, service, program, facility and crew. Extravagant facility and service are not the only factors that determine the uniqueness of luxury cruise. Most of these cruises offer special traveling routes that are not easily found among volume cruises. These routes, often longer than a week, include around-the-world trip for more than 100 days and a journey to the Antarctic region. Most luxury cruises are under 50,000 tons to provide qualified person-to-person service and create family-like atmosphere. Silver Shadow of Silversea Cruises, one of



the most famous luxury cruises, accommodate mere 388 travelers on 20,000 tons cruise. The cruise offers a journey to Asia with China as a major destination. The price reaches up to 10,000 dollars. (Suite for one person/ 13 nights and 14 days) Most rooms are large suites with living room. Without doubt, luxury cruises offer better service and facilities than volume cruises, but their formal atmosphere may not be suitable for those who wish to enjoy a free atmosphere. According to UNWTO's world cruise statistics, 46% of cruise customers earn annual income higher than 75,000 dollars. The number appears to be very high, considering that Americans, counting up to 60% of total cruise customers, have the average income of 35,000 dollars to 50,000 dollars. According to Korea Tourism Organization, Asian cruise market is mainly created in countries with high income level, namely, Singapore, Japan and Hong Kong. This also explains that luxury cruise market can expand further in the future.

## POTENTIALS OF ASIAN CRUISE MARKET

Cruise industry is considered to be a young market with positive growth expectation. Since most people have not experienced cruise trip, there remains a large space for growth. The same rules applies to Asian market. Cruise trip counts less than 1% in total tour industry, and Asian travelers only account for 5% among total cruise travelers. Asian market has high potentials with attractive Oriental heritages, cultural similarities and increasing demand resulted from economic development. The advent of diverse volume and luxury cruise deals are also contributing to form loyal customers in every age bracket. It is time to focus on developing Asian cruise market by expanding cruise infrastructure, and developing and promoting cruise deals.



## 8

August 2011

GYEONGJU, KOREA | AUG. 12 to OCT. 10

**GYEONGJU WORLD CULTURE EXPO**

Venue: Gyeongju World Culture Expo Park, around Gyeongju city

The 6<sup>th</sup> Gyeongju World Culture Expo is held at Gyeongju World Culture Expo Park and across the City of Gyeongju under the theme of 'The Story of Millennium – Love, Light and Nature.' A variety of fun and exciting events such as World Dance Festival in which dancers from 20 countries participate and Nanta which reinterpreted Hwarangdo Martial Arts which represent the spirit and courtesy of Silla Dynasty and dynamic Jump are held during the Expo. In addition, 3D movie 'Queen Seon Deok' and laser show will be held. Visitors can also enjoy a lot of interesting programs such as World Folk Doll Exhibition, World Traditional Culture and Putting on Silla Costume. During the expo (about two months), a variety of fascinating events (ex: special night performance, street art festival, downtown festival, etc.) are held around the downtown of Gyeongju.

KITAKYUSHU, JAPAN | AUG. 6 to 7

**WASSHOI HYAKUMAN SUMMER FESTIVAL**

Venue: around the Kokura Castle(Kokurakita Ward), Komonji-dori Ave, Katsuyama Park

Wasshoi Hyakuman Summer Festival began in 1988 on the 25th anniversary of Kitakyushu's establishment as a municipality. It is the biggest festival in Kitakyushu, which attracts about 1.5 million tourists every year. This year, it promises great fun and excitement with a variety of events such as Wasshoi Children's Festival, Welcome Parade, Summer Festival Collection and Million People Dance. There will be spectacular fireworks in about 3 thousand different kinds from 19:00 to 20:30 on the last day of the festival.

QINGDAO, CHINA | AUG. 13 to 28

**QINGDAO INTERNATIONAL BEER FESTIVAL**

Venue: Qingdao City Center

In every summer, the biggest beer festival in Asia is held. During the Qingdao International Beer Festival, beer brewers from all over the world are gathered. Tourists can taste a variety of beers. Various fun and exciting events (ex: opening parade, beer drinking contest, performances, etc.) are held during the festival. You can sing a song in front of a huge crowd if you want. The songs sung on the stage are available in CD. This festival has been held annually since 1991. It mostly lasts for about 15 days.

OITA, JAPAN | AUG. 5 to 7

**OITA TANABATA FESTIVAL**

There will be dancing events such as Chikirin bayashi dancing and Funai Pachin, and other event will be held on the festival hall. Tanabata Festival, on the first week-end of August, is one of the biggest, loudest, most fun parades anywhere in Japan. Friday night features brassy brass bands, perky cute majorettes, beautiful beauty queens and graceful dancers galore. Some 2,000 dancers perform the 'Samba Chikirin' preceding huge, glowing paper lantern-style floats. a drum festival and 'O-mikoshi' (portable shrine) parade features 'Funai Pachin', the spinning and jostling of 'dashi'(floats) by enthusiastic participants.

CHUNCHEON, KOREA | AUG. 30 to SEP. 4

**CHUNCHEON MAKUKSU & DAKGALBI FESTIVAL**

Venue: Songam Sports Town, Dakgalbi &amp; Makkusu Restaurants

Dakgalbi and Makkusu are the famous delicacies of Chuncheon. Makkusu is buckwheat noodles topped with various fresh vegetables and Kimchi served with Dongchimi (cold radish Kimchi broth). Dakgalbi is spicy chicken stir-fried with various vegetables on an iron pan. During the Chuncheon Makkusu & Dakgalbi Festival, Chuncheon Local Dish Cooking Contest and International Chicken and Noodle Dish Exhibition are held. In addition, Dakgalbi and Makkusu will be cooked on the spot and distributed to tourists (for about 100 tourists).

MANILA, PHILIPPINES | AUG. 25 to 28

**MANILA INTERNATIONAL SALSA FESTIVAL**

During the festival, tourists can enjoy social dance parties and learn basic Salsa steps as well as to watch Salsa competition. There are Salsa dancers from all round the world who visit Manila so the standard ranges from very high to beginners. Professional Salsa dancers from around the world (ex: Yoj Sanchez from Cuba, Cherie Thum from Malaysia, James Quinn-Hawtin from Austria, etc.) will display passionate and dynamic Salsa moves such as Salsaton, Lamada Zouk, Casino De Rueda, Reo Zouk and Bachatango. Manila International Salsa Festival has been held every November. This year, however, it is held in August to avoid falling on the same day with other Salsa festivals in Asia such as Singapore, Bangkok and Chinese Taipei.

GUANGZHOU, CHINA | AUG. 20 to 25

**NAN GUO BOOK FAIR**

Venue: China Import and Export Fair Pazhou Complex

The brand of Nan Guo Book Fair was started in the 1990s. This year, approximately 250,000 books published by 600 publication companies are displayed under the theme of 'Enjoy the book fragrance in Guangdong.' During the festival, lectures will be given by famous writers, and various workshops will be held to forecast Chinese publication industry. A lot of books imported from many countries will be available at low prices (20-70% OFF). The huge space (45,000m<sup>2</sup>) will be divided into seven sections to display books and many other products (ex: digital books, book accessories, etc.).

KUMAMOTO, JAPAN | AUG. 5 to 7

**HINOKUNI FESTIVAL**

Venue: around Kumamoto city

Hinokuni Festival is one of the most famous festivals in Kumamoto Prefecture. It has been held annually since 1978. About 5,000 citizens from 65 groups and organizations sing and dance to the local folk songs (Otemoyan and Sambaotemoyan) in a fancy traditional costume. Otemoyan is Kumamoto's humorous folk song with simple and funny lyrics. There are some routine moves in Otemoyan and Sambaotemoyan. Once you learn the moves, you can join the dance during the festival. On the last day of the festival, colorful fireworks light up the night sky.



Gyeongju World Culture Expo



Wasshoi Hyakuman Summer Festival



Qingdao International Beer Festival



Chuncheon Makkusu &amp; Dakgalbi Festival



Manila International Salsa Festival



Hinokuni Festival



Yantai International Wine Festival 2011

350<sup>th</sup> Anniversary Ceremony of Irkutsk's Establishment

Iksan Seodong Festival



Andong Maskdance Festival 2011



Bangkok's International Festival of Dance &amp; Music



Dalian International Fashion Festival

YANTAI, CHINA | SEP. 23 to 26

**YANTAI INTERNATIONAL WINE FESTIVAL 2011**

Venue: Yantai International Conference Center, Yantai International EXPO Center, Yantai City Culture Center

This year is the 5th Yantai International Wine Festival. A variety of wine culture including wine, brandy, whiskey and liqueur will be introduced during the festival. The festival site is divided into seven sections; International Zone, Domestic zone, Brewing Technology & Facility Zone, Wine Culture Zone, Wine Industry & Culture Zone, Premium Wine Zone and Mass Media Zone. During the festival, there will be workshops such as forum on development of wine industry or lectures on wine knowledge as well as the 5th COLOMBIN CUO Yantai International Wine Quality Contest, Auctions of Grape-tramping juice, fine and rare wines, wine cultural collectible. Visitors also can enjoy Wine Calligraphy and Painting Competition and Exhibition, Wine-tasting and Working Flair Performance, Wine-drinking Competition, Grapes Tramping Performance.

DALIAN, CHINA | SEP. 3 to 8

**DALIAN INTERNATIONAL FASHION FESTIVAL**

Venue: Dalian, Lioning Province

The Dalian International Fashion Festival is the largest and most influential international fashion week in china that attracts guests and merchants from over 20 countries every year. The festival which will last for 6 days includes several activities such as an opening ceremony, World Masters' Haute Couture Collections, Youth Fashion Design Contest, local fashion sales exhibition, garden party, a carnival and a closing ceremony.

IKSAN, KOREA | SEP. 23 to 26

**IKSAN SEODONG FESTIVAL**

Venue: Iksan Central Park, Iksan Jewelry Museum, around Iksan city

Seodongyo is a children's song which was spread by King Mu (the 30th king of Baekje Dynasty) when he was a child to win the love of Princess Seonhwa. Iksan is a birthplace of King Mu. Iksan Seodong Festival has been held annually since 2004 to advertise that that Iksan is the hometown of Seodongyo. This year, the festival is held under the theme of 'Thousand Love, Dream of Baekje.' A variety of fun and exciting events (39 events in total) including traditional play, traditional wedding, Nongak performance, street parade and Seodong Contest will be held. In addition, visitors can enjoy various Iksan folk cultural performances such as 'Gisebe Nori (the village flag bowing at the first full moon of the new year of the lunar calendar)' and 'Song of Jigemokmal (singing by pounding the leg of the A-frame with a rod).'

ANDONG, KOREA | SEP. 30 to OCT. 9

**ANDONG MASKDANCE FESTIVAL 2011**

Venue: Mask dance Park, Hahoe Village

Andong is a city where traditional Korean culture is well preserved. Therefore, visitors can feel genuine Korean history and culture here. In particular, Andong Maskdance Festival has been very popular with a variety of unique traditional Korean masks and mask dances. You could be a king or queen by putting on a king or queen mask. This year, the festival is held under the theme of 'Festival, Make Me a King.' Many exciting events such as street parade and creative mask contest are slated to be held during the festival. In addition, unique mask dances from 15 countries including India, Russia, China and France will be introduced. You can also watch an educational mask play and various interesting performances and learn mask dances.

GEORGETOWN, MALAYSIA | SEP. 17

**PARADISE CLASSICAL FILM FESTIVAL**

Venue: Paradise Sandy Beach Resort

A karaoke singing competition will be held in remembrance of the late an Sri P Ramlee, the famous Malaysian artist for his great contribution in Malaysian film and music industry. Amongst the selected songs includes

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September 2011

Anakku Sazali, Getaran Jiwa, Madu Tiga, Penarik Becha and many more. The finalist of this singing competition will get to perform during the Gala Dinner on the 17th. This dinner will be graced by His Excellency, TYT Tun Dato' Seri Utama (Dr.) Haji Abdul Rahman bin Haji Abbas the Governor of Penang. Aside from that, 3 famous actors from the P Ramlee era, Tan Sri Jins Shamsuddin, Datuk Mustafa Maarof and Dato' Aziz Satar will also be making an appearance on that night.

BANGKOK, THAILAND | SEP. 9 to OCT. 16

**BANGKOK'S INTERNATIONAL FESTIVAL OF DANCE & MUSIC**

Venue: Thailand Cultural Centre

Bangkok's International Festival of Dance & Music is the largest annual performing arts festival in Thailand. It presents artists and theaters from around the globe in a balanced program of classical concerts, operas, classical ballets, contemporary and world dances – and the occasional less common genre such as fado and ballet on ice. Since its inaugural year in 1999, the Festival has grown in repute and size to become the largest performing arts festival in Thailand. It takes during a period of five-six weeks each year at the country's largest theater with orchestra pit. The 2011 season is the festival's 13th anniversary and will be held during 9 September – 16 October, and present artistes and theaters from countries as far as Austria, Brazil, Germany, Russia and United Kingdom.

HO CHI MINH, VIETNAM |

SEP. 12 to 14 (LUNAR MONTH, AUG 15-17)

**WELCOMING THE LORD WHALE FESTIVAL**

Venue: Mausoleum of the Water General, Hung Thanh Hamlet, Can Thanh Commune, Can Gio District

The festival is for welcoming the Lord Whale or the cult of the Lord Whale. This is one of the biggest festivals of the fishermen. On the 15th day of the eighth lunar month, many cultural activities take location, stirring up the festive atmosphere. There is a sea parade with thousands of colourful fishing boats. Traditional games popular in coastal localities such as tug of war, walking on stilts, and alongside sea sports also take place during the occasion.

IRKUTSK, RUSSIA | SEP. 14

**350<sup>th</sup> ANNIVERSARY CEREMONY OF IRKUTSK'S ESTABLISHMENT**

Venue: Kirov Square, Matsuev's House, Square for citizens

From June till September Irkutsk celebrates 350<sup>th</sup> anniversary since the Day of its foundation. The main day of celebration is scheduled for September 14. By this time, it is planned to finish all construction works of anniversary objects in the city for making the city ready for holding a variety of activities. During all holiday the Tikvin Fair will be held on the Kirov Square. Holiday trade of art and craft articles, master-classes on their making will be held on the Square for citizens. In the frames of the Fair performance of Moscow project 'Play, accordion!' will take place Historical performance of Folk drama theater 'Yakhob Pokhabov Pioneers'.



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October 2011

FUKUOKA, JAPAN | OCT. 8 to 10

**ASIAN PACIFIC FESTIVAL FUKUOKA 2011****Venue:** Marinemesse Fukuoka, JR Hakata City-Event Square

The Asian Pacific Festival, familiarly known as Fukuoka's urban autumn festival, began in 1990 and marks the 22nd time this year. Aiming at promoting mutual understanding and friendly exchange within the Asian Pacific region, various attractions from all over the area are brought together under the roof. Performances of traditional folk arts, the sale of specialty foods and products attract residents and visitors alike creating an exotic atmosphere at the heart of Fukuoka City. This year's Asian Pacific Festival will be even bigger with the subcenter established in front of the refurbished Hakata Station complementing the main venue Marine Messe to boost promotion of the festival and tourism of Fukuoka.

YOGYAKARTA, INDONESIA | OCT. 22

**JOGJA JAVA CARNIVAL**

Jogja Java Carnival is a night carnival event which is held in order to celebrate the anniversary of Yogyakarta. This annual international event is an extraordinary and spectacular performance of creative art. In the fourth performance, the year of 2011 will be brought a theme of 'Magne-world', which means the miracles in the world you will find in Jogja. The main attractiveness of Jogja Java Carnival is being the only cultural carnival which is held at night, thus it will add the liveliness and merriness of carnival parties in Yogyakarta with its bright and glorious lights.

NAGASAKI, JAPAN | OCT. 7 to 9

**NAGASAKI KUNCHI FESTIVAL**

The Nagasaki Kunchi has been celebrated for more than 370 years and incorporates different aspects of Chinese and Dutch cultures, which have played a role in the city's history. The festival's name is believed to come from Kunchi, the ninth day of the ninth month of the lunar calendar. The festival highlight is dance and show performance by groups representing Nagasaki's various city districts. Each district, participates only once every seven years, so this festival remains fresh to even the regular viewer. At some of the main venues, it is possible to take a glimpse at the performances without a ticket, but it gets crowded and people arrive early to reserve the best spots.

DAEJEON, KOREA | OCT. 22 to 23

**DAEJEON BALLOON FESTIVAL****Venue:** Expo Civil Park, around Hanbat Arboretum

This year is the 8th year of the Daejeon Balloon Festival. It has been one of the most famous festivals in Daejeon. The clear and high autumn sky is decorated with a variety of fancy balloons. A lot of interesting hands-on programs (ex: balloon riding, eco-tour program, cultural performance, etc.) are scheduled this year. An opening ceremony, balloon riding and cultural performances will be held on the outdoor stage of EXPO Square while eco-tour and various exhibitions will be held around Hanbat Arboretum.

CHANGWON, KOREA | OCT. 28 to NOV. 6

**11<sup>TH</sup> GAGOPA CHRYSANTHEMUM FESTIVAL****Venue:** Masan Pier 1

The City of Changwon is the largest chrysanthemum farming region in Korea. The chrysanthemum production here accounts for about 13% of the total production of the nation. Changwon has soil and weather conditions most suitable for chrysanthemum. Gagopa Chrysanthemum Festival has been held in fall every year to advertise the excellence of Changwon chrysanthemum. This year, a total of 5 billion chrysanthemums will delight the visitors. A variety of special halls such as Chrysanthemum Industry Hall, Floricultural Hall, Robot Contents Hall and Fantasy Lamp Hall will open during the festival. In addition, a chrysanthemum which has 1315 chrysanthemum flowers on a single stem, which has been recorded at the Guinness Records, will be displayed. The festival which will last for 10 days starting October 28 is a great opportunity to enjoy fragrant chrysanthemum flowers along with the azure ocean.

OITA, JAPAN | OCT. 14 to 15

**DOBUROKU FESTIVAL****Venue:** Shirakawa-go

Doburoku Festival is held in Shirakawa-go to give thanks for the autumn harvest. While private alcoholic beverage production in temple is banned, people in Shirakawa are given special permission to produce Doburoku for a limited quantity for this festival. Doburoku looks like rice porridge. It is thick and slightly sweet. Doburoku first offered to the shrine later entertains people gathered in the precincts. People there dance, perform niwaka (improvised buffoonery), sing songs and so on. The Doburoku Matsuri Festival is the biggest among the festivities for the villagers.

MANILA, PHILIPPINES | OCT. 9

**LA NAVAL DE MANILA****Venue:** Quezon district, Domingo Church

Among the Dominican Shrines in the Philippines, that of the Our Lady of the Rosary in Santo Domingo in Quezon City rightly deserves first place both for its antiquity and importance. In 1954, a Marian Year, A Lady of the Holy Rosary's Shrine was declared by the Philippine Hierarchy as the 'National Shrine of Our Lady of the Rosary'. The feast of Our Lady of the Rosary of La Naval is celebrated every Second Sunday of October. At this same day, the National Shrine of Our Lady of the Rosary holds a procession in what is acknowledged as the 'Celebrity of all Catholic Celebrations'. During the festival, visitors also can enjoy parade from Quezon district to Domingo Church.

SHANGHAI, CHINA | OCT 16 to 20

**SHANGHAI INTERNATIONAL ART FESTIVAL**

SPAF is a major brand event of China Shanghai International Arts Festival(CSIAF). Every year, delegates from famous art festivals, mainstream performing art organizations, agencies, companies and artists from all over countries and regions, as well as various delegates and organizations from provinces and cities in China. The main contents of this year's Performing Arts Fair include 'Summit conference-probing into the developing trends of festivals in the world' and 'Assembly of excellence-Chinese and foreign promotional showcases', 'Conference-face to face communication', 'Touch the Chinese Culture' activity and the like. By then the delegates will also be invited to attend the opening activities of the 13th China Shanghai International Arts Festival, as well as the 3rd Shanghai International Chorus Festival and the 2nd Shanghai International New Folk Music Festival and 3rd Shanghai International Chorus Festival.



Asian Pacific Festival Fukuoka 2011



Jogja Java Carnival



Nagasaki Kunchi Festival



Daejeon Balloon Festival



La Naval De Manila



Shanghai International Art Festival



Shinnosai Festival



Agyang Daebong Persimmon Festival



Ohara Matsuri Festival



Gusan International Migratory Bird Festival



Crafina 2011



Milk Fish Cultural Festival

VLADIVOSTOK, RUSSIA | NOV. 10 to 16

**VLADIVOSTOK INTERNATIONAL JAZZ FESTIVAL****Venue:** Primorye Regional Philharmonic Hall, City Leisure Center 'Fabrika', Music Club 'Cat'N Clover'

Various performers from all over the Russia and other countries will deliver their performances at the upcoming International Jazz Festival scheduled in November. Since 2004, when the International Jazz Festival premiered in Vladivostok, it featured great musicians and performers such as three-time Grammy award winning American trumpeter Randy Brecher, Jazz Quartet from the USA, Japan's Mitsuaki Kishi Trio, Russia's Ogir Butman Quartet, Sergei Manukyan's Trio, and a prominent Russian trumpet player Alexander Fisheer. This year, a lot of renowned artists will appear including Olivier Temime Trio led by 34-year-old saxophonist star Oliver Temime, pianist Valeri Grohovski and trombonist Ron Wilkins. In addition, you can meet Darren Cooper, Sergey Khutos and Billy Cobham Band during the festival.

OSAKA, JAPAN | NOV. 22 to 23

**SHINNOZAI FESTIVAL****Venue:** Sukunahikona Jinja Shrine

Shinnosai Festival is dedicated to the guardian god of Doshomachi, Osaka's medicine district, and to Shinno, the divine founder of medicine from china. It is originated when drug Sholesalers in Doshomachi created new pills and offered paper tigers before the altar to pray for the eradication of the rampant cholera in 1984. During the festival, the area is crowded with people seeking to buy folk crafts of lucky charms in the form of paper tiger attached on bamboo leaf. On 23rd, their festival song (Japanese traditional festival music) is performed from 10 am to sunset.

HADONG, KOREA | NOV. 5 to 7

**AGYANG DAEBONG PERSIMMON FESTIVAL****Venue:** Pyeongsari Park

Agyang-myeon in Hadong-gun has perfect natural environment (fertile soil and sufficient sunlight) to grow Daebong persimmon. Agyang Daebong persimmon would be offered to the king in the past thanks to its savory taste, good color and beautiful shape. Agyang Daebong Persimmon Festival has been held annually to advertise Daebong persimmon and improve farmers' morale. During the festival, a variety of exciting events (ex: Daebong persimmon tasting, persimmon dish exhibition, ripe persimmon eating contest, Yunnori (Korean board game), crop threshing, Daebong singer contest, etc.) are held.

KAGOSHIMA, JAPAN | NOV. 2 to 3

**OHARA MATSURI FESTIVAL**

Ohara Matsuri Festival starts by celebrating the eve of the festival on November 2 and lasts until November 3. It was first held in 1949 to celebrate the 60th anniversary of Kagoshima City Government. The 2-day festival is arranged around traditional dances performed by thousands of citizens and guests. The three general dance sessions alone involved more than 10 thousand people, while intervals marching bands, modern dance the musicians and percussionist show their performance. The main event of this festival is So-odori, a grand dancing parade in which people in Kimono dance to the tune of Ohara-bushi and Hanya-bushi local folk music. About 20,000 people from approximately 260 dance associations participate from home and abroad. It is the largest autumn festival in South Kyushu where participants dance through the main street.

BANGKOK, THAILAND | NOV. 11

**BANGKOK'S LOY KRATHONG FESTIVAL****Venue:** Chao Phraya river

In Thailand Loy means to float and Krathong means a circular floating object with decoration of banana leaves, flowers, a candle and incense sticks. All these are related to Loy Krathong, an event which does not occur on the same date every year. Instead it counts on the full moon

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November 2011

night of the twelfth lunar month. In the night of the full moon, locals will float small rafts or Krathong in the river or on any bodies of water present in their area. Some even float the raft in a basin in the comfort of their own backyard. Thais believe that this gesture is to honor and pay homage to the Goddess of the water Phra Mae Khongkha. Some believe that it is to ask for forgiveness to the things that they have done to the rivers during the past years, hence it is done during the end of the year.

GUNSAN, KOREA | NOV. 11 to 14

**GUNSAN INTERNATIONAL MIGRATORY BIRD FESTIVAL****Venue:** around Geumgang Migratory bird observatory

Geumgang River in the City of Gusan is a paradise of migratory birds such as longbill and plover. In particular, the marvelous formation created by the endangered species Baikal Teal could never be seen anywhere in the world. During the Gusan International Migratory Bird Festival, visitors can watch the birds more closely through a bird-watch tour program. In addition, 'Saemangeum Golden Bell,' a quiz show which is aimed to help young students gain better understanding of the migratory birds in Geumgang River and the Saemangeum Seawall in a easy and fun manner, is scheduled. To preserve nature and spread the importance of nature, the festival will be prepared not to disturb migratory birds as much as possible (ex: minimization of ad-balloons and noise, etc.).

JAKARTA, INDONESIA | NOV. 23 to 27

**CRAFINA 2011****Venue:** Jakarta Convention Centre

Crafina 2011 is a renowned craft exhibition in Indonesia. This event provides a chance to meet crafters, artists and manufacturers under one roof to share valuable tips and ideas. The fair offers a platform for exhibitors to showcase their wide range of craft goods as well as various exciting features for craft lovers to motivate and please them. The expo will provide valuable information on every aspect of art and craft, and an excellent opportunity to learn experts' tips for creating simple yet impressive craft projects. The event, with the theme 'Craft as Lifestyle', will present a huge collection of hand crafted products and also stage presentations for Indonesian craft lovers. Crafina 2011 will be an ideal event for exploring everything new in art and craft works.

KAOHSIUNG, CHINESE TAIPEI | NOV.

**MILK FISH CULTURAL FESTIVAL**

Milk fish has been widely enjoyed by the Taiwanese. Mituo Township in Kaohsiung County is the aqua-cultural farm where milk fish of the best quality are raised. The Milk Fish Cultural Festival is one of the most important tourism events in Mituo, held every winter. The Festival focuses on milk fish, hospitality of locals and the natural surroundings of the town. Besides having tasty fish meals, visitors can also join in activities such as freeing fry into streams and traveling by ox cart.



# Sansern Ngaorungsi



DEPUTY GOVERNOR for INTERNATIONAL MARKETING (ASIA and SOUTH PACIFIC),  
TOURISM AUTHORITY of THAILAND



*Thailand located in the middle of Southeast Asia has many fascinating tourist destinations which attracts a lot of tourists from around the world such as honeymooners and FIT travelers. Let's find out the current status of Thailand tourism industry which has great growth potential from Mr. Sansern Ngaorungsi, Deputy Governor for International Marketing of Tourism Authority of Thailand.*



### Can you introduce about TAT (Tourism Authority of Thailand) to us?

Tourism Authority of Thailand (TAT) is the State-Enterprise under the Ministry of Tourism of Sports of Thailand. Established in 1960, TAT was the first organization in Thailand to be specifically responsible for the national tourism promotion. At the present, TAT has continuously promoted the country's tourism for its 51 successive years. TAT's vision is to strive towards excellence in the promotion and development of tourism on basis of sustainable tourism and to publicize Thailand and its tourism potentials with the intention to encourage both Thais and international tourists to travel to Thailand.

### How's Thai tourism industry in the first half of 2011 compared to the previous year and what would it be like in the second half?

According to primary data from The Ministry of Tourism and Sports of Thailand, international visitor arrivals to Thailand during January – May 2011 totaled 8.2 million, increasing 24.4% over the same period of 2010. In the year 2011, foreign visitor arrivals are expected at 16.8 million (+6%), generating an estimated 642 billion baht (USD 21.3 billion), in tourism income (+8%). The key challenge for TAT for 2011 is to deal with constant changes across the board in

social and economic conditions, technologies, lifestyles, customer preferences, and many more. We also have to deal with unexpected internal and external shocks which can range from natural disasters to financial and geopolitical crises. Maintaining budgets and meeting targets in this kind of a fluid, erratic and unstable atmosphere is a real challenge indeed.

### Where is the top international market of Thailand?

Thailand has always attracted visitors from most countries across the world and will continue to do so. In 2010, the top-five markets of visitor arrivals are Malaysia (2 Million), China (1.1 Million), Japan (994,000), United Kingdom (811,000) and Korea (805,000). China has overtaken Japan as the second largest source market. Other top performing markets last year were India and Russia (645,000, +91%), both of which are expected to cross the one-million mark within a few years. Existing markets such as Western Europe, the United States and countries around the ASEAN region generate a high number of repeat visitors. We are balancing these existing markets with equal emphasis on new markets including the "RICHI" group of countries, which are Russia, India, China, and Indonesia.



### What is the goal of tourism industry for 2012. Is there any specific plan you are working on now?

We are now stepping into the age of the "Modern Tourism Marketing" and we are facing many challenges from both internal and external factors. While we let the tourism generate income to the country, we are also concerned about the impacts of the tourism towards environment and culture. We also expect the modern tourism marketing which will be the most suitable for Thailand in order to help create the awareness of maintaining sustainable tourism for our country. Therefore, in 2012 we focus on the tourism with responsibility and creativity. We intend to further cooperation with relevant agencies to boost the green or responsible tourism, as well as to fulfill visitors' needs with valuable experiences and choices through various channels. Also, we will emphasize the digital marketing to reach more target groups by online social networks.

### What are Thailand's most popular attractions for today's tourists?

We're very proud to say that Bangkok has been ranked as the World's best City in 2010 by the American Travel & Leisure Magazine followed by Chiang Mai. Besides Bangkok as the capital

city and Chiang Mai, Phuket also remains the largest draws for the most number of foreign travelers as they are the best known and have the most developed infrastructure. This will likely continue to be the case for some time to come.

In addition to these world renowned destinations, many visitors to Thailand are opting to venture a little further from the beaten path and try a home stay experience to gain first-hand knowledge about Thai culture. Foreign travelers are also increasingly using Thailand as a gateway for their travels throughout the Greater Mekong Sub-Region and thus they are visiting provinces in the northeastern and the western border areas of the country.

### What kind of vision do you have for Thailand as a tourism country?

We wish to be the most desirable tourism destination in Asia with the variety of tourism products and services, and increased awareness of the protection of environment and local culture, we believe that Thailand can be one of greatest green destinations in the near future.

### How can you describe Thailand in a word? "Amazing Thailand, Always Amazes You"



## SPECIALITY OF BANGKOK

# ONE FINE VIVID DAY IN BANGKOK

Bangkok is a city of pure vitality. The noise of the crowd on the street, sky train blasting over your head, cars racing with a roaring engine and motorbikes zigzagging through the car, the savory smell of noodles which make your heart and stomach strong, pulsating and rhythmic music from shopping malls and a thousand-year-old temple which instantly covers up all these hustling and bustling. The City of Bangkok looks new and different at every visit, which is why we are here again.

Editor Seon-Ae Yu Photo Yu-Jin An, Choong-Geun Oh Cooperation Tourism Authority of Thailand [www.tourismthailand.org](http://www.tourismthailand.org)





# PHOTO GALLERY



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1. In the 16<sup>th</sup> century, Wat Pho was built before relocating the capital to Bangkok, and its official name is Wat Phra Chetuphon. Wat Pho is the oldest and the biggest temple in Bangkok. 2. Wat Benchamabophit and other European style of architectures were founded under Rama V. Perfect bilateral symmetry of Wat Benchamabophit helps feel the refined perfection. 3. In Thai cuisine, a variety of flavors which seem as strong as the sun are used. You can taste bitter, sour, spicy and sweet tastes in one dish. Bangkok is 'A Heaven of Food.' 4. The markets in Bangkok are very interesting. Even though you just go window shopping, a half of the day would instantly pass like an arrow because there are a lot of unique and fascinating things to see. 5. Girls we bumped into on the street gave us a big smile. Bangkok people are very kind and hospitable to strangers. We may not forget their beautiful smiles and eventually visit Bangkok again someday. 6. Filled with its splendor and magnificence, Wat Phra Kaew is the most popular temple in Bangkok, and is always full of tourist. 7. Tom Yam Kung is one of the most popular Thailand dishes. It is also known as one of the three greatest soups of the world along with Bouillabaisse and Sharks Fin. You may not be able to get the magical balance of sweet, sour and spicy tastes out of your head even at the end of your trip. 8. When the sun goes down, tourists flock together into the Khaosan Road which is filled with garish signboards, tasty smell, T-shirts with black humor quotes and exciting music.



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# BANGKOK ORIENTAL MYSTICISM



## TEMPLE IN BANGKOK REVEALING ITS SPLENDOR AND MAGNIFICENCE WAT PHRA KAEW

The first thing that pops to travelers' mind when they think of temples in Bangkok is Wat Phra Kaew. Filled with its splendor and magnificence, Wat Phra Kaew is the most popular temple in Bangkok, and is always full of tourist. After relocating the capital city to Bangkok, Rama I built the royal temple. One of its characteristics is that monks do not reside in this temple. Considered as the most sacred statue of the Buddha, Phra Kaew is enshrined in the temple; thus, it is also named Emerald Temple. The only entrance that visitors can use is the Victory Gate placed on the north wall of the royal palace. Entering into the temple, buildings, paved with gold and embedded with colorful glasses on every side, engage travelers' mind and the eye at the same time. Travelers can be disconcerted by its complicated structure. In that situation, circumambulate in a clockwise direction.

Address Thanon Na Phra Lan, Bangkok Tel 66-2224-1833 Opening Hour 08:30-15:30 Admission Fee THB 350 Website www.palaces.thai.net

### DRESS CODE FOR ENTERING TEMPLES

Before entering Wat Phra Kaew, Grand Place, and Wat Arun, visitors should pass the dress inspection. Temples are considered as sacred places, everyone including foreign travelers have to avoid insufficient dresses (e.g. short pants, miniskirt, sleeveless shirt, slippers). If you are in insufficient dresses, you can rent a proper dress at the rental shop, but you have to place your passport or pay 10 bahts. You need to know that clothes from the rental shop are usually unclean; therefore, it is wise to wear proper dresses when you go to temples in Bangkok.



### WAT PHO THAI TRADITIONAL MASSAGE SCHOOL

Wat Pho Temple operates not only massage shops but also the traditional Thai massage school. Compared to ordinary massage shops, Wat Pho massage shops adhere to ancient ways of massage, such as resting up or relaxing by pressing acupuncture points. If you are willing to learn how to massage, why don't you join the massage school? Under the support from the Thai government, the massage school has regular massage curriculum for the public. Four courses including the traditional Thai massage are provided, and if you are complete 30-hour courses, and pass the qualified exam, you will be certified.



## THE BIGGEST TEMPLE IN BANGKOK WAT PHO

In the 16th century, Wat Pho was built before relocating the capital to Bangkok, and its official name is Wat Phra Chetuphon. As the Ayutthaya style of architecture, Wat Pho is the oldest and the biggest temple in Bangkok. One of the famous attractions in Wat Pho is the Reclining Buddha placed in the main hall of the temple. As the third biggest statue of Buddha in Bangkok, the Reclining Buddha is 46m in length and 15m in height. The statue is too big to take a glance, so just take a look slowly. Placed on the right side, the feet of the statue can be observed in detail and you can find something. That is, teachings of Buddha are engraved on the feet. Around the statue, 108 jars are placed. There is a common belief that putting a coin into a jar one by one brings his/her and his/her family's health. Believe it or not, why don't you try it!

Address 2 Thanon Sanam Chai, Bangkok Tel 66-2226-0335 Admission Fee THB 50 Opening Hour 08:00-17:00 Website www.watpho.com



## TEMPLE OF THE DAWN WAT ARUN

Used as the official logo for Thai Tourism Office, Wat Arun, alias Temple of the Dawn is regarded as a symbolic temple in Bangkok. Staying in Bangkok only for a night, you should definitely visit both Wat Phra Kaew and Wat Arun. Rama II built a grand tower, Phra Prang, which is one of the representative buildings in Wat Arun; Rama IV decorated Phra Prang with pieces of potteries received from China, and transformed the ordinary Phra Prang into the splendid royal temple. Even though you can reach the top floor of the Phra Prang, because the slope is precipitous, and steps are somewhat high, it can be difficult for children and elderly people to get to the top floor. However, if you manage to reach the summit of the tower, you can enjoy unforgettable sceneries.

Address 34 Thanon Arun Amrin, Bangkok Tel 66-2891-1149 Opening Hour 08:00-17:00 Admission Fee THB 50



## BEAUTIFUL MEETING BETWEEN EUROPE AND THE ORIENT

### DUSIT GARDEN

Dusit Garden is in perfect harmony between Thai and Western culture. Rama V adopted western cultures actively, and after returning from the travel to Europe, he created Dusit Garden. On the wide lawn, many palaces and museums including Vimanmek Park are built. In the park, Vimanmek Palace Museum, Abhisek Dusit, Throne Hall, Suan Si Ruedu, Residential Hall, Chang Ton Royal Elephant Museum, and others are located. Among them, Ancient Cloth & Silk From the Support Museum, where ancient costumes and silk are being displayed, and Old clock Museum are popular. Most of the museums were built for queens or princesses by Rama V and VI. In the present, they are used as small museums for displaying royal family's items, potteries, antique clocks, and statues of Buddha donated by royal families.

Address Thanon Ratwithi, Dusit, Bangkok Tel 66-2628-6300 Opening Hour 09:30-16:00 Admission Fee THB 100 Website www.vimanmk.com



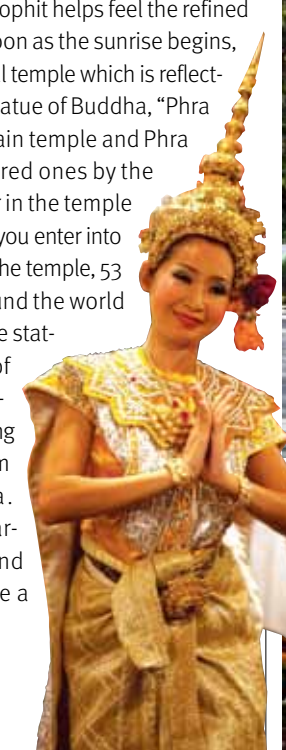
## LUXURIOUS ROYAL TRACE VIMANMEK PALACE

Vimanmek Palace is the biggest teak-wooden building in the world. Used with wooden tacks instead of metal nail, this palace is highly evaluated in terms of the degree of completion. It is L-shaped building and has 3 stories high. In addition, Vimanmek Palace is attached to the four-story octagon building at the corner. In the museum at the palace, king's office, bedroom, bathroom, and a living room are situated, and private collections and royal family's supplies are being displayed, too. What is more, Rama V decorated the room with precious gifts which were given during the grand tour of Europe, and handicrafts, potteries, benjarong, crystal, and others which were introduced from China, Japan, Italy, Belgium, UK, France, and other countries. In Vimanmek Palace, visitors should always accompany tour guides. Individual visitors can follow English-speaking guides provided by the palace. Palace tours starts every a quarter and three quarters of an hour, and it takes about 40 minutes. All cameras and belongings should be placed in lockers before entering.

## TAKING A WALK ON EUROPEAN GARDEN IN BANGKOK WAT BENCHAMABOPHIT

Wat Benchamabopit and other European style of architectures were founded under Rama V. Perfect bilateral symmetry of Wat Benchamabopit helps feel the refined perfection. In particular, as soon as the sunrise begins, you can see the most beautiful temple which is reflected off by the sunshine. The statue of Buddha, "Phra Phuttha Chinnarat" in the main temple and Phra Kaew are considered as sacred ones by the Thai; thus, this is the manner in the temple that take off your shoes when you enter into the temple. Coming out from the temple, 53 statues of Buddha from around the world are being displayed. Since the statues are made with a variety of materials and styles, the backyard where the statues are being displayed looks like a museum of the Statue of Buddha. Because the temples and gardens are well maintained and organized, it is good to take a walk slowly with enough time.

Address 69 Thanon Phra Ram 5 & Thanon Si Ayuthaya, Bangkok Tel 66-2282-7413 Opening Hour 08:00-17:30 Admission Fee THB 20



## BOATING ON CHAO PHRAYA RIVER

Along with the Chao Phraya River, shuttle boat services and river cruise programs are being provided. If you are those who want to traverse the city (5 to 15 bahts) faster than taxi, those who want to look around Ayutthaya in one day (1900 bahts), and/or those who want to enjoy cruise seafood dinner and shows (1300 to 1,500 bahts), come to River City (www.rivercity.co.th). In particular, in terms of the dinner cruise, you can enjoy the magnificent Wat Arun's and Grand Palace'night views on the river.





# BANGKOK GOURMET JOURNEY



## THAI COURT CUISINE BLUE ELEPHANT

Blue Elephant operates its chain restaurants in 12 cities throughout the world including London, Brussels, Copenhagen, Dubai, and others. Entering into the restaurant that goes back 100 years, you first come to meet elegant table settings and aroma which stimulates appetite. If you are willing to experience Thai court cuisine, there is no place like Blue Elephant. From the typical menu, Tomyamkung, to creative desserts created by world-widely recognized owner chef Kun Neuro, and to organic rice, you will be satisfied with everything in Blue Elephant. Affection of Thai tradition instilled in the cuisine, Thai court cuisine's unique delicacy, and friendly English-speaking atmosphere will upgrade your travel and make your trip special.

**Address** 233 South Sathorn Road, Kwaeng Yannawa, Khet Sathorn, Bangkok **Tel** 66-2673-9353  
**Opening Hour** 11:30-14:30, 18:30-22:30  
**Price** appetizer THB 240 to 720, soup THB 240-330, Main THB 340-980  
**Website** www.blueelephant.com



## BLUE ELEPHANT COOKING CLASS

Blue Elephant cooking class is a class that participants directly make and taste four courses of food whose recipes are not too complicated and whose ingredients are readily available. In the morning class, participants do grocery shopping with the chef at morning markets. Then, through lessons of theory and practice, they come to learn the secret recipes of Blue Elephant. After completing the cooking class, all participants and the chef share food they made. Then, they receive the certification and presents- Thai herb tea, curry paste, and an apron. All the classes entirely are in English. You can check out the curriculum on the Blue Elephant Website.



## ROOFTOP BAR IN BANGKOK RED SKY

Located on the 55th floor in Centara Grand at Centra World, a sky lounge, Red Sky is one of the representative rooftop bars in Bangkok. Shrimp cocktail and Fois Gras sandwich are highly recommended. Instead of food, if you want to enjoy cocktail with live music, go up one more floor(56th). Fifty Five restaurant on the 54th and 55th is recommended for couples as a dating course.

**Address** 999/99 Rama 1 Road, Patumwan, Bangkok **Tel** 66-2100-1234 **Opening Hours** 17:00-01:00(Fifty Five Restaurant 11:30-14:30, 18:30-23:30) **Price** Shrimp Cocktail THB 555, Fois Gras Sandwich THB 355 **Website** www.centarahotelsresorts.com/cgw



## LEGENDARY PLACE OF THAI SILK THOMPSON BAR & RESTAURANT

With 'Jim Thompson Thai Silk,' the representative brand of Thailand, Jim Thompson House is one of the representative tourist attractions. The restaurant and bar at the entrance of the house are in harmony with the traditional architecture of Thailand, plants from the southern part, and the western romance. This is a great place to spend your spare time. Fresh Yamsomo salad that pomelo and peanut are added is highly recommended. If you are thirsty, a lemongrass or coconut juice is recommended. If you are difficult to try herb and spices food, Western food including sandwich, pasta, and others are also served. Yet, the western meals cannot make you full enough.

**Address** 6/1 Soi Kasemsan 2, Rama 1 Road, Bangkok **Tel** 66-2612-3601  
**Opening Hours** 09:00-19:00(Restaurant from 12:00pm)  
**Price** Main Dish THB 120 to 160 **Website** www.jimthompson.com



## THAI FOOD AT RIVERSIDE MANSION SUPATRA RIVER HOUSE

It is 5 minutes' walk from the Old Grand Palace, which has the most beautiful rooflines in Bangkok. The restaurant can be reached only through a wooden shuttle boat operated by the restaurant. Most popular meals are sweet Muslim curry, Massahmat with dried clove buds and cinnamon, fresh salad, Somtam, and pork soup, Khangchtaohoo with tofu. If you want to experience Thai's authentic taste, visit Supatra River House and fall in love with Thai food.

**Address** 266 Soi Wat Rakhang, Arunamarin Road, Bangkok **Tel** 66-2411-0305  
**Opening Hours** 11:00-14:00, 17:30-23:00 **Price** Salad & Curry THB 200-300, Mango Juice THB 110 **Website** www.supatrariverhouse.net



## WHEN IN THAILAND, DO AS THE THAIS DO

- \* If you do not order a cup of water or ice, they are not served. Once, you order them, they can be refilled without your permission. Keep in mind! You have to pay for the refilled ones, too.
- \* In Thailand, serving hours for alcohol are limited. Convenience stores and ordinary restaurants sell alcohol from 4pm to 12 am, and clubs and bars are closed at 2am.
- \* Under the hot weather in Thailand, cold beer is one of the necessities. Representative Thai beers are Chang and Singha. One thing weird is that Thais enjoy beer with ice. The price of beer at street stalls and restaurants vary.

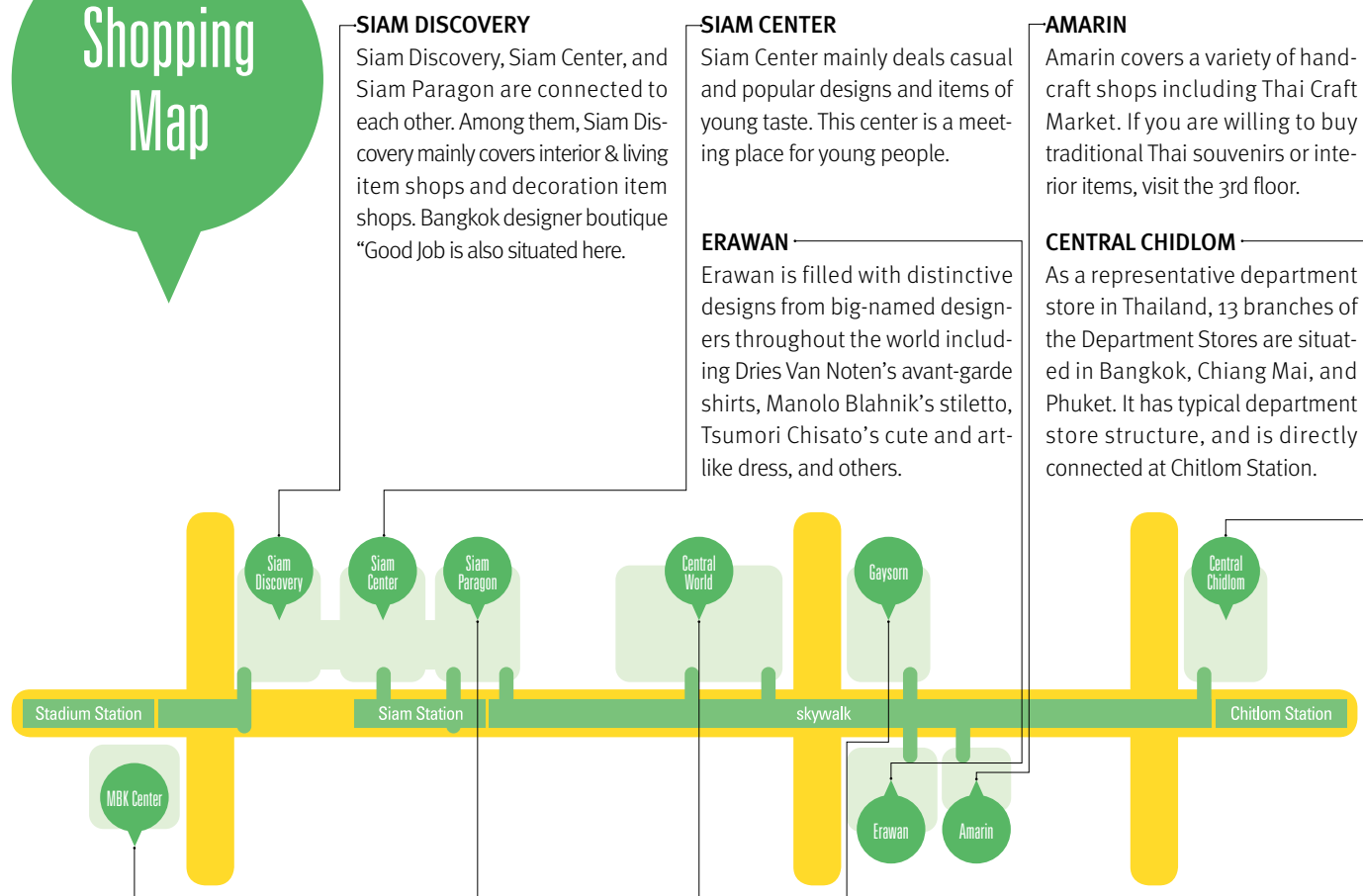
- 1 **KHANOM TUWAI** This seems to be sweet and soft coconut rice cake. Its color is green because its taste and smell come from pandanus leaves. Price THB 25(1 bag)
- 2 **KHANOM BYANG** You get to pick up either sweet or a bit salty topping onto a thinly and crisply baked cake which is usually made with coconut or egg. Price 35 bahts (on picture one)
- 3 **KHANOM CROCK** This is bread made with coconut and rice powder. You can taste warm, soft, a bit sweet, crispy, and scent of coconut bread. Price THB 25(6 loaves)
- 4 **THAI NOODLE** Though noodles are made with a variety of ingredients including peanut, wheat, rice, and others, the most popular one is rice noodle, a so-called 'Kuer Tiawoo'. You can try it at the local Thai restaurants or food stalls. Price THB 30-45(1bowl)
- 5 **INSTANT FRIED FOOD WITH RICE** Order fried chicken, eggs, pork, squid, shrimp, and other on the spot, and you can taste them with rice. You can also add chicken broth, fish source, garlic, or red pepper for flavoring.

- 6 **A VARIETY OF EGGPLANT** You can enjoy various shapes, colors, tastes, and sizes of eggplant with curry. By the way, you can mistake eggplant for tomato or cucumber.
- 7 **JASMINE RICE** An interesting scene in the restaurant is that a waiter or a waitress scoops rice from a basket and fills a bowl with rice in person. The rice is called jasmine rice because it retains the particular fragrance of jasmine. Since the rice lacks water, it is adequate for fried rice.
- 8 **MATUM** In a restaurant, sometimes a cup of orange colored sweet tea is served. This refers to Matuam, and comes from drying Matum and brewing it in hot water. This is good for constipation. Price THB 80(1kg), THB 8(8 pieces)
- 9 **MIYANGKAM** Try coconut and other nuts on a leaf. This is good for refreshments. Price THB 30(1set)
- 10 **CORIANDER** No more explanation. If you want to experience Thai aroma, just try it.
- 11 **DOCKACHIAP** Roselle tea is also a popular in Thailand. Boil roselle petals in a hot water for 10 minutes, cool down the red hot water, add sugar, and taste it. Price THB 120(1kg at tradition market)



# BANGKOK SHOPPING PARADISE

## Shopping Map



### SIAM DISCOVERY

Siam Discovery, Siam Center, and Siam Paragon are connected to each other. Among them, Siam Discovery mainly covers interior & living item shops and decoration item shops. Bangkok designer boutique "Good Job is also situated here.

### SIAM CENTER

Siam Center mainly deals casual and popular designs and items of young taste. This center is a meeting place for young people.

### ERAWAN

Erawan is filled with distinctive designs from big-named designers throughout the world including Dries Van Noten's avant-garde shirts, Manolo Blahnik's stiletto, Tsumori Chisato's cute and art-like dress, and others.

### AMARIN

Amarin covers a variety of hand-craft shops including Thai Craft Market. If you are willing to buy traditional Thai souvenirs or interior items, visit the 3rd floor.

### CENTRAL CHIDLOM

As a representative department store in Thailand, 13 branches of the Department Stores are situated in Bangkok, Chiang Mai, and Phuket. It has typical department store structure, and is directly connected at Chitlom Station.



### MBK CENTER

MBK Center is the busiest shopping center among other famous shopping centers. Just imagine that Chatuchak Weekend Market moves in a modern building and well equipped with air conditioning. About 2,000 shops on 8 floors are in business, and MBK Center is always busy with many visitors who come to buy cheap but good quality items. Compared to Chatuchak Weekend Market, everything is sold here except pets. Domestic residents cannot understand if you pronounce "MBK Center." Instead, you have to pronounce "Ma Boon Kong.



### SIAM PARAGON

As one of the largest shopping malls, everything customers need is in Siam Paragon. Siam Paragon consists of a huge supermarket on the lower ground floor, Hermes and Marc Jacobs on ground level, and luxurious and refined living & art items reflecting Thai's exotic characteristics on the second to fourth floors. You will be surprised twice: because of its splendor items and its numbers on the price tag. You can also enjoy time to relax and food at elegant cafeterias, restaurants, and food courts.



### CENTRAL WORLD

Central World is a huge shopping mall connected to Grand Hotel, Convention Center, and luxurious studios. A variety of international brand shops including Zara, Max & Spencer, and La Coste, and domestic brand shops are placed in the Central World, and their styles and prices vary. An open cafeteria, casual dining space, huge bookstore, and a record shop are also in the mall.



### GAYSORN

Only covered with luxury brands, Gaysorn is the most luxurious department store in Bangkok. Compared to other ordinary department stores, the interior of Gaysorn is decorated with white, so it gives a luxurious impression. Not only Louis Vuitton, Ferragamo, Prada, but also boutiques operated by famous Thai designers, and unique clothes and accessories designed by young graduates from famous fashion schools in New York or Paris can be met in one place. Greyhound, Sretsis, Klostet Red Carpet, Cenada Theory are the most popular brands.

## Shopping Information



### AMAZING THAILAND GRAND SALE

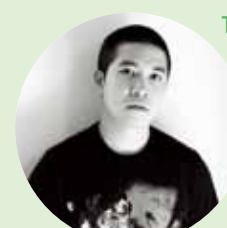
Amazing Thailand Grand Sale is a shopping festival starting from June 1 to August 31 (3 months) ever year. Over 1000 shops provide up to 5-80 percent off sales, and during the promotion period, if purchasing over 500 bahts with Visa card, you will receive special benefits and extra discount. Amazing Thailand Grand Sale starts simultaneously in department stores, shopping malls, King Power duty free shops, airlines, hotels, spas, country clubs, on-line travel agencies, hospitals, jewelry shops, and other shops in popular tourist attractions including Bangkok, Chiang Mai, Phuket, Pattaya, Hua Hin, and others.

### TAX REFUND



In Thailand, price of all products includes 7 percent of value added tax (VAT). However, if you purchase over 2000 bahts at 'VAT Refund for Tourists' shops, request the 'VAT Refund Form and fill it out. You can get refund after purchasing over 5,000 bahts. Before checking in at the airport, show your VAT Refund Form and purchased items at customs, and sign on the document. After passing the immigration, submit the document that you signed on and original VAT invoices at the Tax Refund Office. You can request the tax refund within 60 days after shopping.

## Designer and Brand that Thailand has ever Produced



### THAKOON

Thakoon became famous after Michelle Obama, First Lady of the United States, wore a dress designed by Thakoon. Thakoon was born in 1974 at Chiang Rai, Thailand, and he immigrated to the U.S. with his family. He worked for 'Harper's Bazaar' as an editor, and now he, as a fashion designer, he shows his own particular designs. His design is young, sensible, feminine and simple, but sometimes sporty and audacious. He creates his designs and manages his own shops in the U.S., Europe, Middle East, North Africa, and Asia including Korea and Japan. However, unfortunately, there is no shop in Thailand yet. [Website www.thakoon.com](http://www.thakoon.com)

### JIM THOMPSON

Jim Thompson, which is a so-called "Legendary Thai Silk", is a world-wide brand representing not only textiles including handcraft classic silk, cashmere, and cotton but also its products. In Jim Thompson store, cushion, muffler, shawl, tie, bag, wallet, clothes in somber to sporty colors are displayed. In spite of somewhat expensive price, customers are satisfied with its high qualities.

Address 9 Surawong Road, Bangkok (Main Store) Tel 66-2632-8100  
Opening Hours 09:00-21:00  
Website [www.jimthompson.com](http://www.jimthompson.com)



## ALL OF THE ITEMS IN THE WORLD

### CHATUCHAK WEEKEND MARKET

If you do not find what you want in this market, you cannot find it forever. Chatuchak Market is the largest traditional market in Thailand, and over 7000 shops gather and sell clothes, souvenirs, antique, interior decoration articles, tablewares, food, pets, fruits, and others. Approximately, it takes over half a day just for window shopping. Yet, because you are captivated by weird but interesting stuffs, you will not be aware of the time flying. You can purchase souvenirs and clothes at a low price here compared to other regular shops. Do not be afraid to haggle. One drawback is none of the shops is air-conditioned because shops are all clustered together, it is TOO HOT. Thus, keep in mind to wear a sleeveless shirt, short pants, and sandals and to bring a bottle of water, folding fan, and a handkerchief.

Directions 10 minute's walk from BTS Mo Chit Station Exit 1  
Opening Hours 07:00-17:00 on every weekends and holidays



## VARIETY OF NIGHT LIFE!

### PATPONG NIGHT MARKET

One of the enormous pleasure of the trip in Thai is to enjoy the night markets. As soon as sunset begins, centering Patpong, vicinity of Silom is being changed as a night market. Recently, after Suan Lum Night Market was closed, domestic residents and foreign travelers are being concentrated into Patpong Night Market every singly night. Filled with street vendors and bars' and clubs' neon signboards, Patpong Night Market provides other various visual treats. Mainly clothes, bags, and souvenirs are dealt; however, Patpong is also notorious for its rip-off prices. Start to haggle with the lowest price first. Bars and clubs for adult entertainment are being placed in the vicinity of the night market, so it is not adequate to go shopping with family.

Directions 3 minutes walk to Silom from Sala Daeng Station Exit 1  
Address Thanon Silom, Soi Patpong, Bangkok Opening Hours 18:00-01:00



# BANGKOK RELAX·MEDICAL TOUR

## SPA BASED ON INTEGRATIVE MEDICINE TRIA

Tria, built by Piyavate Hospital, one of the leading hospitals in Thailand, seem to be a luxury spa. However, this is a type of medical institute founded on the spirit of Integrative Medicine. Tria emphasize medical spa as a course of medical treatment. Integrative Medicine is based on a medical philosophy that body, mind, and soul are all important on treatment, and now this is being recognized from the mainstream of the medical science. Detox program, which excrete waste matter from the body, and Optimal Aging Programs are most popular. Sometimes, newly married couple stay here for a couple of days, or retired elderly couple stay here for a couple of months and take care of their health. Tria operates a program preventing obesity, or one day Detox Program for people who don't have enough time.

Address 998 Rimklongsamsen Road, Bangkapi, Huay Kwang, Bangkok  
Tel 66-2660-2602 Website www.triaintegrativewellness.com



## SEEKING FOR HEALTH, MEDICAL SPA S-MEDICAL SPA

This is not an ordinary spa; this is a medical spa, which is curing inside the body. All of the therapists are certified in medical fields. Each customer is guided by a therapist through the medical spa and helped in detail. After finishing the oriental and western style of spa and walking pool, then next process is to try the single treatment room. Enjoying music and light in control, you can experience the medical spa world with a variety of programs including aroma massage, acupuncture, Thai massage, aquarobics, cellulite treatment, and others.

Directions At BTS Phloen Chit Station, go straight toward the British Embassy Tel 66-2253-1010 Website www.smedspa.com

## HOSPITAL BEYOND HOSPITAL, CHILDREN'S HOSPITAL SAMITVEJ SRINAKARIN HOSPITAL

Samitivej Srinakarin Hospital has its 30-year history, and as a special grade private hospital, Samitivej Hospital is considered as one of the top three hospitals in Thailand. The hospital is filled with patients from 60 countries including Australia, the United States, the United Kingdom and Japan, and its reliability and stability are already verified. In addition, since this hospital obtained the certification of JCI, the highest certification authority of hospital, its professionalism is also verified. The private children's department only exists in this hospital. A big teddy bear wearing a white doctor's gown and a stethoscope around her neck welcomes little patients with open arms. A cafeteria, beauty shop, toyshop, baby product shop, and others are on the first floor. Thus, this seems for patients and their families to entering into a shopping mall, not a hospital. What is more, Samitivej hospital runs a skin beauty and cosmetic center, physical examination center, sterility center, dental office, and others. Each room is reserved for one patient only and all facilities of each room are equal to those of luxury hotels.

Address 488 Srinakarin Road, Suanluang, Bangkok Tel 66-2378-9000 Website www.samitivejhospitals.com



### WHY THAI HOSPITAL?

Based on excellent medical teams, facilities, and competitive medical service expenses, Thailand is transforming from common tourism country to a medical tourism dominant country. Competing against Singapore, Malaysia, India, and Vietnam, Thailand government has provided special benefits in order to attract foreign patients since 2004. Building medical careers in overseas, medical staff members can communicate with patients in English, and professional interpreters are arranged in every single hospital. In addition, Thai government offers convenience to foreign patients providing not only a non-stop service from airport to hospital but also immigration booth dealing with visa issue and its process in hospital. Thailand bespeaks an iron will that it considers the medical & tourism project, a new value-added business in the 21st century, as the national strategic business.

## BANGKOK TRAVEL IN LUXURY DIVANA VIRTUE SPA

If you are willing to travel to Bangkok in luxury at least once, Divana Virtue Spa is recommended. Located in a western style building enduring over 100 years in Silom, Divana Virtue Spa has luxurious and elegant facilities, gives best service, and provide its own spa and massage program using oil imported from France and Thai's natural materials. In a relaxed and peaceful atmosphere, you can feel comfortable from the beginning to the end with staff members' kindness and their tender smile. Spa programs vary from Siam massage(70 minutes) to body treatment(260 minutes), but instead of short massage, visitors prefer 2 hour or more longer spa programs.

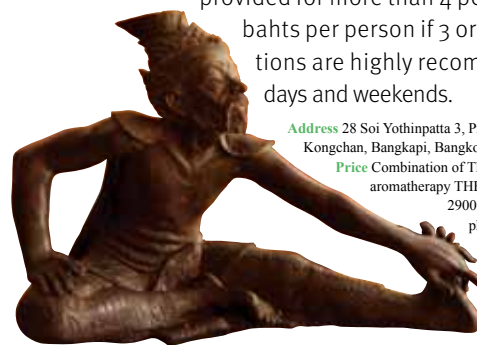
Address 10 Sriwong, Silom, Bangrak, Bangkok Tel 66-2236-6788 Opening Hours 11:00-23:00 Price Thai Traditional Massage BHT 1450 (100 minutes), BHT 1150 (70 minutes) Aroma Oil Massage BHT 1650 (90 minutes), BHT 2150 (120 minutes)  
Website www.divanaspa.com



## ESSENCE OF THE WAT PHO MASSAGE PHOTHALAI

Connected with Wat Pho, an official Thai massage training institute, Phothalai is a spa center. Phothalai has an exotic garden and massage rooms from ordinary to VIP, and provide the authentic massage. This is the best place where you can experience traditional Thai massage which has descended for hundreds years. One drawback is that Phothalai is somewhat far from Bangkok downtown. However, free pick-up service is being provided for more than 4 people (pay 1000 bahts per person if 3 or less). Reservations are highly recommended on Fridays and weekends.

Address 28 Soi Yothinpatta 3, Praditmanuthum Road, Kongchan, Bangkapi, Bangkok Tel 66-2508-1238-49  
Price Combination of Thai traditional massage and aromatherapy THB 2700 (90 minutes), THB 2900 (2 hours) Website www.phothalai.com



### FINISH YOUR SPA WITH HERB TEA

After spa, drinking an herb tea is a standard procedure. Spa shops provide a variety of Thai herb tea, lemon grass herb tea is effective for relieving fatigue. You can add sugar or honey at your preference. Drinking a lemon grass herb tea prompts another.



## TIME TO BE HEALTHY

### HEALTH LAND

Price and quality of the massage vary from shop to shop. If you don't have enough information, choosing well-equipped "Health Land" can be the easy option for massage. As one of the representative chain massage shops in Thai, 6 shops are located in Bangkok and one in Pattaya. Since pleasant facilities are well quipped, domestic residents also use this shop frequently. Giving a tip about 100 bahts after massage is a manner. Reservation is not necessary but you need to wait for 30 minutes or more in a certain situation. If purchasing 10 passes to use the facilities, you can save up to 10 percent.

Address 120 North Sathorn Rd., Silom, Bangrak, Bangkok(Sathorn Branch)  
Tel 662-637-8883 Opening Hours 09:00-23:00 Price Thai Traditional Massage THB 450(2 Hours), Foot Massage THB 250(1 Hour), Aromatherapy Body Massage THB 850(90 minutes) Website www.healthlandspa.com



## BANGKOK TRADITIONAL MASSAGE LET'S RELAX

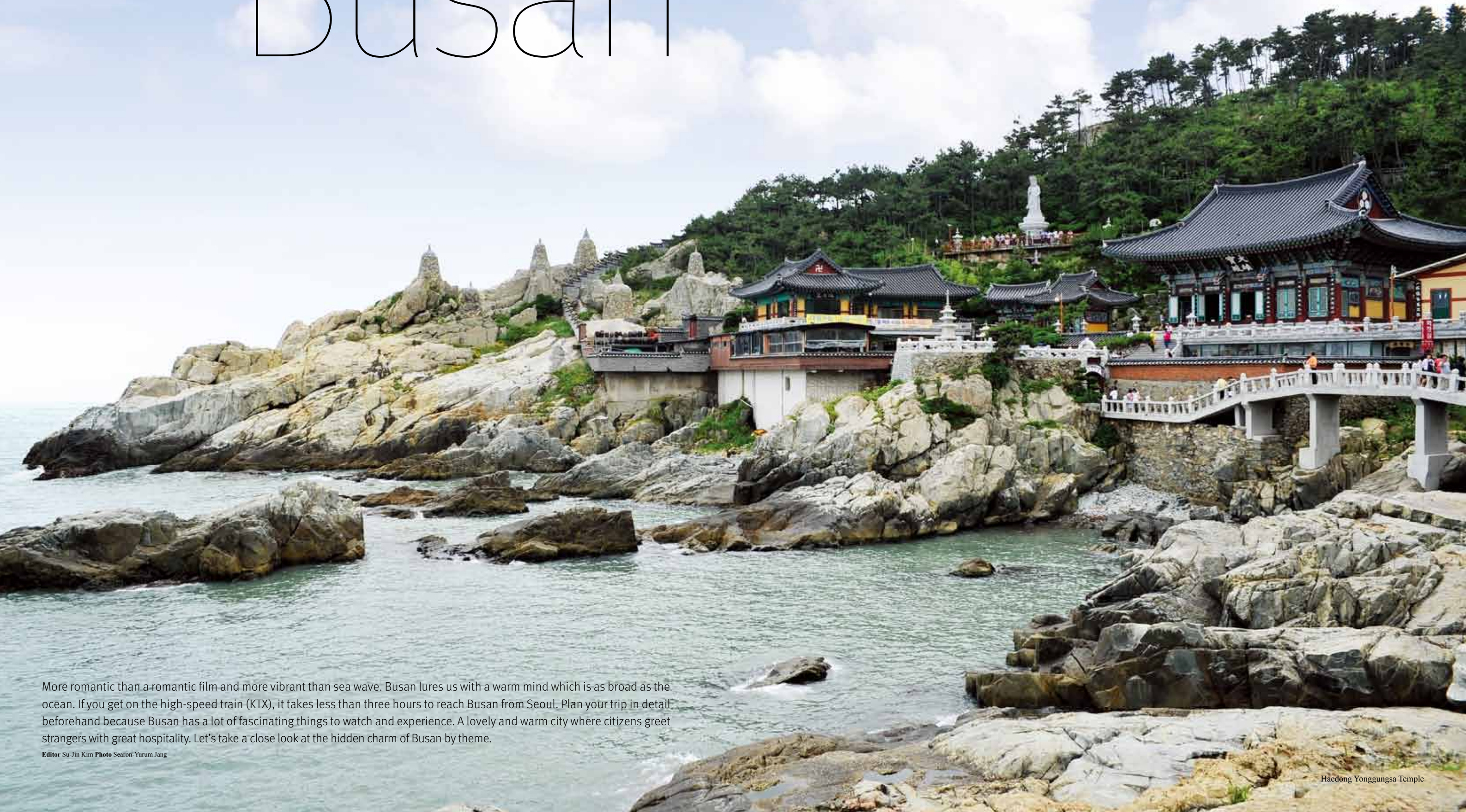
With Health Land, Let's Relax is one of the most famous massage shops in Bangkok, and its chain shops are located on Phrom Phong Rd. and Ratchada Rd. Clean facilities and standardized massage qualities are enough to attract not only domestic residents but

also foreign visitors. A foot massage immersing feet in a small jacuzzi (hot water) and Heavenly Relax Massage (3 hours) are the most popular ones. If you have enough time and money, a massage package including "Foot Massage (45 minutes)" + "Thai Massage (2 hours)" are strongly recommended. Tiredness and stress coming from traveling are wiped out in a second.

Directions At the MRT Phra Ram 9 Station, walk toward Thai Culture Center. Then, you can find Toyota Show Room (6th floor) Tel 66-2643-8422 Website www.bloomingspa.com



# Hidden Charm and Beauty of Busan



More romantic than a romantic film and more vibrant than sea wave. Busan lures us with a warm mind which is as broad as the ocean. If you get on the high-speed train (KTX), it takes less than three hours to reach Busan from Seoul. Plan your trip in detail beforehand because Busan has a lot of fascinating things to watch and experience. A lovely and warm city where citizens greet strangers with great hospitality. Let's take a close look at the hidden charm of Busan by theme.

Editor Su-Jin Kim Photo Seon-Yurum Jang



# New Attractions of Busan

## ATTRACTIVE AND FASCINATING GAMCHEON-DONG CULTURE VILLAGE

The followers of the Taegeukdo (religion) have gathered here since 1958. Recently, Gamcheon 2-dong has emerged as 'Busan's Lego Village' and 'Santorini.' Since the village art project titled 'Dreaming Busan's Machu Picchu' in 2009 and the convents-converged tourism cooperation project titled 'Maze-like Alley Project' in 2010, wall paintings, formative arts and cultural spaces (using uninhabited houses) have been developed every corner of the neighborhood. Gamcheon-dong has also appeared in TV series (ex: Tazza, H.I.T, etc.), films (ex: Hero, She Came From, Superstar Mr. Gam, Camellia, etc.) and various TV commercials. Don't miss to visit this beautiful Gamcheon-dong Culture Village.

Get off at Toseong Station (exit 6) and get on Maelul (shuttle) bus (No. 2, 2-1 or 1-1) in front of Pusan National Univ. Hospital Cancer Center. Get off at Goejeong Station (exit 6) and get on Maelul (shuttle) bus (No. 1 or 1-1) across from NewCore Outlet. **Contact** Village Information Center 'Haneul Maru' (070-4219-5556) - **Website** <http://cafe.naver.com/gamcheon2>



## GET EMOTIONAL UNDER SWEET AND ROMANTIC MOONLIGHT! MOONTAN ROAD

You mean suntan? No. The Moontan Road has recently emerged as a fascinating tourist destination in Korea. This 2.5km-long road is a great spot to enjoy the beautiful moonrise over the Haeundae Dalmaji Hill. The Moontan Road can be divided into five sections; Moonlight Kkotjamgil (0.4km), Moonlight Gaongil (0.4km), Moonlight Batugil (0.7km), Moonlight Hamkkegil (0.5km) and Moonlight Mannamgil (0.5km). Because of romantic atmosphere, the Moontan Road is popular as a dating spot at night. The lights are on from 23:00 (sunset) to 05:00 (sunrise). The Moontan Festival is held on August 28 with many exciting events such as the unique summer horror experience program titled 'Chills, Summer Horror,' Taking Picture with Ghost, Mask Horror Show and Shouting Contest. The application form is received on a first timer first served basis.



**Address** Jung-dong, Haeundae-gu, Busan **Tel** 051-749-4081 **Website** <http://moontan.haeundae.go.kr>

## ALL ABOUT CULTURE KIM'S ART FIELD MUSEUM

There is another fascinating cultural space besides Dalmaji Hill in Busan, which is Kim's Art Field Museum in Samseong Village in Geumseong-dong, Geumjeong-gu. The art studio of Kim Jeong-myeong, a professor at College of Art of Pusan National Univ., has been transformed into this attractive art museum. Many of his sculptures and installation arts are showcased. A special exhibition is held occasionally. The 7th Busan Sidewalk Chalk Art Contest exhibition is held currently and continues until August 27. The bamboo forest wall-painting street which is decorated with many famous faces such as Picasso, Andy Warhol, Lee Jung-seop, Baby Dooly and Jjanggu in Jukjeon Village is also recommended to visit.

**Address** (#23, Jukjeon 1-gil) #285, Geumseong-dong, Geumjeong-gu, Busan **Tel** 051-517-6800 **Open hours** 10:00-18:00 (Apr.-Aug.), 10:00-17:00 (Sep.-Mar.) (Closed on Mondays) **Website** [www.kafmuseum.org](http://www.kafmuseum.org)



## SHINSEGAE CENTUM CITY VS LOTTE DEPARTMENT STORE, GWANGBOK

Shinsegae Centum City was recognized by the Guinness Book of World Records as the world's largest department store in June 2009. It features a lot of modern facilities such as ice rink, golf range, Spa Land, bookstore, movie theater, restaurants and boutiques so that it would take more than a day to tour around the multiplex. In Lotte Department Store, Gwangbok, you can watch spectacular

aquatic show on the 1st basement of Aqua Mall. The 21m-tall and 16m-wide indoor water fountain creates a magnificent and fantastic scene with 1,000 nozzles, video projectors and modern sound equipment.

**Shinsegae Centum City** **Address** #1495, U-dong, Haeundae-gu, Busan **Tel** 1588-1234 **Open hours** Ice Rink: 10:30-20:00 Spa Land: 06:00-24:00 Golf Range: 06:00-23:00 **Website** [www.shinsegae.com](http://www.shinsegae.com) **Lotte Department Store, Gwangbok** **Address** #20-1, 7-ga, Jungang-dong, Jung-gu, Busan **Tel** 051-678-2500 **Open hours** 10:30-20:00 (Aqua Mall: ~22:00) **Website** [www.lottesshopping.com](http://www.lottesshopping.com)



## DIVERSE DALMAJI HILL CULTURAL STREET

The Dalmaji Hill which guards the left side of Haeundae Beach can be compared to the Montmartre Hill in France. Because about 13 galleries are clustered in the Dalmaji Hill, you can visit a variety of galleries such as Gallery Montmartre and Kim Jae-seon Gallery while walking along the street. The galleries (ex: NC Gallery, Gallery Fine, etc.) in which a lot of refined and elegant art pieces are showcased make Haeundae Beach more fascinating. In addition, you can easily find unique and exotic cafés and restaurants which have a great view of Haeundae Beach such as Café Van in which you can smell the sweet and mild scent of drip coffee and Napalkkot which is popular as a shooting location of the mega-hit Korean film 'My Sassy Girl.'

**\*Johyun Gallery** **Address** #1501-15, Jung 2-dong, Haeundae-gu, Busan **Tel** 051-742-8852 **Open hours** 10:00-19:00 **Website** <http://www.johyungallery.com> **\*Jeon Hye-yeong Gallery** **Address** 3-4F, #1491-2, Jung 2-dong, Haeundae-gu, Busan **Tel** 051-747-7337 **Open hours** 10:00-19:00 (Closed on Mondays) **Website** <http://blog.naver.com/galleryjhy> **\*Banana Long Gallery** **Address** #42, Dalmaji-gil, Haeundae-gu, Busan **Tel** 051-741-5106 **Open hours** 13:00-19:00 **Website** <http://bananaspace.blog.me>

## CULTURAL ALLEY - HEAVEN OF THE YOUTH!

'Cultural Alley' has been formed between Kyungsoong Univ. and Pukyong National Univ. In 2008, architect Cho Yoon-sik acquired four detached houses and remodeled them into a cultural space. As a result, a narrow street has been restored. There are three gates to the alley. Here, you can meet Yoncheonjiraj (a small theater with 80 seats), exhibition hall Seokryuwon, Nogada (a music pub with about 20,000 CDs and LP records), traditional liquor bar, oriental bar in which whiskey and cocktail are served and garden-like coffee shop.

**Address** #52-4, Daeyeon 3-dong, Nam-gu, Busan **Tel** 051-625-0730



## FORMATIVE LIGHTHOUSES LIGHT UP THE BEAUTY OF BUSAN!

The lighthouses which have been built as a part of 'Busan Image Making Project Using Lighthouse' have emerged as a landmark of Busan. There are many symbols of Busan including baseball, seagull and Oryukdo Islands. Now, Chajeon Nori-, World Cup- and totem pole-shaped lighthouses would represent Busan. In addition, the City of Busan plans to remodel Yongdusan Tower into a lighthouse. Near the future, Busan could be called 'City of Lighthouse.'

### ↑ JEOTBYEONG LIGHTHOUSE

This 5.6m-tall, baby bottle-shaped lighthouse located in Seoam Village in Daeyeon has been built to encourage childbirth. About 144 baby hands and feet are printed on the tiles.

### ↑ YAGU LIGHTHOUSE

This lighthouse situated in Chilam Port in Gijang-gun has a shape of baseball bat, baseball and glove. It was built in 2008 in commemoration of Korea's gold medal at the Beijing Summer Olympics.



## Top Five Unique Spots

**HEARTWARMING ONCHEONJANG**

In Busan, there is Oncheonjang besides Haeundae Beach and Nampo-dong. Many Koreans go to Japan to enjoy a hot spring. Do they know of fascinating hot springs in Oncheonjang? Come and enjoy the charm of Oncheonjang, which could be compared to the natural hot springs in Japan.

**Directions** Get off at Oncheonjang Station.

**DESTINED MEETING BETWEEN OH DAE-SOO AND MI-DO AT GOJEN JAPANESE RESTAURANT**

When asked about what is the most impressive scene in the Korean film 'Old Boy', seven out of ten responds 'Nakji (small octopus) swallowing scene.' It is Gojen Japanese Restaurant in Oncheonjang, in which Oh Dae-soo first meets Mi-do and swallows a live small octopus. Once you enter into the restaurant, however, you may be disappointed because the interior is different from the movie. In fact, inside scenes were only filmed at Gojen. The director Park Chan-wook said that he chose this restaurant because of fresh raw fish and elegant bar.

**Address** #302-7, Oncheon 1-dong, Dongnae-gu, Busan **Tel** 051-553-9771 **Open hours** 11:30-15:00, 17:30-22:00 **Price** \* Hoe Jeongsik (set meal with raw fish): KRW 45,000 \* Chobap Jeongsik (set meal with sushi): KRW 35,000 **Directions** 30m up from Korea National Open Univ. in Oncheon

**NOKCHEON HOTEL WITH HIGH-QUALITY WATER**

If you don't like a public bath even though you want to enjoy the spa, go to Nokcheon Hotel in Oncheon Complex. You can stay overnight or stay just few hours with your family to enjoy hot spa. The facilities are more like motels, but the hotel has been very popular because of spacious bath and high-quality mineral water. If you want a cozy and comfortable atmosphere, bring bath bubble. Then, you would be able to enjoy a pleasant and romantic bath just like a premium spa in a deluxe hoTel

**Address** #96-9, Oncheon 1-dong, Dongnae-gu, Busan **Tel** 051-553-1005 **Rates** Short stay (weekdays: 3 hours, weekend: 2 hours): KRW 23,000 (2 persons) (KRW 4,000 per additional adult)

## 1

**OPEN-AIR FOOT SPA: UNIQUE ONCHEONJANG STREET CULTURE**

In Japan, you can easily find people having a foot bath on the street. In Oncheonjang, you can enjoy free open-air foot spa as well. In particular, the water is so clean that you may feel like doing something more. It is also fun to watch senior citizens having a pleasant time reading a book in the afternoon.

**Directions** Next to Nokcheon Hotel **Address** #135-5, Oncheon 1-dong, Dongnae-gu, Busan **Open hours** 10:00-20:00 **Admission fee** Free

**THE COFFEE IN SUKA GALLERY**

If you are refreshed after a bath and full with fresh raw fish, finish your trip to Oncheonjang with a cup of sweet and mild coffee. The Coffee in SUKA Gallery is a café which is about three minutes away from Gojen on foot. The walls of the café are decorated with the genuine art pieces of renowned artists such as Lee kang-soh. You can enjoy these masterpieces in a comfortable position, having a cup of coffee. Here, you can enjoy a calm and peaceful mood because few people who are well versed in art visit here.

**Address** Oncheon 1-dong, Dongnae-gu, Busan **Tel** 051-552-4402 **Open hours** 10:00-21:00 (closed on Mondays) **Website** www.suka.co.kr

**DONGBAEKSEOM ISLAND AND CAFÉ STREET... HAEUNDAE SEA WAVES LAPPING IN A WINE GLASS**

If you checked in around Haeundae, it is recommended to take a walk along the Dongbaekseom Island early in the morning or late at night. Because the sidewalk winding around the island is paved with asphalt rubber, you may not feel any fatigue in your legs. Go up the observatory in the middle of the island and count Oryukdo Islands. Don't miss to visit Nurimaru APEC House as well. The Nurimaru APEC House has a shape of Dongbaek Island. In fact, Dongbaekseom Island offers great views in all directions such as Oryukdo Islands, Gwangandaegyo Bridge, Nurimaru APEC House and pine forest. Once you finished your tour to Dongbaek Island, go to the Café Street. A cup of coffee is recommended early in the morning. At night, on the contrary, a glass of wine is good.

**Directions** Get off at Dongbaek Station (line 2, exit 1) and walk about 10 minutes toward the beach.

## 3



## 2

**CINEMATHEQUE... CONVERGENCE BETWEEN THE SEA AND INDIE CULTURE**

'Theater by the sea?' It sounds unrealistic. In Busan, however, it is reality. The Cinematheque in the Suyeong Yacht Center is a small movie theater in which independent or art films are mostly screened. On the day of special exhibition, the theater is crowded with a lot of people from Seoul. In addition, a variety of services are offered. In particular, an archive in which 2,000 DVDs and the scenarios of the films screened in Busan International Film Festival are available free of charge is greatly praised by visitors.

**Directions** Get off at Dongbaek Station (line 2, exit 3) and enter the Jungmun gate to Yacht Stadium. **Address** #1393-1, U 1-dong, Haeundae-gu, Busan **Tel** 051-742-5377 **Website** http://cinema.piff.org



## 4

**HAEDONG YONGGUNGSA TEMPLE TEMPLE WHERE THE SUN RISES FIRST IN KOREA**

This temple was built by monk Naong in 1376 (during the reign of King Gongmin in Goryeo Dynasty). It was destroyed during the Imjin-waeran (Japanese Invasion of Korea in 1592) and has been restored to the current temple. If you walk down the 108 stairs, you can find Yonggungsa Temple on a sea cliff. In January, a lot of tourists flock here to witness sunrise. In fact, this temple which looks like floating on the sea creates a spectacular landscape. Strangely, a stone Buddhist statue stands tall facing the sea. It is the biggest stone statue made of single rock in Korea.

**Address** #416-3, Sarang-ri, Gijang-eup, Gijang-gun, Busan **Tel** 051-722-7744 **Admission fee** Free (parking fee: KRW 2,000) **Website** www.yonggungsa.or.kr

## 5

**MUSEUM OF MYSTERY LITERATURE INVITATION TO MYSTERIOUS SPACE**

You may have been infatuated with a detective novel at least once. Located on the Dalmaji Hill, the Museum of Mystery Literature operates a detective novel class in which children read a mystery novel and try to act just like Agatha Christie, throughout the year. As the only museum of mystery literature in Korea, it owns about 30,000 books. The admission fee is KRW 5,000 (a soft drink included). A participation in a creative class is free. This non-commercial place is developed and operated by Kim Seong-jong who wrote 'Eyes of Dawn' with a goal of training new writers and returning the benefit to a society. The mobile Internet service is available.

**Address** #1483-6, Jung 2-dong, Haeundae-gu, Busan **Tel** 051-743-0480 **Open hours** \* 1st floor: 09:00-20:00 \* 2nd and 3rd floors: 09:00-18:00 **Admission fee** KRW 5,000 **Website** http://cafe.naver.com/007spyhouse/



# Delicacies of Busan

## NAENGCHAE JOKBAL (PIGS' TROTTERS)

Now, Naengchae Jokbal is on the top in the Nampo-dong Jokbal Alley. Sliced Jokbal meat, jellyfish cold platter, Matsal (crab sticks) and sliced cucumber are served on a large dish with spicy mustard sauce. Don't miss to try the fresh cold platter in spicy sauce.



## KKOMJANGEO GUI (GRILLED EEL)

If you are in Busan, don't miss to taste Kkomjangeo. If you go to Kkomjangeo Alley behind Jagalchi Market, you can see Busan-style Kkomjangeo Gui. If you order Yangnyeom Gui, fresh eel is grilled on a briquette fire right away. Wrap the Kkomjangeo meat in lettuce and eat it with a cup of Soju. Then, you may understand the genuine taste of Busan.

## DWAEJIGUKBAP (PORK SOUP WITH RICE)

Add spicy sauce, salted shrimp and seasoned Korean leek to the pork broth. In fact, Dwaejigukbap is a great dish to refresh your stomach. The soup is savory without pork smell. You may be fully satisfied while eating the dish more and more.



## SNOW CRAB

You don't have to go all the way to Yeongdeok, Gyeongsangbuk-do to eat savory snow crab. If you go to Gijang Market, you will be surprised to see a lot of snow crabs. In fact, they are more common than the local products such as anchovy, seaweed and hairtail. If you order the snow crab, it is cooked in a huge steamer. It is good to taste the savory crab without any particular sauce or side dish.

## STREET FOOD

If you want to try the delicacies of Busan, go to Meokja Golmok ('food alley'). Here, you can meet a variety of unique street dishes such as Busan-style Topokki (spicy stir-fried rice cake), Sundae (Korean sausage) and Byeolnan Hotteok (sugar filled Korean pancakes). In addition, don't miss to try Yubu Jeongol (a soup with Yubu bags tied with a dropwort), one of the most famous delicacies in Kkangtong Market.



## MILMYEON (WHEAT NOODLE SOUP)

This wheat noodle soup originated from Naengmyeon (chilled buckwheat noodle soup) about 50 years ago. In Busan, Milmyeon is more popular than Naengmyeon. The soft and stringy noodles are in perfect harmony with spicy sauce and refreshing meat broth. Milmyeon is available at low prices.

# Unknown Charm of Busan



## BOSU-DONG BOOK STREET-DISCOVER TREASURE IN THE OLD USED BOOKS!

In the 1950s, people would manage to live here by selling the books of Japanese and refugees. Here, you may be able to find almost all kinds of books including rare ancient books, photo albums and art books.

**Open hours** 09:00-22:00 (closed on the 1st and 3rd Sundays of the month)  
**Directions** Get off at Nampo-dong Station / Jagalchi Station (line 1) and walk straight for 15 minutes.



## BUPYEONG (KKANGTONG) MARKET - PARADISE OF CANNED GOODS AND ALCOHOLS

This market has been called 'Kkangtong' ('canned' in Korean) because a variety of canned products and alcohols are sold at low prices. Most stores here are filled with a variety of products

**Open hours** 08:00-21:00 (closed on the 1st and 3rd Sundays of the month)  
**Directions** Take the bus (8, 15, 40, 58-1, 81, 126, 135 or 186).

## KUKJE MARKET - THERE IS NOTHING YOU CANNOT FIND HERE!

Along the maze-like, narrow winding alleys are lined almost all kinds of products such as kitchen utensils, stationary, lightings and bags. The products here are about 20~30% cheaper.

**Open hours** 09:00-20:00 (closed on the 1st and 3rd Sundays of the month) **Tel** 051-245-7389  
**Directions** Get off at Nampo-dong Station / Jagalchi Station (line 1) and walk straight for 15 minutes



## FREE BUS TOUR

### Personalized Taxi tour

If you are tired of traveling around using the bus or subway, it is recommended to take 'the Personalized Taxi Tour.' This tour was originally designed for the participants in an international conference. Thanks to a great response from the tourists, its program has been expanded. The biggest advantage of this program is that you can visit places when you want in a very convenient manner. This program includes seven different tour courses, three trekking courses, cruise tour, performance tour and spa tour. Even though it is your first visit to Busan, you can tour around the city in a safe and efficient way using this program.

**Tel** \* Deungdae Call: 051-502-2800 (reservations are required at least one day in advance), 1588-5644 (BBB interpretation services) **Price** \* 4-seat vehicle (1 hour): KRW 20,000 \* 7-seat vehicle (1 hour): KRW 25,000

### Busan City Bus Tour

If you want to tour around the entire city, Busan City Tour Bus will be the best choice. If you get on the Taejongdae Tour Bus, you can visit Yongdusan Park, Jagalchi Market and BIFF Square with a kind tour guide.

**Open hours** 12 times a day (09:20-16:40, every 40 minutes) **Tel** 051-464-9898 **Tour course** Busan Station (Departure) → Yongdusan Park → Busan Ferry Terminal → Yeongdo 75 Square → Taejongdae (Observatory) → Jagalchi Market → Busan Station (Arrival)





PENINSULA CITY WITH 971 ISLANDS

# Discover Nagasaki

## 長崎

About four hundred years ago, a Portuguese boat arrived at Nagasaki. Unlike most other Japanese cities which took a very cold attitude toward foreigners, the little fishing village opened the door to many foreign countries such as the Netherlands, the U.K. and Russia and rapidly developed into a dynamic and vigorous international port. The City of Nagasaki situated on the south of Nagasaki Peninsula is a port city in which an urban district is developed up to the steep mountain hills. Come to Nagasaki and experience Little Europe in Japan including unique and exotic western-style wooden buildings and churches and Huis Ten Bosch (known as 'Little Netherlands') which is about one hour away from the downtown by an express train.

Editor Jin-Joo, Shin Photo Jong-Yoon, Sung





# On Foot

The most European-style places in Nagasaki include Glover Garden, Oura Cathedral and Oranda Saka. These places are good to tour around on foot because buildings are clustered. Come and enjoy a relaxing and refreshing tour.

## WESTERN-STYLE WOODEN BUILDINGS GLOVER GARDEN

A total of nine beautiful western-style buildings such as Glover Residence, Oort Residence and Ringer Residence have been restored. 'Glover' is named from Thomas Blake Glover who was a Scottish merchant. In 1858, Japan finally opened the door to foreigners. Nagasaki also opened its port to foreign trade. As a result, a lot of foreign merchants stayed in the city. Thomas Blake Glover was one of the traders. He built this great mansion in 1862, just two later years since he arrived in Nagasaki. He was very fond of flowers so that he planted all kinds of flowers from all over the world on the 10,000 pyeong-wide land. His garden is still gorgeous. The Glover Residence in the garden was constructed in 1863. As the oldest western-style wooden structure in Japan, it was designated as Important Cultural Property. Come and have a good time, touring a variety of unique and exotic buildings.

Address 長崎縣長崎市南山手町8番1號  
Tel 095-822-8223 Admission Fee JPY600 (Adult), JPY300 (Student) Opening Time 08:00-21:30 Website www.glover-garden.jp



## THE OLDEST WOODEN CHURCH OF JAPAN OURA CATHEDRAL

There are a lot of Roman Catholics in Nagasaki where Roman Catholicism was first introduced in Japan. Therefore, it is no wonder that Japan's oldest Roman church is situated here. The construction of the Oura Cathedral located in front of the Glover Garden began in 1864 and was completed in 1865. As the oldest Christian structure in Japan, it is the only western-style building which has been designated as the national treasure. The official name of the Roman church is 'the Church of the 26 Japanese Martyrs' which was named after 26 Japanese martyrs who died after Toyotomi Hideyoshi's ban on Christianity in 1587.

Address 長崎市南山手町5-3 Tel 095-823-2628  
Admission Fee JPY300 (Adult), JPY250 (Student) Opening Time 08:00-18:00



## MOUNTAIN HILL WITH WESTERN-STYLE BUILDINGS

### ORANDA (HOLLAND) SAKA

Oranda is Japanese translation for 'Holland.' At the opening of port, westerners were called 'Sir/Madam Oranda' in Nagasaki. The Oranda Saka is a mountain hill which connects Kwasui Women's University with Higashiyama Western-style Residential Street. The street floor is paved with check-patterned paving stones. It is a cool and pleasant street where western cultural atmosphere prevails.

Address 長崎市南山手町5-3 Tel 095-823-2628 Admission Fee JPY300 (Adult), JPY250 (Student) Opening Time 08:00-18:00

## More BIRTHPLACE OF KIRIN BEER



Thomas Blake Glover founded Japan Brewery Company, the predecessor of KIRIN Beer, with Robert Nale Walker and his old brother Wilson Walker. In the greenhouse of the Glover Residence, there is a statue of Komainu (a lion that guards the entrance to the Japanese shrine) which is the symbol of KIRIN Beer. It is rumored that the moustache of the mythical creature featured on Kirin beer labels is in fact a tribute to Glover who sported a similar moustache.

## Hotel ANA HOTELS INTERNATIONAL



ANA Hotels International is just about 10-minute away from the Glover Garden, the Oranda Saka and Oura Cathedral on foot. It has European-style edifice in the roof and windows. Suite, twin and double rooms are available in both traditional Japanese and western styles. The ANA Hotel Nagasaki Gloverhill is a 70 minute bus ride from the Nagasaki Airport or a 7 minute drive by car from the JR Nagasaki Station.

Address 長崎県長崎市南山手町1-18 Tel 095-818-6601 Website www.ana-gloverhill.co.jp

# By Tram

It is highly recommended to get on a tram to enjoy your tour in Nagasaki. It is a very convenient means of transportation because it travels every corner of the city. Four lines are available in total. Since the longest line is just 7.3km-long, it would take just about 31 minutes to finish your tour.



Shinchi Chinatown → (Tram 2min.) → Meganebashi → (Tram 3min.) → Shokoku-ji → (Tram 15min.) → Site of Martyrdom of the 26 Saints → (Tram 15min.) → Nagasaki Peace Park

## STREET FILLED WITH A VARIETY OF FANCY CHINESE ITEMS SHINCHI CHINATOWN

It was a place where a lot of goods from China were stored during the Edo period. Now, about 40 Chinese restaurants and shops are clustered here. At the end of the 250m-long street, there are four red Chinese gates. Come and try Nagasaki Champon and get fancy Chinese souvenirs. Most restaurants and shops are closed around 9 o'clock.

Station Tsuki-Machi



## ONE OF TOP FOUR CHINESE-STYLE TEMPLES IN JAPAN SHOKOKU-JI TEMPLE

This temple was built by a Chinese monk in 1629. It owns two national treasures including Great Hero Hall and four important cultural properties. Here, you can meet a cauldron which, according to a rumor, was used to cook steamed rice for 3,000-5,000 people by Chinese monks when the rice crop failed in 1680.

Admission Fee JPY300 (Adult), JPY200 (Student)  
Opening Time 08:00-17:00 Station Shokoku-ji-Shita



## PARK PRAYING FOR WORLD PEACE NAGASAKI PEACE PARK

In Nagasaki where the atomic bomb exploded at 11:02 on August 9, 1945, there is a memorial statue. This bronze statue designed by a Nagasaki-born artist Kitamura Seibo symbolizes the horror of the nuclear bomb ('right hand'), peace ('stretched-out left hand') and praying for the souls of the dead ('closed eyes'). Near the park, there is an atomic bomb museum in which the photos and models of nuclear weapon are showcased. A memorial service is performed on August 9 every year, praying for world peace.

Station Matsuyama-Machi

## A SHRINE TO PAY TRIBUTE TO THE MEMORY OF 26 SAINTS SITE OF MARTYRDOM OF THE 26 SAINTS

Nishizaka Park located across from Nagasaki Station is a place where 6 foreign missionaries and 20 Japanese Christians including children were hung on the Cross by Toyotomi Hideyoshi on February 5, 1597. There is a relief of 26 martyrs just like a mural painting. A Christian mass is held on February 5 every year.

Tel 095-822-6000 Admission Fee JPY500 (Adult), JPY300 (Student)  
Opening Time 09:00-17:00 Station Nagasaki-Ekimae



## THE OLDEST STONE ARCH BRIDGE IN JAPAN MEGANEHASHI

Meganebashi is a stone bridge over Nakashimagawa River which flows through the City of Nagasaki. It is Japan's oldest stone arch bridge built in 1634. It was partially destroyed by a flood and restored in 2006. Now, it is a landmark bridge of Nagasaki. This 22m-long, 3.65m-wide and 5.46m-tall bridge is one of the major cultural properties of Japan. Because the reflection on the river looks like glasses, it was named 'Meganebashi' which literally means 'Glasses Bridge' in Japanese.

Station Kokaido-Mae



# Nagasaki Food

Don't miss to taste Nagasaki Champon, Castella and Karasumi in Nagasaki. Here, the three best restaurants of Nagasaki are introduced.



## REFRESHING AND SAVORY SEAFOOD SOUP

### NAGASAKI CHAMPON

Nagasaki Champon is a special noodle soup made of vegetables and sliced meats. It looks just like 'Jjamppong' in Korea, but is not spicy at all. It has a savory and refreshing taste. The savory soup with fresh seafood will make you satisfied.



## RESTAURANT REAL NAGASAKI CHAMPON SHIKAIROU

Shikairou is the first Nagasaki Champon restaurant in 1899. It is very proud of its 112 year-long history. It has become one of the must-visit destinations in Nagasaki. Pork backbones and chicken bones are boiled for 5-6 hours to make a refreshing and savory broth. The noodle soup is topped with various fresh vegetables (ex: mushroom, bamboo sprout, etc.) and seafood (ex: shrimp, squid, etc.). It is a great experience to eat tasty Champon by watching beautiful Nagasaki Bay over the frameless window. There is Champon Museum on the second floor.

Tel 095-822-1296 Opening Time 11:30-15:00, 17:00-20:00  
Website [www.shikairou.com](http://www.shikairou.com)  
Directions Across from ANA Hotels International

## DELICACIES OF NAGASAKI

### KARASUMI

Karasumi is a food product made by salting mullet roe and drying it by the sunlight. The name Karasumi is derived from 'sumi' or ink blocks of which it is similar in shape. It is stuck to the teeth and melts slowly.



## RESTAURANT SOUVENIR COLLECTION LANKA

Lanka is a souvenir shop in Shinchi Chinatown. Here, Karasumi is available at JPY 2,000-5,000 depending on size. Besides Karasumi, Chinese-style accessories and clothes are sold as well.

Tel 095-823-1159 Opening Time 09:00-21:00  
Directions In the Shinchi Chinatown

## More INASAYAMA MOUNTAIN



## MOIST AND SOFT CASTELLA

### CASTELLA

Nagasaki Castella is one of the best travel snacks and great gift. Castella was first brought to Japan by a Portuguese missionary during the 16th century. It is rumored that Murayama was appointed as the first governor of Nagasaki after offering tasty homemade Castella to Toyotomi Hideyoshi.



## RESTAURANT BEST OF CASTELLA SEIFUDO

Seifudo is a Castella restaurant which opened in 1973. With a different baking process, it offers moist and soft cake. The Castella showcased in the restaurant is so popular that it usually sold out in a day. Castella is available in various tastes such as cheese, orange and green tea.

Address 長崎市南山手町2-6 Tel 095-825-8541  
Opening Time 09:00-18:00 Website [www.seifudo.jp](http://www.seifudo.jp)

Inasayama Mountain (333m above the sea level) offers a great night view of the City of Nagasaki. Once you reach the mountain peak by ropeway, you can have a great view of Nagasaki Port and downtown. If you are lucky, you would be able to view Koshima Island on a fine day. A free shuttle bus is operated from a major hotel (ex: Zennikku Glover Hotel, etc.) to the ropeway platform from 07:00 to 22:00.

Ropeway Fee JPY 1,200 (Adult), JPY 900 (Student), JPY 600 (Children)  
Opening Time 09:00-22:00 (Dec.-Feb. to 21:00)

# Huis Ten Bosch

The name Huis Ten Bosch literally translates into English as 'House in the Woods.' It is an ideal city where people live in harmony with nature. The Dutch street in the 17th century has been restored by digging a canal across the city.



## Hotel ANA HOTEL HUIS TEN BOSCH



It is a deluxe hotel which has been built with the Amsterdam Central Station as a motive. Here, you can enjoy a natural hot spring spa. An open-air hot spring will open on July 1. Hot spring is free of charge for hotel guests.

Address 長崎県佐世保市ハウステンボス町10番  
Tel 956-58-7111 Website [www.anaHotel-jhtb.co.jp](http://www.anaHotel-jhtb.co.jp)

## A PLEASANT TRIP ALONG THE CANAL CANAL CRUISE

From the tour boat on the 6km-long canal, Huis Ten Bosch looks very exotic. It cruises from Kinderdijk to Utrecht. It takes about 25 minutes to finish the tour. It leaves every 3-5 minutes.

Admission Fee JPY600 Opening Time 09:00-19:30

## THE DUTCH ROYAL HOUSE IN JAPAN HUIS TEN BOSCH PALACE

A palace built in Hague during the 17th century has been restored through a historical inquiry. During the construction, the palace had even to be torn down just because it was short of one brick among tens of hundreds of bricks in order to restore the exact Dutch Royal house. The ceiling and walls of an art gallery in the palace are filled with beautiful mural paintings.

These dreamy mural paintings were painted throughout four years under the theme of 'Boy's Dream.' A variety of masterpieces from around the world including the Netherlands are displayed. If you are lucky, you may see a wedding in this elegant palace.

Admission Fee JPY300 Opening Time 09:00-17:00

## RESTORATION OF DUTCH SPIRE DOMTOREN

The magnificent Domtoren is a symbol of Huis Ten Bosch. The oldest church in the Netherlands has been restored. The 80m-high observatory has a great view of Huis Ten Bosch. On the second floor, there is a restaurant in which visitors can dine on a wide range of cuisines such as Japanese, Chinese and Korean.





CITY OF ART, LIFE, AND TASTE

# Tongyeong

Tongyeong Gyeongsangnam-do, South Korea is famous for its beautiful oceanview and weaved by 42 inhabited and 109 uninhabited islands. Tongyeong often called "South Korea's Napoli" is a representative beautiful port of South Korea and a home of outstanding artists. Tongyeong is a place that meets all the expectations of tourists, with full of vitality and fresh seafood all year round. You can enjoy wonderful culture, art, and travel.

Editor Seon-Ae Yu Photo Choong-Keun Oh

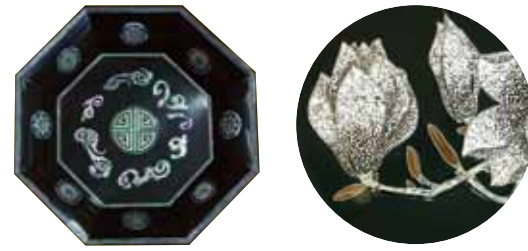




## LACQUER AND MOTHER-OF-PEARL WORK WITH MODERN TOUCH TONGYEONG LACQUER GALLERY

It takes five hours to reach Tongyeong from Seoul by car. As soon as you pass by Tongyeong Interchange, you can see Tongyeong Lacquer Gallery. It is the first lacquer gallery in South Korea and located in a hillside with a wonderful view of Hwasamri sea. It has small but sophisticated exhibition halls. Visitors can see how to make lacquerware inlaid with mother-of-pearl in details. Visitors can enjoy beautiful furniture and paintings using lacquer and mother of pearl.

Address 658 Hwasam-ri, Yongnam-myeon, Tongyeong-si, Gyeongsangnam-do Tel 055-649-5257 Opening Hour 10:00-18:00 (March to October), 10:00-17:00 (November to December), Every Monday is closed Admission Fee KRW 2000(adult), KRW 1000(children) Website www.ottchil.org



### LACQUERWARE INLAID WITH MOTHER-OF-PEARL

The Chinese word, Najeon (螺鈿) is commonly used in China, Korea and Japan and Korean words for it is "Jage." South Korea's technique to make lacquerware inlaid with mother-of-pearl is: apply lacquer extracted from lacquer trees to the surface of wood and on that, the mother-of-pearl is inlaid.



## TONGYEONG'S ART HISTORY TONGYEONG TRADITIONAL CRAFT HALL

A technique to make lacquerware inlaid with mother-of-pearl has 400-year-old history. It has a mysterious and splendid shape and colors. Tongyeong Traditional Craft Hall located inside Tongyeong Mireukdo Tourism Special Zone is an exhibition hall and shop where you can see exhibits made by a person of intangible cultural asset, learn the history of Tongyeong craft and buy the products. Every product is handmade, which explains they are quite expensive. Here you can buy furniture and jewelry made of shell of abalone, turban as well as camellia oil, water, and cosmetics representative products of Tongyeong. Enjoy high quality special craftworks in Tongyeong Traditional Craft Hall.

Directions Inside Mireukdo Tourism Special Zone Address 642 Donam-dong, Tongyeong-si, Gyeongsangnam-do Tel 055-645-3266 Opening Hour 09:00-18:00(it will take one hour to look around) Admission Fee Free Website www.tiart.or.kr



## FAIRY TALE VILLAGE THAT BECOMES CANVAS DONGPIRANG MURAL VILLAGE

Houses of many port cities are densely located on the hilltop. A village of Tongyeong with full of old houses turned into one of tourist attractions called Korea's Montmartre after painters' touches. A word, 'Pirang' is a dialect of Tongyeong. Strolling slowly around this village full of interesting murals and appreciate the sea view on the top hill. You can also see big and small boats frequenting the port centering Jungang Market. A quiet and considerate strolling is much appreciated not to bother the residents.

Directions Behind the Jungang Market, follow the signs to lead to Tongpirang

## TRAIL OF POEMS KIM CHUN-SOO EXHIBITION HALL

Kim, Chun-soo, who was born in Tongyeong is a representative poet of the modern history of Korean literature. To commemorate his achievement, Tongyeong built a memorial tower and a street named after his name. Kim, Chun-soo Exhibition Hall is closely located to his original house. Nobody lives there but the inside the house preserved intact. This hall accommodates 330 pieces of exhibits including his manuscripts, books and letters.

Address 451 Bongpyeong-dong Tongyeong-si Gyeongsangnam-do Tel 055-650-4538 Opening Hour 09:00-18:00 Admission Fee Free



## PROVIDING PERFORMANCE AND RELAXATION YUN ISANG MEMORIAL PARK

The reason Tongyeong is called a city of music is because of world famous composer, Yun, Isang. He studied in Germany and introduced a new type of music to Korea incorporating Korean emotion with the western modern music. Yun Isang Memorial Park has a unique building structure that connects an indoor concert hall, an exhibition hall and an outdoor concert hall received a President Award in the field of architecture design. Inside the park, there is a model that represents his home in Germany. Tongyeong hosts Tongyeong International Music Festival every year, a variety of music performances and lectures with a start of Yun Isang Music Competition.

Address 148 Docheon-dong Tongyeong-si Gyeongsangnam-do Tel 055-644-1210 Opening Hour 09:00-18:00(Closed Every Monday and National Holidays) Admission Fee Free



## EMBRACING THE COLOR OF TONGYEONG IN HIS CANVAS JEON HYEOKRIM ART GALLERY

As the cobalt colored sky and strong sunshine of Madrid inspired Picasso and Dali, soft sunbeam of Tongyeong and deep blue color of archipelago inspired Tongyeong painter Jeon Hyeokrim. He painted light and color of his hometown's waves in his canvas. This gallery accommodates Jeon's paintings full of sunbeams and atmosphere of Tongyeong. Although this gallery is located in residential area of Bongpyeong-dong, it stands out because of its colorful tiles covering the entire building.

Directions 1 km after Tongyeong Bridge Address 189-2 Bongpyeong-dong Tongyeong-si Gyeongsangnam-do Tel 055-645-7349 Opening Hour 10:00-17:30 (March to October), 10:00-17:00 (November to December), Closed Every Monday and Tuesday, Admission Fee Free







## CATCHING SPRING JUNGANG MARKET

Jungang Market is right in front of the port and provides all kind of fish. It also is lively and dream place of everyone. You can see big and small boats lining up in the port in front of the market and seagulls hovering over those boats. This scenery is a symbol of Tongyeong. A motel, Napoli in front of Jungang Market that is a location for a movie called <Ha Ha Ha> is a landmark of this city. Make a reservation in advance if you want to visit here.

Address 38-4 Jungang-dong Tongyeong-si Gyeongsangnam-do Tel 055-649-5225  
Website www.tjmarket.com



## MOST TRANQUIL SEA DURING SUMMER IN SOUTH KOREA TONGYEONG PUBLIC BEACH

You can reach this beach not riding a boat. It has a charm of a small but cozy and tranquil beach. Enjoy strolling along the calm and soothing sea, riding a bike in the bike-only road, or just sitting on the beach watching slowly flowing water. Gentle wave and shallow depth of water of the beach is a perfect place for family. It is located 200 meters away from the bus terminal and buses runs every two to three minutes to the beach.

Directions 500m away from Donam Tourist Complex Address Donam-dong Tongyeong-si Gyeongsangnam-do

## TEMPLE WHERE A SPIRIT OF GENERAL LEE SUNSIN STAYS TONGYEONG CHUNGRYEOLSA

General Lee Sunsin is a major figure of Tongyeong. He is a hero of Joseon Dynasty in late 16 century when Japan invaded the Korean peninsula and He fought against Japan and won the war in Tongyeong. Chungryeolsa Temple is built to commemorate his achievement to exhibit his life. Late spring visitors here also enjoy a 400-year-old colony of camellia trees. You can see the city view from pavilion as well as sun rising. The small exhibition room inside the temple accommodates 8 pieces of articles including a military sword that Emperor of Ming Dynasty, Sinjong presented him, and other presents and original articles.

Directions 15 minute walking distance away from Seoho Market Address 213 Myeongjeong-dong Tongyeong-si Gyeongsangnam-do Tel 055-645-3229 Admission Fee KRW 1000(adult), KRW 500(youth) Website www.tyccr



## OVERLOOKING THE TONGYEONG DOWNTOWN HALLYEOSUDO CABLE CAR

Hallyeosudo Cable Car is the one of the most popular tourist attractions in Tongyeong. It takes 15 minutes to reach the top of Mireoksan Mountain by cable car. This is the highest point in Tongyeong and has a greatest and widest view of it. From here, you can see Tongyeong downtown wrapping the Seoho bay in the east and the neighboring scenery including Saryagdo Island in the west. Tongyeong is a part of archipelago with 150 small islands including Hansando, Udo, Yeonwhado and Memuldo following one after another. If you want to see extensive beautiful scenery of the sea, this is a perfect place.

Directions 2km after Tongyeong Bridge Address 349-1 Donam-dong Tongyeong-si Gyeongsangnam-do Tel 1544-3303  
Opening Hour 09:30-18:00(March to September), 09:30-19:00(April to August), 09:30-17:00(October to February)  
Admission Fee KRW 9000(adult), KRW 4500(child) Website www.ttdc.co.kr



## CHUNGMU KIMBAP

Chungmu Kimbap is a finger sized rice ball wrapped with seaweed. It used to be fishermen's meal that is made to prevent going bad or eating easily during their work on board. Now as a representative food of Tongyeong, many Chungmu Kimbap restaurants gather around Jungang Market. Crispy radish kimchi and sweet and sour short arm octopus mix come together as side dishes.

Hanil Kimbap Directions In front of Hangnamdong Culture Square Address 79-15 Hangnam-dong Tongyeong-si Gyeongsangnam-do Tel 055-645-2647 Opening Hour 06:00-01:00 Price KRW 8000 for two persons



## JOLBOK SOUP (SMALL FUGU SOUP)

Jolbok means a small fugu. This favorite dish of Tongyeong local residents is a soup made of small fugu, water celery, soybean sprout, spring onion. It is known as food for hangover. A spoon of this deep flavorful soup makes you feel warm inside. This is recommended as breakfast.

Hadong Restaurant Directions Behind Seoho Market Address 177-102 Seoho-dong Tongyeong-si Gyeongsangnam-do Tel 055-645-3188 Price Jolbok Soup KRW 10,000, fugu spicy stew KRW 12000



## SLICED FLOUNDER SASHIMI

Flounder is in season in spring and the early summer in South Korea. Jungang Market sells the sliced flounder which looks a rather rough but low priced and delicious. Try sliced flounder full of flavor and you will be a big fan of this.

Inyeonhwalco Directions alley of live fish shops inside Jungang Market, Jungangdong Tel 016-686-6570 Price flounder Sashimi(1kg) KRW 40,000, Sea bream(1kg) KRW 20,000



## SIRAK SOUP

Tasteful Sirak soup is made after 7-8 hour boiling after cooking dried greens and soybean paste in eel broth 7-8. Eel is in season in May. There is a 45-year-old original restaurant of this dish in Seoho Market called Wanjosirakguk.

Wanjosirakguk Directions Inside the Seoho Market Address 177-408 Seoho-dong Tongyeong-si Gyeongsangnam-do Tel 055-646-5973  
Opening Hour 04:00-18:00 Price Sirak Soup KRW 5000



## DAJJI

This is a tavern where you can enjoy three bottles of Soju, Korean liquor, or five bottles of beer along with ten different kinds of side dish including fresh fish, seaweed, sea squirt with only KRW 30,000. The name, Dajji came from a Japanese word, 立ち飲み, which means drinking alcohol standing.



## SEA SQUIRT BIBIMBAP

The ingredients of this dish are only sea squirt, whole grain of sesame, seaweed powder, and sesame oil. More ingredients could spoil the authentic flavor of this food. Do not use a spoon but use chopsticks when you mix the ingredients in the bowl so all of the ingredients are well mixed without being squished.



## WUJJA

Wojja is the Tongyeong's own food. You enjoy Jajangmyeon (black-bean-sauce noodle) as well as a soup in one dish. It tastes like mixture of Udong and Jajangmyeon. You cannot resist this food.

Halmewujja Directions inside the Seoho Market across Tongyeong Ferry Terminal Address 177-423 Seoho-dong Tongyeong-si Gyeongsangnam-do Tel 055-644-9867 Opening Hour 06:00-18:30  
Price Wujja, Jajangmyeon(black-bean-sauce noodle), Udong, Noodle KRW 2500



## BROILED EEL

Sliced eel that is just caught from the sea put on the grill and eat with paste with salt. While the common broiled eel in South Korea is mixed with hot pepper paste so it tastes a spicy and sweet, broiled eel of Tongyeong is cooked on the grill without any seasoning so you can enjoy the authentic flavor of eel.

Himi Broiled Eel Restaurant Directions Near Misu 2-dong Police station Address 21-12 Misu-dong Tongyeong-si Gyeongsangnam-do Tel 055-643-8207 Opening Hour 11:00-22:00 Price Broiled eel(one person) KRW 10,000, eel sushi(one person) KRW 10,000



## OMISA HONEY BREAD

As Kyeongju is famous for Hwangnam bread and Hanheong, for Jjin Bread, Tongyeong is famous for Omisa Honey bread. It is like a donut with red bean paste inside and is glazed with honey and sesame is spread on top. It looks so tempting.

Tongyeong Omisa Honey Bread Directions Just before Tongyeong High School Address 498-1 J.F. Seongwoo Apartment, Donam-dong Tongyeong-si Gyeongsangnam-do Tel 055-646-3230 Price KRW 7000(10 pieces) Website www.omisa.co.kr



# Back to Normal After the Earthquake Bomb

THE RESTORATION OF JAPAN'S TOURISM INDUSTRY AFTER 3.11 DISASTER



Japan turned to darkness. On March 11, 2011 the terrible earthquake that occurred in the eastern part of Japan plunged the whole island into inescapable darkness. Fear of aftershocks, the danger of radioactive leakage, a shortage of electricity added to the disaster. In a single day, Japan, one of the favorite tourist attractions for Koreans, became the last place that they want to go. Although four months have passed, questions remain. How has Japan been rebuilding after this severe natural disaster? We are going to look into the present and future of the Japanese tourism industry.

Editor Jaehyuk-Jung

On April 28, a tourism campaign was held in Nihonbashi, Tokyo. In this event, held to stimulate the depressed tourism industry, Chief Cabinet Secretary Edano Yukio urged travelers to, "go on vacation for the holidays. Enjoying your vacation helps to revitalize the Japanese economy, and is a way to reconstruct Japan." This was one way of sending a bolstering message to this severely damaged area through tourism. This kind of campaign has been commonplace in Japan in recent years. On June 3rd, JAL Pack, a tourism company run by JAL airlines, launched a line of merchandise called "Cheering up the Northeast: Tour the Northeast region" to help reconstruct the areas damaged by the March earthquake. This tourism package introduces tourist attractions, restaurants and hotels in

the areas of Aomori, Akita, Iwate, Miyagi, and Yamagata. Individual lodging services are on the same track. On April, an inn named "Sinrogak", located in Miyagi, provided a discount rate under a plan called 'Restoration after the Earthquake! Cheering up Miyagi.'

#### TRAVEL CAMPAIGN FOR THE RESTORATION

With the current political, economic, and social turmoil, traveling seems to be luxury. Possibilities of aftershocks and the danger of radioactive radiation make traveling seem a reckless adventure. However, an excessively restrained atmosphere can drag the dark and somber social atmosphere on longer than necessary. If this situation continues, economic activities will slow, tourism will



disappear and social activities vanish. The same idea is coming from cultural and artistic areas as well. Graphic designer Kenya Hara says, "If, in the current social climate, you stop entertaining and let artistic activities go, Japan will lose its laughter and vitality." Therefore, campaigns for returning to normalcy as undertaken by local governments and individual companies are important, despite being premature. The tourism industry accounts for a large part of the economy in the damaged areas. Miyagi revenue from the tourism industry for three months from April to June 2010 was 1.4 times the yearly amount of 2009 rice sales, a representative agricultural product of this area.

It is natural that tourists worry about exposure to radiation, possibilities of aftershocks, and the destroyed transportation infrastructure. According to official records of the Japan National Police Agency in June, casualties from this quake have come to 15,506 persons, with 7,297 still missing. Transportation faced its worst scenario as well. According to the Japanese Ministry of Land and Transportation, five train stations, including Sendai Station on the Northeast Shinkansen line, were destroyed and 1,100 electric poles, elevated roads, and bridges damaged. Twenty-three stations on the Gesennuma and Jirai lines were swept away and 60 Km of railroad broken. The



Shinkansen lines of the Northeast, Yamagata and Akita stopped operating on March 12. Airplanes were also unable to operate normally. On March 11, a total of 913 flights were canceled and 325 flights were delayed. The runway of Sendai Airport was badly damaged by the tsunami and airplanes were unable to take off or land until April 13 when some domestic airplanes re-started operations.

#### DIRECT IMPACT ON THE TOURISM MARKET

The damage to transportation facilities directly impacted the tourism industry. Many tourism agencies suffered from continuous cancellations after the March 11 earthquake. Some domestic tours were completely cancelled and some foreign tours were forced to be cancelled without commission when tourists could not get to the airport. The number of domestic passengers through Miyagi airport in April is 80% of that from of last year. Cancellation of foreign tourists was even worse. Since the accidents at the nuclear plants were reported, a number of foreign visitors who were scheduled to come to Japan cancelled their reservations. One of Japan's biggest travel agencies, Japan Tour, announced that 90% of the foreigners who were planning to visit Japan from April to May cancelled.

This drastic decrease of tourists is not limited only to damaged areas. According to data from travel agency JTB, in March 70% of the reservations of domestic tourists to the northeast area had been cancelled, which shows the most serious decrease. In other areas, there has been a 30% drop in reservations compared to the previous year. The report that the Japan National Tourism Organization (JNTO) announced on April 14 indicates that the number of foreign visitors has clearly decreased in other areas. The number of foreign visitors in March 2011 was 352,800, a number that is down by 50.3% compared to the same period of last year. This is similar to the period when the SARS virus was epidemic in 2003. JNTO analyzed that "the image of a safe Japan is gone". This somber restraining national atmosphere has made March, cherry blossom season, Japan's worst tourism season. The nuclear plant accidents are the most unfavorable factor in visiting Japan and accommodation facilities were hit hard as well. JNTO announced that 560,000 room reservations at hotels and inns were cancelled from the moment of the earthquake to late April.

At the World Travel and Tourism Council (WTTC) held in





Las Vegas on May 17, 2011, Chairman of the Japanese Tourism Association Atsutoshi Nishida said that “the mask that people wear to prevent hay fever is misunderstood as one to prevent complications from nuclear leakage,” going on to request the media do what it can to correct that misunderstanding. Four months after the earthquake, many facilities have been restored. Sendai Airport, damaged by the tsunami, reopened its international flights. On June 23, a flight carrying 121 passengers bound for Madrid, Spain took off from Sendai Airport 100 days after the earthquake. Airport authorities have said that the terminal building currently under construction will be completed by July 25 and regular international flights will be re-assumed; by late August, all airport functions will be normalized. The US’s Delta Airlines, which stopped non-stop flights on March 24 because of the earthquake and tsunami, has resumed its international flight. Non-stop flights from Haneda to LA were resumed on June 4 and those from Haneda to Detroit, June 17. All the lines of the Shinkansen running in the northeast area were back to normal on April 29.

#### A POSITIVE TURN FOR TOURISM INDUSTRY

As infrastructures are restored, the tourism industry is also being re-vitalized. The Japanese consulate in China issued visas applied for by travel agencies for a group of 30 Chinese on May 13. This is the first time a visa has been issued for a tourist group since the quake. This happened after the Chinese government relieved a measure recommending the avoidance of Japanese tourist attractions except Fukushima on April 29. The South Korean government also lowered its tourism alert level regarding

Iwate and Miyagi on June 16, from ‘travel constraint’ to ‘travel discretion.’

Many Japanese travel agencies release a great deal of packaged travel merchandise to attract tourists. One Japanese travel agency released a low-cost package product to attract Chinese tourists who stopped coming to Japan after the earthquake. This product cost 25,000 yen for 4 days including airfare and accommodation. One of the travel agents said that “this product is almost sold out. I think recovery of the tourism market is underway.” Each Japanese government entity is rolling up its sleeves to revive tourism as well. Japanese Government hosted an event “Japan / China Tourism Exchange Promotion” to attract Chinese tourists on June 16. At this event, the Japanese embassy announced that they will reduce the period needed for visa issuance to group tours from five days to three days after July.

The Japanese call the period from the last week of April to the first week of May ‘Golden Week’. It is named because this period includes both the emperor’s birthday and Constitution Day, making it a five-day or sometimes an eight-day holiday week. Most Japanese plan trips during this period making Golden Week the highest tourist season for the tourism business. This year, however, the usual trips were cancelled following the earthquake. Travel agencies planned measures to cover this loss. They released discount packages connected to accommodation facilities and a package product intended to bring hope and cheer to the areas that suffered the gravest damage. Shimane announced that the number of tourists who visited this area during Golden Week is up by 6.5% compared to last year, which is 298,745 visitors. And the

Center(SWFC), China on June 10, the Kyushu Tourism Promotion Organization that consists of the Japanese Ministry of Land and Transportation, and representative members coming from seven states hosted an event. Authorities mentioned that “Kyushu is 1000km from the eastern part of Japan and was not affected by the earthquake”. The Kyushu Tourism Promotion Organization also held a tourism campaign in Seoul, South Korea on May 18 to promote the charms of the Kyushu area as tourist attractions.

#### EXPECTATION OF LONG SUMMER VACATION AND A VARIETY OF FESTIVALS

The earthquake on March 11 caused a nuclear plant accident resulting in a shortage of electricity throughout the country. And it led to blackouts in local areas including Fukushima. The Japanese government implemented a planned blackout to help resolve the shortage. The unstable electrical supply hit tourism-related businesses hard. Events and festivals were cancelled and travel agencies were temporarily closed. But as restoration efforts have continued, this power saving program is becoming instead an advantage to the tourism industry because many companies are giving longer vacations to their employees to save electricity. One of Japanese travel agencies launched a package offering a fixed price without additional fees after a certain period of stay. In May Japan Travel announced a European tour-package through which tourists can enjoy cost benefits with a stay of 12 days or longer in Paris or London. Nissan Auto has recommended employees take at least a 16-day vacation. The Japanese tourism industry anticipates that the summer vacation of this year will be 2-3 days longer than in previous years.

In the second half of 2011, a variety of events and festivals are expected to help to attract tourists. Sendai will host the “Sendai Tanabata Festival” from August 6th to 8th 2011, while the Northeast area will host six festivals back-to-back including a Nebuta festival of Aomori. Shibata will hold an “International Gourmet Grand Prize” September 24th and 25th. The Japanese tourism industry has high expectation for these festivals. Travelling is not only a relaxing but also an energizer for life. Japan, suffering from the aftereffects of such a great natural disaster, needs to rest by travelling. Travelling, which provides new meetings, festivity and experience, will help Japan return to what it once was. Japan has the quintessential island cultural characteristics in each area as well as a beautiful natural environment and abundant tourism infrastructure. Losing Japan as a tourist attraction is a big loss for everyone. Japan, in overcoming despair, now hopes, dreams and waits for tourists.

re-opening of the Northeastern Shinkansen line worked well. Aomori experienced drastic accommodation cancellations during the cherry blossom season but after the announcement that the Shinkansen line would reopen on April 22, hotel and inn reservation rates are now at more than 90%. Recognition on Japan as a tourist destination has improved. According to a recognition survey conducted by the 4travel Corporation, which runs a travel internet site, (<http://4travel.jp>), 60% of respondents answered that the earthquake had not affected a future trip to Japan. As for the area damaged by the quake, 56 % respondents answered that if the possibility of aftershocks were lower and nuclear plant safety secured, they would go. The local governments are busy promoting the safety of these areas. In the Shanghai World Financial





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# Hallyu (The Korean Wave) from the Aspect of Korean Culture in the World

Editor Saeron-Yeoreum Chang

According to the statistics of YouTube, the world's number one video sharing site, the famous South Korean boy band BIG BANG's music video titled 'Tonight' is viewed by many people worldwide especially in the North America and Australia. In addition, the Korean super girl group 2NE1's 'I Am the Best' earned great YouTube clicks in the South America and Asia as well as in the North America and Australia. Meanwhile, 'SM Town Live World Tour in Paris' which was held in France on June 10 and 11 attracted many fans across the Europe including Italy, Poland, Austria and Greece. In fact, Hallyu (The Korean Wave) is about to expand beyond Asia.



## START AND TREND OF THE KOREAN WAVE

Hallyu (The Korean Wave) started in China. The Korean TV series 'Star in My Heart' was a big hit in China in 1999. In February in the following year, the Korean idol group 'H.O.T' held Beijing Concert in a great success. Since then, the Korean Wave began. The term Hallyu was first coined a Chinese newspaper. Korean mass media used the term as well. Now, 'Hallyu' means a popularity of Korean culture.

Experts divide the Hallyu into three periods (1st, 2nd and 3rd periods) depending on its characteristics. During the 1st period (1997 to the early 2000s), the Hallyu was mostly led by TV series (ex: 'What is Love,' 'Star in My Heart,' etc.) and music (The Korean idol group H.O.T., pop singer Lee Jung-hyun, etc.) in China, Taiwan and Vietnam. Since the mid 2000s, Korean TV series expanded to Japan and Southeast Asia. 'Winter Sonata' which was aired on the NHK BS2 channel in 2003 was even rebroadcasted due to unbelievable popularity. It recorded the highest viewing rate (23%) and created a huge sensation in Japan. In addition, 'Dae Jang Geum (Jewel in The Palace)' was aired in 62 countries including China, Hong Kong, Southeast Asia and Central Asia. 'Queen Seon Deok' and 'IRIS' also achieved great success in Asia. Thanks to the success of the 2nd Hallyu, pay cable channels such as DATV and KNTV which mostly cover Korean soap operas opened in Japan. In China, SOHU TV, an online website which offers Korean TV series, has achieved great success.

Since the late 2000s, the Hallyu trend has changed. Well-prepared Korean idol singers started to earn international popularity. In fact, most of them have gone through severe training for a long time (3~10 years) to reach where they are now. In particular, it is necessary to take a close look at the mega hit of Korean idols to Japan. Recently, many Korean idol singer and group names are found on the Oricon Chart, a prestigious music sale records chart in Japan. On April 27, Jang Geun Suk's 'Let Me Cry' topped Oricon Chart (Daily Single Chart). Jang's single also ranked first on the weekly chart with sales of 119,000 copies in the first week. Furthermore, KARA's 'Jet Coaster Love' debuted on Oricon Chart on April 6 and topped the weekly single chart. In fact, they are the first foreign female group in 43 years to top the charts in the first week since 1968. KARA also broke the record of weekly single chart that was set 30 years and 5 months ago by the English female group 'The Nolans' with 'Dancing Sister.' In addition, the albums of other idol groups such as Super Junior, Big Bang and Beast ranked high on the Oricon Chart in the first week. The Korean Wave has also hit hard to China and Southeast Asia. In Thailand, for example, Korean albums account for 50-60% in terms of foreign album sales. In particular, 2PM was nominated as the year's hottest-selling recording artist (From January to September, 2009) in Thailand. In Taiwan, Super Junior's Bonamana (title song of 4th album) ranks No.1 on Taiwan KKBOX Chart (tw.kkbox.com) for 52 weeks in a row which is 1 year.





The easy-to-learn movements and melodies have been a key to Korean idol singers' great success. In addition, they have been able to succeed because some of their members are from foreign countries such as 2PM's Nichkhun (Thailand), F(x)'s Victoria (China), 2NE1's Sandara Park (the Philippines).

Social media (ex: YouTube, Facebook, Twitter, etc.) have also played a big role in spreading the Hallyu all over the world. In particular, YouTube users have been able to get easily access to the Korean music because of the automatic subtitle generation service and voice recognition and translation service since 2008. Early this year, for example, TVXQ's music video ('Keep Your Head Down') recorded the highest daily YouTube clicks in many countries (ex: Japan, Taiwan, Hong Kong, the U.K., Canada, Spain, the Netherlands, Brazil, etc.) as well as in Korea. In addition, 2NE1's music video ('I Am The Best') released on the YouTube on June 28 recorded 4 million clicks in just five days and ranked high on the highest daily YouTube click list all over the world including Mexico, Spain, Australia, India, New Zealand and France. This kind of the Korean idol-led fad has been called 'The 3rd Hallyu' or 'New Korean Wave' in Korea.

#### ECONOMIC EFFECTS OF HALLYU

The economic effect of Korean TV series which have become a cultural genre in China, Taiwan and Japan is enormous. 'Winter Sonata' which has generated the Yonsama Syndrome was exported to Japan at KRW 710 million. According to a study by Hyundai Research Institute (www.

hri.co.kr), however, the economic effect would increase up to KRW 3 trillion. Thanks to the extreme popularity of Korean TV series, Dae Jang Geum (Jewel in The Palace, KRW 4 billion), IRIS (KRW 5 billion) and Sungkyunkwan Scandal (KRW 3.3 billion) were exported across Asia.

The fruit of the Hallyu has not been limited to entertainment contents only. According to the report by Korea Customs Service dated June 24 this year, the export of Korean products such as home appliances, clothes, cosmetics and accessories to rising Hallyu markets such as the Middle East and Central Asia has skyrocketed. In Iraq where Dae Jang Geum (Jewel in The Palace) was aired, for example, the export of consumable goods in 2010 increased up to US 750 million dollars, increase by 134% from 2009. In Iran where Dae Jang Geum (Jewel in The Palace) and Jumong (Prince of The Legend) were aired, the export topped US 1 billion dollars, increase by 234%. The export of music contents has been on the rise as well. In 2009, it reached US 31.3 million dollars, increase by 89.7% from the previous year. Meanwhile, it is expected that the revenue of 'SM Town Live World Tour in Paris' would reach US 2 billion dollars.

In fact, the Korean Wave has spread across South America (ex: Peru, Brazil, Argentina, etc.) and every corner of Europe (France, Spain, etc.). Considering the fact that there have been no particular promotional events so far in these countries, the effect of the Hallyu would be magnificent in the future.

#### HALLYU AS A TOURISM PRODUCT

According to the statistics by Korea Culture & Tourism institute, the number of visitors to Korea from Thailand, Vietnam and China has increased more than twice for the past five years thanks to the great popularity of Korean TV series and K-pop. To grab this opportunity, Korean tourism industry has been developing a variety of tourist products. For example, the Korean Wave Express Tour train which was launched in December 2010 is operated between Seoul Station and Chuncheon. It stops at Gapyeong Station, Kimyujeong Station and Namchuncheon Station. A tour package includes a variety of fun and exciting events which are held in foreign language. Tourists can enjoy fusion traditional Korean music and the musical performance of TV soap theme songs in live in a train. They can also meet the main actors and actresses of Winter Sonata and IRIS in costume play. The climax of the tour is a visit to Nami Island, a shooting location of Winter Sonata. Even though many years have passed since the mega-hit TV series was over, the beautiful island is still very popular. In fact, it broke the record in 2010 in terms of the number of foreign tourists (330,000 visitors).

Some firms have signed an agreement with the Hallyu star for promotional purposes. For example, Lotte Duty Free Shop has attracted tourists through the Hallyu-based Enter-Tour-Ment marketing. In 2004, Lotte Duty Free Shop signed an agreement with Bae Yong-joon and attracted the Hallyu tourists. Since then, it has signed an exclusive agreement with many Hallyu stars such as Rain,

Hyun Bin, 2PM, Big Bang, Jang Geun Suk. Now, Lotte Duty Free Shop is No.1 in Korea in terms of the number of the Hallyu stars signed (21 people in total). In addition, Lotte Duty Free Shop has held a variety of fun and interesting events such as Star Concert, Talk Show with the Hallyu Star and Fan Meeting for the past decade. Last year alone, Lotte Duty Free ranked 1st in sales (KRW 2.2 trillion) in Asia.

The programs which introduce Korean culture through the Hallyu are also popular. For example, 'Dae Jang Geum Oriental Medicine Hands-on Program' which was held at Yoon Clan's House in Namsan Hanok Village from April 1 to July 2 displayed traditional medicine against foreign tourists. They received various Korean traditional treatments such as acupuncture, cupping moxa cauterization from herb doctors and nurses who were wearing traditional costume just like the characters in Dae Jang Geum (Jewel in the Palace). This program was launched in 2010. This year, over 2,000 foreigners participated in the program for the first two months.

The actor Ryu Si-won has been active in advertising Andong Hahoe Village in cooperation with Korea Tourism Organization. Andong is a city where Korean traditional culture is well preserved. This city first gained great popularity in 1999 with Queen Elizabeth's visit on her 73rd birthday. Villagers gave her a traditional birthday party which was prepared at Damyunjae, the house where Ryu was born. In Japan, tour packages which include a tour to Damyunjae are popular. While Ryu was the goodwill ambassador for Andong Hahoe Village from January to May 2007, approximately 7,000 Japanese tourists visited the local city. During the same period in the previous year, the number of foreign tourists visiting Andong was just about 3,000.

In addition, the number of tourist products which cover



the filming locations of Korean TV series has been on the rise. In particular, MODE TOUR has taken advantage of the soaps it has sponsored. For example, MODE TOUR offers 'PLAN B Package' which includes a tour to shooting locations in Hong Kong, Macao, China, Japan and the Philippines and 'Park Si-hu's Fan Meeting and Ending Party Tour Event (Prosecutor Princess).' In addition, HANA TOUR developed a tour package which covers the shooting locations of IRIS in Akita Prefecture, Japan and Budapest, Hungary. It also offered a package which includes filming locations in Korea. According to the travel agency, the reservation for the Tottori Tour Package, one of the shooting location tourist products increased by 78% after the soap (Athena: Goddess of War) was aired.

#### THINGS TO BE DONE TO MAINTAIN THE HALLYU FEVER

According to a thesis paper 'A Study of Tourists' Satisfaction on Hallyu Shooting Locations: Focusing on Japanese Tourists,' the primary reason for their visit was lyrical atmosphere and beautiful nature. In other words, it is important to preserve the shooting locations as they were. For example, Nami Island has attracted more than 100,000 foreign tourists with Metasequoia Path. Nami Island has also been able to stay attractive because of nearby fascinating tourist destinations such as Garden of Morning Calm and Petite France in Gapyeong-gun.

On the contrary, Dae Jang Geum (Jewel in The Palace) Theme Park in the City of Yangju, Gyeonggi-do, which had been popular until 2006 (about 7% of foreign tourists visiting Korea visited here), needs to be improved. Fortunately, a comprehensive repair & improvement is planned this year. Yangju City should develop related tourist products besides maintaining the facilities in good shape in order to keep attracting tourists.

A lack of cultural contents except for TV series, K-pop and games may hinder the sustainable growth of the Hallyu. In particular, Korean movies have lost popularity even in Asia where the Hallyu boom has been on its peak since 2005. In other words, it is necessary to keep developing various and well-designed contents and tourist products in diverse genres such as animation, film and publication for the sustainable growth of the Hallyu, which would in turn be a good role model for TPO member cities to create their own cultural trend.



# Industry News

Tourism Promotion Organization for  
Asia Pacific Cities

## HADONG, KOREA <sup>1</sup>

### RESTORATION OF THE BACKGROUND OF THE NOVEL 'TOJI (THE LAND)'

The Pyeongsa-ri Village in Agyang-myeon, a background of the novel titled 'Toji (The Land),' has been restored and opened to the public three years ago. This best-selling novel written by the famous novelist Park Kyung-ri describes the collapse and restoration of one Korean family in the modern-contemporary history of Korea. This novel which consists of five parts was even developed as TV series. The restoration project included the remodeling of Toji Village, marketplace and Pyeongsa-ri Literature House and the construction of visitors' center, video and exhibition facilities and hands-on facilities.

Toji Village features 38 Korean traditional houses which appeared in the TV series 'Toji.' Among them, tourists can stay and experience traditional Korean culture in six houses.

In a marketplace near the Toji Village, in addition, you can taste a variety of Korean traditional dishes such as Pajeon (green onion pancake) and Makgeolli (traditional Korean rice liquor) and buy fresh eco-friendly agricultural products. The Pyeongsa-ri Literature House introduces eight scenic spots of Hadong in 3D and runs the TV series 'Toji.' With the opening of Toji Village, a variety of events including regular cultural performances are planned. In particular, the village will be available for production of other TV series and movies. With the restoration of the background of 'Toji,' it appears that visitors could now see the modern-contemporary history of Korea and Korean literature and experience various Korean folk cultures.

## CHANGWON, KOREA <sup>2</sup>

### CHANGWON CITY TOUR BUS BEGINS OPERATION

Since the three major cities of Gyeongsangnam-do (Masan, Jinhae and Changwon) were merged into a new Changwon City in July last year, The City of Changwon has made a lot of efforts to boost local tourism. With a goal of attracting 1 million foreign tourists, the municipal authority has performed a ques-



tionnaire survey by tourist attraction and collected public opinions. With enactment of Enforcement Ordinance for Promotion of Tourism, Changwon City has attracted tourists and offered incentives. The city tour bus and tour boat started in operation. In particular, the city tour bus which starts operation in the late July this year offers various tour courses (ex: Gunhang Culture, Industrial Site Tour, Eco-environmental Tour, Festival Tour, etc.) including Historical and Cultural Tour Course which visits various historical and cultural sites such as Changwon Seongsan Shell Mound, various museums and literature house. The full-day city tour program may change by theme every day to help tourists tour around the city in a convenient manner. In addition, the municipal government has

signed a cooperation agreement with KORAIL in June 2011 and decided to develop train travel products to attract tourists from other regions.

## FUKUOKA, JAPAN <sup>3</sup>

### THE BEETLE FERRY TRAVELS BETWEEN YEOSU AND FUKUOKA

The test travel of the high-speed ferry 'Beetle' which departed Hakata Port of Fukuoka, Japan has been successfully pulled off. Thanks to the operation of 'Beetle,' a new sea route has opened. Now, it will just take about 3 hours and 45 minutes to get to Yeosu from Fukuoka. The Beetle ferry will be operated in October this year to prepared against Korean F1 Grand Prix, Yeongam from May to August (EXPO 2012 Yeosu period)

next year. From now on, both Korean and Japanese tourists would be able to visit the other country in a more convenient manner through JR Kyushu.

In addition, a sales agreement has been signed between KORAIL and JR Kyushu Railway Company to promote train tourism. As a result, three different tour packages including 3-day North Kyushu Pass, 3-day Kyushu Pass and 5-day Kyushu Pass will be available through the website and at a Korean travel agency starting July. Therefore, it would be possible to provide better services to tourists visiting Kyushu, promote train tour-related products and boost the local economy of Kyushu.

## SHANGHAI, CHINA <sup>4</sup>

### THE SHANGHAI METRO PLANS TO EXPAND THE SUBWAY LINE UP TO 18 LINES

The Shanghai subway will be expanded up to 18 lines after getting a permit from the National Development and Reform Commission. The Shanghai Metro obtained a permit to extend the subway lines 5, 9 and 13 and construct new lines (lines 14, 15, 17 and 18). At present, a total of 11 lines are in operation. The lines 12, 13 and 16 are under construction and will open one by one by 2014. With a new construction of 218km lines, a total of 18 Shanghai subway lines could be as long as 780km. It also appears that the number of daily subway users would exceed 10 million, which is about a half of the total public transportation users in Shanghai. Recently, the Shanghai authority unveiled its master plan to build new towns in seven suburban areas by 2010. For this, the City of Shanghai plans to expand bus and subway



lines which connect the downtown with satellite cities. The local authority expects to grow into a more advanced tourist city through the construction of new subway lines and new towns.

## MELAKA, MALAYSIA <sup>5</sup>

### THE CITY OF MELAKA DESIGNATES 'NO SMOKING' ZONES

Smoking will be prohibited in some areas in the City of Melaka. Liow Tiong Lai, Minister of Health, said that the government designated no-smoking zones in Melaka for the first time in Malaysia. This measure has been taken to root out smoking in public and attract more tourists. As a result, smoking will be prohibited in a total of five areas (338 ha). If caught smoking in one of these

areas, he/she will be fined 100 to 1,660 dollars.

In April last year, the City of Melaka held a promotional event and distributed a gift to nonsmokers. In fact, smoking is prohibited in many famous tourist destinations around the world. In Thailand as well, Anti-smoking Act which prohibits smoking in all public places was put into effect in 2008. Melaka City has even been listed as UNESCO Cultural World Heritage Sites thanks to a variety of fascinating cultural heritage. The City of Melaka has determined to create cleaner and more refreshing environment for tourists with the enforcement of the Anti-smoking Act. As a result, Melaka would become more popular as one of the most famous tourist attractions in Malaysia.





**HANOI & HO CHI MINH, VIETNAM <sup>6</sup>**  
**A DIRECT AIR ROUTE OPENS BETWEEN VIETNAM AND THE U.K.**

The Vietnam Airline announced that it would launch a direct route between Vietnam and the U.K. on December 8, 2011 using a Boeing 777 aircraft. Pham Ngoc Minh, the President of the Vietnam Airline, said that the company would connect Hanoi and Ho Chi Minh with the U.K. by the end of this year. He added that the new air route has been planned because trade and tourism between the two countries have expanded. Last year alone, the number of British tourists visiting Vietnam reached 90,000, increase by 28% from the prior year. In addition, the new air route must be good news to over 40,000 Vietnamese people in the U.K. including about 7,000 international students. For the new route, Gatwick Airport in London has been chosen. Things have been prepared as planned in the airport. The Vietnam Airline has also established an advertising strategy to promote investments and tourism between the two countries in cooperation with the British Embassy in Vietnam, Vietnam National Administration of Tourism and domestic and foreign travel agencies.

**IRKUTSK, RUSSIA <sup>7</sup>**  
**EXHIBITION [MUSEUM COURTYARD]**

In the frames of 350th anniversary of Irkutsk city Exhibition Fair of folk and art craftsmen's articles "Museum courtyard" begins to work in the city. Irkutsk craftsmen exhibit a lot of original articles like birch bark baskets, souvenirs made of stone, woven articles, unique jewelry made from beads, wooden toys, chess, painting. By the way there are hand-

made panamas which are good things for summer. There are cozy and warm shawl, which will be useful later in severe Siberian winter. Only on the exhibition you can buy an ecological pure soap made on the base of Baikal herbals which can give pleasant feelings for a long time. Besides the sale of souvenirs master-classes on making souvenirs from wood, ceramic, birch bark, and minting of coins are held here. The exhibition is located near the Irkutsk History Museum and will be open from Thursday to Sunday from 12.00 to 19.00 till September 1.

**KAOSHIUNG, CHINESE TAIPEI <sup>8</sup>**  
**FEAST ON THE CRUISE LAUNCHING**

Kaohsiung is the only city in Taiwan, with a spectacular beauty of mountains, rivers, the sea, and the harbor. After its merge of the city and the county to a metropolis, Kaohsiung's tourism has prospered with high qualities and arieties, stepping toward its internationalization under a wide vision. Starting from April 18, Kaohsiung's City Shipping Co. has launched its routine cruise, known as "Feast on the Cruise," which will be operated on the trial base for six months. For visitors



to Kaohsiung, it is the best and romantic moment, from 5 to 7 p.m., to view the beautiful sunset along the harbor and enjoy the delicious food at the same time. They can embrace the best night of the city while listening to the music and tour guides. Moreover the routine cruise, the Shipping Co. offers group package tours, catering to the specific needs of any groups or companies, including proposal, engagement, and wedding banquets. All these activities can be held on the solar-energy boats or cruising yachts, with all families and friends witnessing the everlasting and romantic love.

**THAILAND <sup>9</sup>**  
**THE RESTRICTION ON THE NUMBER OF FLIGHTS BETWEEN SOUTH KOREA AND THAILAND IS REMOVED**

It is expected that Korean tourists may go to Thailand more conveniently at a lower price by air, for the number of flights between the two countries will increase. The Ministry of Land, Transport and Maritime Affairs announced that it has recently agreed to remove the restriction on the number of flights between Korea and Thailand, just like

the flights between Korea and Vietnam. This agreement has been made to properly respond to a rising demand for flight services between the two countries. So far, each country has been permitted to choose up to four airline companies. Therefore, it has been difficult to expand flights despite a continuous expansion of mutual exchange and cooperation between the two countries. In the Thailand, Thai Air, Orient-Thai Airlines and Business Air have launched and operated flights so far. From now on, budget carriers can also launch the flight services between the two countries. Therefore, it appears that the number of flights would increase while the rates would decrease by 10-20%. As a result, the number of Korean tourists (about 800,000 people annually) visiting Thailand would further increase. An official from the Ministry of Land, Transport and Maritime Affairs said that they would keep promoting open-sky policy with other Southeast Asian countries to improve consumers' benefits and national interests by offering a business opportunity to low-cost carriers as well.

**OSAKA, JAPAN <sup>10</sup>**  
**BUSINESS ALLIANCE BETWEEN AIR BUSAN AND WILLER TRAVEL**

The Korean budget carrier Air Busan has released innovative travel packages for those who plan to travel Osaka through business alliance with the Japanese express bus company Willer Travel. If you purchase an air ticket (Busan-Fukuoka-Osaka-Tokyo) through the website of Air Busan (<http://en.airbusan.com>) by the end of December this year, you can get up to a 30% (during the weekdays) or 20% (during weekends) discount when you use the Willer Express in Tokyo-Osaka or Fukuoka-Osaka route. If you use the Willer Express, you can save over US 80 dollars compared to flight or Shinkansen. In addition, if you visit the Universal Studio in Osaka using the Willer Express, you can purchase both bus ticket (one-way) and admission ticket to the theme park at about US 80 dollars. Furthermore, you don't need to wait in long lines to enter the theme park. Meanwhile, Willer Express is an express bus company which operates 250 buses across Japan (110 cities in total). It has a bus terminal in Shinjuku (Tokyo) and Umeda (Osaka).



# Organization News

Tourism Promotion Organization for  
Asia Pacific Cities

## THE 18<sup>TH</sup> TPO EXECUTIVE COMMITTEE MEETING IN SANYA, CHINA

The 18th TPO Executive Committee Meeting, which lasted three days from April 12–14, came to a successful conclusion in Sanya City, China. Participating in the meeting were approximately 30 delegates from 10 member cities, including Chinese cities of Guangzhou, Sanya, and Foshan, Korean cities of Busan and Gunsan, Japanese cities of Fukuoka and Kagoshima, Vietnamese city of Ho Chi Minh, Russian city of Vladivostok, and Malaysian city of Ipoh. On April 12, Sanya Municipal Government held a warm welcoming ceremony for all the delegates. “We are very pleased to welcome TPO executive committee members, and Sanya as an international tourist city is looking forward to developing a solid cooperative relationship with TPO in the future,” said Ms. Li-Ping Rong, Vice Mayor of Sanya City at the welcoming ceremony. Gunsan, a port city in Korea, and Foshan, an industrial city in China’s Guangdong Province, were admitted as TPO member cities at the meeting on April 13. In addition to membership approval, the Executive Committee approved other agenda items proposed by the TPO Secretariat, including the modification of TPO’s budget plan for 2011, supplementation of the operational regulation of the TPO Secretariat, re-

induction of Guangzhou City as the TPO President City, and adoption of a co-president system. “I think the adoption of the co-president system is one of the most significant resolutions ever made since the establishment of the TPO,” said Mr. Zhi-Xin Li, Chairman of the TPO Executive Committee. “I agree with Mr. HwanMyung Joo, the Secretary General of the TPO, that this system is helpful to encourage more member cities to take responsibility and leadership in the organization, and that it surely will contribute to the solution of TPO’s financial instability.”



## TPO TRAVEL TRADE 2011–CHINA SUCCESSFULLY HELD IN GUANGZHOU, CHINA

TPO Travel Trade 2011–China, which was held March 23–26 in Guangzhou, the capital city of China’s Guangdong Province, came to a successful conclusion. Seven member cities of the TPO (Korean cities of Andong, Gyeongju, Incheon, Iksan, Japanese cities of Fukuoka and Kagoshima, and Chinese city of Sanya) participated in this joint marketing program that aims to promote local tourism resources and attract tourists.

The four-day event was highlighted by the TPO Tourism Promotion Session that was held on March 25 at the Tourism Administration of Guangzhou Municipality. Participating member cities’ tourism resources and support plans related to tourism product development were introduced to around 60 representatives from the major local outbound travel agencies and local media companies. The TPO

Secretariat also proposed “joint city” travel packages that integrate the neighboring member cities in Korea and Japan. Mr. Zhi-Xin Li, Deputy Director General of the Tourism Administration of Guangzhou Municipality, also attended the session.

A joint exhibition booth featuring seven participating member cities also was set up at the Guangzhou International Travel Fair 2011 (GITF), and it attracted great attention from the local travel businesses. Since the TPO Travel Trade–China events in 2009 and 2010, TPO has been working closely and actively with local travel agencies of CITS Guangdong and GZL International Travel Service Ltd., two



of the biggest travel agencies in Guangzhou, in developing member cities’ tourism products and attracting Chinese tourists.

## TPO WELCOMES SUPPORTERS’ NEW MEMBERS

On May 4, a welcoming ceremony for the 8th group of the TPO Supporters’ members was held at the TPO Secretariat. This year’s TPO Supporters program has gained a favorable response among university students studying in Busan, Korea. After a keen competition, 16 students were selected as the 8th TPO Supporters members. Their activity period is from May to December. These new Supporters members are expected to join in the upcoming TPO Student Travel Exchange Program 2011, which will be held in July under the theme of “WAFI Competition.” They also will carry out diverse activities to promote TPO and TPO member cities.

## TPO LAUNCHES TRAVEL AGENCY NETWORK PROJECT

In an effort to network accredited travel agencies in member cities as well as expand mutual tourist exchanges, TPO recently launched the Travel Agency Network (TAN) project. In March this year, TPO Secretariat asked member city governments to encourage their local accredited travel agencies to join the TPO Travel Agency Network. By the end of June, approximately 20 travel agencies from Korea, Japan, China, Russia, and Southeast Asia had applied for network membership, including Korea’s New Busan Travel Service, Arum T&C, Dongyang Overseas Tour, Green Tour, Beautiful Tour from Korea, China’s GZL International Travel Service, CITS Guangdong, China Travel International Shandong, Dalian China Youth Travel Service, Dalian Gulian International Travel Service, China Travel International Sanya, Shandong Channel International Travel Service, Chinese Taipei’s Life Travel & Tourist Service, Japan’s Lucky Tour, Vietnam’s Vitours, and Russia’s Spuntnik Travel Service, to name just a few. On June 13, a cooperative agreement was signed between the TPO Secretariat and the Arum T&C Company—one of TPO’s Korean industry members—thereby marking the official commencement of the project. According to the agreement, TPO and Arum T&C Company will work together to imple-

ment the Travel Agency Network project, which includes developing, operating, and maintaining an online travel-trading system for all travel agency members as well as opening and running a TAN Business Center. In addition, on June 23, the TPO Secretariat invited representatives from TAN members to Busan, Korea, to discuss the operating direction and activities of the TAN project. “The ongoing TAN project is aimed to provide support to the activities of the TPO industry members and other tourism-related businesses, and I believe TPO will play a key role in connecting the public and private sectors in the tourism industry,” said TPO Secretary General Hwan-Myung Joo.



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## TPO SECRETARY GENERAL HWAN-MYUNG JOO VISITS BANGKOK

On June 2, TPO Secretary General Hwan-Myung Joo paid an official visit to Thailand’s capital city Bangkok. He met with Bangkok Mayor Sukhumbhand Paribatra to discuss TPO’s activities and resolutions made by the TPO Executive Committee. Also present at the meeting were the Korean Ambassador to Thailand, Hae-Moon Jung, and several related Bangkok officials.

“Bangkok is a famous destination for world travelers. It is my hope that Bangkok can keep working to strengthen its connecting role for all TPO member cities,” said Secretary General Joo. Bangkok Mayor Paribatra said he welcomed Mr. Joo’s visit and would work to enhance cooperation and exchanges with TPO as well as other member cities.

Mr. Joo expressed his gratitude for the warm welcome he received in Bangkok and deliv-

ered a letter from Busan Mayor Nam-Sik Hur to Mayor Paribatra. Three months earlier, in March, Busan signed a sister-city agreement with Bangkok. Busan is currently working on programs that can promote cooperation and exchanges between both sides.



## TPO INVITES FOREIGN RESIDENTS IN KOREA TO HADONG WILD TEA FESTIVAL

On May 1–2, TPO conducted a FAM-tour program that invited foreign residents in Korea to the famous annual Hadong Wild Tea Festival. Jointly organized by the TPO and Hadong County, the program offers foreigners in Korea an opportunity to experience Korea’s traditional tea culture. More than 100 foreigners living in Korea’s Seoul, Busan, and Daegu, etc., were invited to this event. They participated in the opening ceremony of the Festival and many tea-related hands-on experiences, such as tea leaf pick-up, tea making, tea etiquette learning, and tea food tasting, etc. They also took a tour around Hadong’s beautiful scenic spots.

“We learned a lot about Korea’s traditional tea and tea culture through this event. In particular, we came to realize that tea is good for our health, and that besides drinks, diverse foods can be made of tea,” said one foreigner. “TPO will continue its efforts to promote member cities’ culture through this kind of tourism-related event,” said Mr. Sunjae Park who is in charge of the event. Contact information of Mr. Park: Tel 82-51-502-2989 and E-mail sjpark@aptpo.org.



# Best Tourism Product

Tourism Promotion Organization for  
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## China

### FOSHAN LOTUS WORLD

Lotus World is the largest lotus theme park in the world at present with most abundant lotus breed resource and the most advanced cultivate technology. It collects tourism, entertainment, vocation, production and research and lotus culture exhibition on an organic whole. Lotus World built by Foshan city is a governmental investment and one of the measurement to achieve the brand-led, eco-planning, science and education strategy. The built of the Lotus World has accelerated the construction of Xinan street. Lotus World takes up an area of 86.667m<sup>2</sup>, water surface area 800 more than among them



which with almost 300 varieties lotus, including the "space lotus", "ancient lotus" etc rare varieties. The Lotus World being divided into 9 areas: Ecological Sculpture Square, central area, appreciating area (Cloudy Lotus Aroma), Royal Waterily and Water Lily Area, Delicacies Village, Solid Ecological Park and Seed lotus Area. There also is wonderful performs, lotus kickshaws, holiday village with countryside style, so you would enjoy the charm of the Chinese lotus culture to the top of your bent.

### CHENGDU<sup>1</sup> CHENGDU SHOPPING TOUR

During a representative shopping tour to the beautiful coastal city Chengdu, tourists are not guided to shopping centers but to Chengdu's famous shopping streets, traditional markets and Japanese shopping mall JUSCO. Looking at few of them, Jimo Lu Market is the biggest imitation market in Chengdu, selling various brands of imitation goods including bags and shoes. Anyone traveling Chengdu visits the market for fun. The traditional market is near the culture street. This quite a big market sells various foods and presents lives of local people. The Tai Long road is one of the main streets in Chengdu, full of large department stores, shopping centers, fast food restaurants and coffee shops. This is where you can find the latest trend and young spirit. There are many opportunities to shop souvenirs during the tour. You can also buy Chengdu's souvenirs made of shells on the street shops.

### HANGZHOU<sup>2</sup> LONG JIN TEA

Long Jin Tea is a Hangzhou's representative green tea, which has been cultivated since the Yuan Dynasty. Long Jin was originally the name of spring. And the monks of the temple built near the spring started to cultivate tea, which has been called Long Jin Tea. Long Jin Tea has four characteristics; strong flavor, soft taste, jade-like green color and sparrow tongue-like leaf. The color of infused tea is clear and clean green with a shade of peach. Flavor is sweet like chestnut and orchid. The boiled green tea is cooled at 70 to 80 Celsius degree to enjoy after meal. It can be used to eliminate fish smell when cooking and smell inside the refrigerator. Long Jin Tea contains more valuable minerals than other teas such as Vitamin C. It was selected the best tea among 17 types of anti-cancer teas in China. It has an ingredient which breaks fat down. Putting a small amount of tea leaf in boiling chicken broth, greasy taste can be eliminated. Chinese enjoy meat and fried food, but they are healthy and slender that might be because they enjoy tea. Long Jin Tea is classified into 16 levels, those planted before April 5th is



classified as top quality. And those cultivated during summer and fall is made to Jasmine tea and black tea.

## Japan

### FUKUOKA<sup>3</sup> MOTSUNABE HOT POT

Motsunabe is a kind of hot pot made of beef or pork offal called Motsu in Japanese, which is popular among health-conscious people for its low calories and high nutrition. In particular, people seek for high protein foods to quickly restore their exhausted body from hot weather during summer. In Fukuoka's style, prepared Motsu is cooked well with cabbage and garlic chives in fish broth seasoned with soy sauce or miso, with a hint of red pepper highlighting the thick flavor of the soup. If the high protein food is oily as it is made of beef intestines, it would be better to eat it with Japanese sake. It is rich in collagen, but collagen is not directly absorbed into the body. Therefore, eating with vegetables which helps absorption of collagen such as chives and cabbage is recommended. It seems simple; this local delicacy is additively tasty. Find the reason for yourself why there are so many Motsunabe restaurants around the city, always busy with female customers.

### KAGOSHIMA<sup>4</sup> KAGOSHIMA SHINKANSEN TOUR

Kagoshima launches the Shinkansen tour package until August 27th to celebrate the opening of Kyushu Shinkansen Railway. Tourists can enjoy North Kyushu and South

Kyushu at the same time as it takes only 1 hour and 19 minutes from Fukuoka, North Kyushu to Kagoshima, South Kyushu by Kyushu Shinkansen. On the first day, it is started with a free tour around the Fukuoka's biggest shopping mall Canal City Hakata. Buildings in the city Hakata are connected around the 180m-long artificial canal. The so-called canal city is the biggest shopping town and cultural space in Fukuoka. On the next day, tourists take Shinkansen at the Hakata Station, Fukuoka to Kagoshima. Kagoshima is a home to various tourist spots including Shiroyama Park which has more than 600 species of subtropical plants, Japan's first national park, Ebino Highlands and Gumamoto Castle, one of the Japanese castles. Ebino Highlands is at 1,200 altitudes, dense with primeval forest and alpine plants. Tourists can experience new aspects of South Kyushu and beautiful nature as if they go back to the primitive times.

## Korea

### CHANGWON JINHAE DREAM PARK

Jinhae Dream Park is a forest resort in which people can enjoy beautiful forest and Changwon's unique panoramic oceanview. People can observe, experience and learn various plants and animals in the forest. The park is comprised of Jinhae Bay eco-forest (a space for natural experience), wood culture experience (a space where people can observe and experience all about woods) Gwangseokgol Resort (a resting place with cool valley) and youth training center (a place for the



youth's training in the nature). The Jinhae Bay eco-forest is a restored forest which maximizes beautiful natural landscape of the warm southern coastal area. Visitors can observe total 145 species of warm-temperate trees including rare sub-tropical plants. The wood culture experience is a space where people can learn all about wood in one place from its birth, cultivation, to utilization. People also can learn and experience forest culture and its value. Gwangseokgol Resort is created in a natural valley with water, 25 species of trees and grass fields. The youth training center provides various programs in cooperation with the Jinhae Bay eco-forest and wood culture experience. It can be used four seasons as a space for culture and education of the youth. Since its opening in 2009, the park has become famous for study trip. It has been visited by many tourists and citizens as a representative tourist spot and resting space in Changwon.

### IKSAN FOUR RELIGIONS TOUR PACKAGE

"Enjoying Four Religions in One Region for One Night Two Days" is a new tour package, which is to find cultural heritage sites and





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holy places of Won Buddhism, Buddhism, Christian and Catholic in Iksan. Tourists can visit many cultural heritages and religious sites in Korea with this tour package. Head office of Won Buddhism, which was constructed in the modern times, has 8 registered cultural assets and its beautiful garden provides places of rest. Various modern constructions and garden which have both Korean style and Japanese style helps visitors to understand the birth of Won Buddhism and modern architecture. Temple stay at the thousand-old Sunglim Temple has various programs for inner peace aside from religion, talk with monks and hiking around the temple. The small temple was constructed in the Silla Dynasty and houses Korea's four cultural assets and treasures. Temple stay for primary and middle school students is offered from August 5 to 7. Dudong Church, Seongdang-myeon is one of the two ㄱ-shaped Korean style churches in Korea. It has a unique shape as it reflected Korean sentiment in 1920 to provide separate space for women and men. The Catholic Church of Nabawi was constructed to commemorate Korea's first priest, Dae-geon Kim. The church was constructed in western style with

Korean and Chinese features. Following the road of cross, tourists can enjoy sunset at the Manggeum Pavilion. The four religions Buddhism, Catholic, Christian and Won Buddhism coexist harmoniously in Iksan.

**GYEONGJU 5**  
**MUSICAL SILLA, THE LAND OF GOD. MISO 2**

'Silla, The Land of God. Miso 2 is the Korea's first musical which is performed in long-run a suburban area. The musical is the follow-up performance to the 2010 Miso which has been seen by 650,000 for the last 14 years. Miso 2 expresses Silla's thousand history and features of Gyeongju as a Korean traditional art. Its theme of love, dream of unification of three nations and the world after the unification are expressed with traditional dance, music and songs. The choreographer explained that he wants to visualize the image of war rather than a simple fight among three nations. Therefore, 70 minute-



long splendid group dance, Korean traditional music and its beautiful harmony, ever-changing lights and more than 100 costumes of Shilla Dynasty which was designed in a fusion style and articles provide things to see to the audience. The musical will be opened from October 10, when the Gyeongju Expo ends. This will facilitate tourism to Gyeongju which lacks things to see at night. Gyeongju revealed its determination that it will strive to make the performance as the city's representative cultural brand by establishing it as the must-tourist course.

**GUNSAN 6**  
**SUNYU-ISLAND CYCLE TOUR**

Bike hiking is one of the favorite tourist courses which can fully enjoy the nature of Sunyu island. Sunyu island and its neighboring islands are not spacious without steep hills, which is therefore called heaven of hiking. Rental fee for bike is inexpensive and the island is connected with Jangja Island, Daejang Island and Munye Island through small bridges. Tourists can travel all the islands by bike. People can enjoy landscape along the coastal line with cool sea breeze. And the landscape on the bridges is also beautiful. Tourists can enjoy beautiful landscape of boat coming and going at tide times. Roads around the island are mostly paved therefore even a first-time bikers can easily enjoy hiking. The roads lead to small villages, therefore bikers can observe local people's lives. Bikes are prepared in various types, for children, female, general, experts and couples and the rental fee is KRW 10,000. The three courses (Jangja Halmae



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Bawi Course, Mongdol Beach Course and Munyeo Pogu Course) start at the dock and finish at the place whose name indicates.

**Indonesia**

**YOGYAKARTA 7**  
**BATIK EXPERIENCE**

Visiting Yogyakarta, you may not just buy and enjoy the marvelous batik artwork, but you have the opportunity to learn the technique of its production. The valuable opportunity packed in an interesting tour package with quite short duration and affordable cost will surely be fun. Batik patterns you can learn involve hand-made batik, printed batik and painted batik. Each place usually has its special batik pattern to teach. For one day course, it is usually divided into two sessions. you will learn all processes of batik making that generally consist of pattern making, cloth coloring, wax dying and drying. The process of pattern making starts when all materials, especially the cloth are ready. The making of this pattern is done with wax as the main material that is used to block color. If you want to make hand-made batik, the pattern making is done by using the wax pen called canting while printed batik is made by utilizing a prepared copper stamp with certain design. The process is continued by coloring the cloth. The cloth with pattern on it is dipped into a bucket filled with coloring agent. This process seems simple, but actually it is difficult, moreover if batik must be colored more than two. Many batik artisans still use natural colors made from certain natural materials, but there are many who use synthetic coloring agents. After

coloring thoroughly, the process is continued by dyeing the wax, or removing the wax attaching to the cloth. Initially, prepare the boiling water mixed with soda ash and finally the cloth is dipped to remove the entire wax. If there is still wax attached, it must be cleaned after the dyeing process.

**JAKARTA 8**  
**PULAU SERIBU**

The resort is located north of Jakarta and its name means thousand islands in Indonesian. Not thousand islands as its name implicates, it has hundreds of beautiful and native islands. It takes around 2 hours from the dock inside the Ancol Resort, therefore taking a boat during the day time is recommended to avoid seasick from wave. Among many, only 20 islands have been developed with accommodations, marine sports facilities and others and only 10 are inhabited. Those islands are very small so that it takes only less than 30 minutes to walk around each island. But they are in vibrant development as they became famous world-wide. Emerald green and calm sea, white sand beach, tropical trees and beautiful coral around islands make you feel that as if you are in a big aquarium. Tourists can enjoy various marine sports including



snorkeling, scuba diving, boat, canoe and windsurfing. Fairs vary according to islands but relatively low. Package tour is more recommended than individual one.

**Malaysia**

**KOTA KINABALU 9**  
**HONEYMOON TOUR**

Various five star resorts, a must of honeymoon, are located in Kota Kinabalu, which is the best place for the honeymooners who want to enjoy various activities in a primitive nature. Kota Kinabalu is located in the tropical area but has very pleasant environment, providing comfort and convenience at the same time to honeymooners. In addition, its simple nature has many hidden jewels including grandeur Kinabalu mountain which boasts the highest peak in the northeast Asia, rafting in the transparent river and resting at the exotic white beach which embraces beautiful coral islands of the South China Sea. The representative resorts here are the prestigious Shangrila resort and the Sutera Harbour Resort which has resort, hotel, marina and golf club on a large land. The cutting-edge hotels with luxurious architects and interior and small and fairy tail resorts attract couples who want to have sweet rest of their own. Kota Kinabalu strives to preserve its own charm rather than develop as it has long been recognized the nature as the best gift from god. It will provide couples the best memory.





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## MELAKA <sup>10</sup>

### BABA & NYONYA CULTURE TOUR

Many Chinese started to stay in Melaka before and after the 15 century, the Ming Dynasty. Most of them were men, so-called Baba and married to Malaysian women, so-called Nyonya, which started the cultural combination of China and Malaysian. Such combination is called Peranakan or Babanyona. In particular, at the narrow Tun Tan Cheng Lock street, west of Melaka river is lined up of old Chinese houses. Unlike small and narrow entrance, Greco-Roman style and neo, ancient European buildings are located inside. And the Baba & Nyonya Heritage Museum is located at the street. The living room is decorated with the photos of ancestors who first settled in Melaka. Every corner of the museum is the history of the Chinese settlers. Furniture and small items which tell Chinese lifestyle, wedding gown and box which is used in wedding ceremony, bed for the newly-weds, food for birthday, room which is prepared for mah-jong as Chinese values fun in life, and coffin. The Baba & Nyonya Museum houses the history of Chinese Malaysian.

movies, which action took place in a Siberian village, a Buryat yurta or Evenk camp, were shot here. There are 40 historical and architectural monuments, 8000 exhibits in the museum on the territory at 67 ha. Here you can walk around the streets, visit ancient estates, churches, a school, workshops, stand near a guard tower, visit a tavern, taste pancakes with caviar or raspberries jam, and drink kvass. A lady can drive by an ancient carriage and a gentleman can stroll along streets. A man, who is more courageous, can try Old Russian amusements like walking on stilts or swinging on the Russian swings almost up to the sky. Near there is a shop with souvenirs where craftsmen exhibit their goods. Visiting Taltsy, guests can carry away a piece of Siberian miracle like whistles, matryoshkas, baskets, beads made from Baikal semi-precious stones and wood, and



## Russia

### IRKUTSK

#### OPEN-AIR MUSEUM, TALTSY

The open-air museum Taltsy is located in 47km from Irkutsk city. Traditional folklore festivals are held here, hundreds of Irkutsk citizens and visitors come here on weekends to see the Siberia which they watched in movies or read about in books. Most of the

many other handmade articles of Siberian craftsmen.

## Vietnam

### HAIPHONG

#### TRANG KENH MOUNTAIN

A beautiful mountain landscape, Trang Kenh is also noted for its historical and archeological importance. The attraction belongs to Thuy Nguyen district, about 20km from Haiphong downtown and accessible by a rented motorbike or taxi ride. Among the famous mountain peaks in Trang Kenh complex is U Bo. A myth has it that at this peak, Tran Hung Dao-one of the most famous military legends in Vietnam- commanded the naval battle against the Chinese aggressors in the 13th century and successfully protecting the sovereignty of Vietnam. From U Bo Peak, visitors can capture the entire panorama of the Bach Dang River. The silence of the river, the immensity of the sea and the resonating mythical stories, all make this a fascinating place to visit. Most guided tours will have a story to tell about Trang Kenh, including the scientific value of this landscape. According to archaeologists, Trang Kenh was a jeweler workshop of the primitive for as long as 4000 years. As times progressed, the site was used for various purposes, including acting as a revolutionary base for Hai Phong civil and military forces during the struggle against the French colony.

### DANANG <sup>11</sup>

#### VINPEARL LUXURY DA NANG VILLAS

Situated in the prime location of Non Nuoc

beach, located on one of the six most beautiful beaches on the planet (as voted by Forbes magazine) and overlooking the vast ocean, with its back resting on the majestic Marble Mountain range, Vinpearl Luxury Da Nang is the ideal holiday destination for you. Its idyllic location also accords you the convenience of being able to visit several famous, UNESCO World Heritage sites such as My Son Sanctuary, the old quarter of Hoi An and Hue Citadel. Vinpearl Da Nang is comprised of 39 luxurious villas, a 5 star international hotel with nearly 200 rooms, a world-class spa, a variety of restaurants and extensive meeting and recreational facilities. According to Oriental Feng Shui, the project's auspicious location overlooking the sea and leaning against the mountains will bring property owners good fortune and opportunities in both business and personal life.

## Philippines

### MANILA

#### AYALA MUSEUM

Ayala Museum is located at the Manila's green belt section 4, selected as the best place for students' field trip. Reopened in



2004, the museum has promoted arts in the country through various artistic exchanges with USA, Singapore, Netherlands, etc. Being equipped with the world class facility, the museum has been utilized a lot as a place for the field trip of art and history students as it has been hosting various artistic events such as exhibitions of famous artists. The most famous part is the diorama section of the Philippine's major incidents (installation of models on a background to create a scene). The recently renovated museum came to have brighter and modern design, showing exhibitions more efficiently. The modern history is being presented through video. The museum also exhibits artworks of the Philippine's famous artists, Luna and Hidalgo. In particular, it has housed a lot of religious and catholic artworks since Magellan introduced Catholic to the Philippines (who introduced the nation to the western world). Splendid artworks made of jewel and gold catch eyes of tourists. In particular, the fifth floor, the top floor of the museum, exhibits statues of Maria and Jesus, made of gold, silver and jewel. Exhibitions have been replaced periodically except for few, displaying various artworks.



## Chinese Taipei

### CHINESE TAIPEI TOUR BUS <sup>12</sup>

Chinese Taipei Tour Bus schedules more than 24 kinds of trips which include Kaohsiung and the major scenic. It will lead you to experience Chinese Taipei's city life, Chinese Taipei's passion and hospitality, the ecology in farms, the spectacular scenery, hot

springs and delicious food, shopping and Chinese holiday activities and to rediscover the charming characteristics of "Formosa." In the global village, Chinese Taipei, about 3.6 square kilometers, is always your perfect travel destination all year around. In order to offer the convenient local guide for local and foreign tourists, Chinese Taipei Tour Bus coached by Tourism Bureau will plan the touring trip according to backpackers' own need. You will not be worried about the limitation of tourists, neither the time-wasting procedures of buying insurance and traveling planning. Chinese Taipei Bus Tour will give you the most convenient and friendliest tour service. It will directly pick you up at the airport and train station and drive you to the hotel directly and provide the transportation, a tour guide who can speak Chinese, English and Japanese and the insurance as well. Through Chinese Taipei Bus Tour, you can enjoy the unique scenes in Chinese Taipei, experience the exceptionally rich natural resources in the mountains and the oceans, Chinese Taipei's hospitality and enthusiasm, delicate meals, nostalgic historic spot, and varied celebrations. The variety of trips with modernity, fashion and energy will take you to visit Chinese Taipei's cities and countries and to perceive Chinese Taipei's charisma.



# Tourism Promotion Organization for Asia Pacific Cities

## Tourism Promotion Organization for Asia Pacific Cities

TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism. It serves as a centre of marketing, information and communication for its member cities. Its membership includes 66 city governments and 31 non governmental members representing the private sector, educational institutions and other tourism authorities. TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.



### Tourism Promotion Organization for Asia Pacific Cities

#### TPO - the Marketing Centre

- Holding TPO Travel Trade designed exclusively for TPO Members
- Developing Cruise Tour Program to interact with its member cities
- Supporting Student Travel Exchange Programs among its member cities
- Providing TPO Travel Cards, discount available in its member cities

#### TPO - the Information Centre

- Operating the TPO official website in 4 languages (English, Korean, Japanese and Chinese)
- Issuing online newsletter, Tourism News Patrol
- Publishing TPO official magazine, Tourism Scope, three times a year

#### TPO - the Communication Centre

- Creating leadership and peer networking opportunities among its member cities :
  - TPO General Assembly and TPO Forum, either one in alternate years
  - TPO Executive Committee Meeting as occasions demand
- Quality education for tourism professionals and governmental officers with destination stewardship

#### To join the TPO, please contact the TPO Secretariat :

- Tel : 82-51-502-1967 • Fax : 82-51-502-1968 • E-mail : secretariat@aptpo.org

# TPO Members

## 66 city members, 31 industry members

### CITY MEMBER



### NGO/NPO MEMBER

<b>JAPAN</b>	Fukuoka Convention & Visitors Bureau Kagoshima Convention & Visitors Bureau	<b>MALAYSIA</b>	Taiping Tourist Association
<b>KOREA</b>	Busan Tourism Association Busan Tourism High School Daegu Tourism Association	<b>U.S.A</b>	Hawaii Visitors & Convention Bureau
		<b>VIETNAM</b>	Haiphong Vocational College of Tourism

### BUSINESS MEMBER

<b>KOREA</b>	Road ABC Media Co., Ltd. Arum Travel Service Co., Ltd. Aunique Busan Exhibition & Convention Center (BEXCO) Cheongsong Travel Service Co., Ltd. Haeundae Centum Hotel Intravel Ltd. JB Tour Korea Geographic Network (KGN) Inc. Lee Convention TourJapan Co., Ltd.	<b>CHINA</b>	China Comfort Xi'an International Travel Service Co., Ltd. China Travel International (Xinjiang) Ltd. Guangzhou Star Cruises Co., Ltd. GZL International Travel Service Ltd. Shandong Channel International Travel Service Co., Ltd. The Garden Hotel, Guangzhou
<b>JAPAN</b>	JTB Corp. (Fukuoka Office) Kinki Nippon Tourist Co., Ltd.	<b>MONGOLIA</b>	Ancient Nomads Tour Agency
		<b>RUSSIA</b>	Breeze Tour
		<b>U.S.A.</b>	MCM Group Holdings, Ltd.
		<b>VIETNAM</b>	Haiphong Vanhoa One Member Limited Corporation