

TOURISM SCOPE

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Taiping Lake Garden, Taiping, Malaysia

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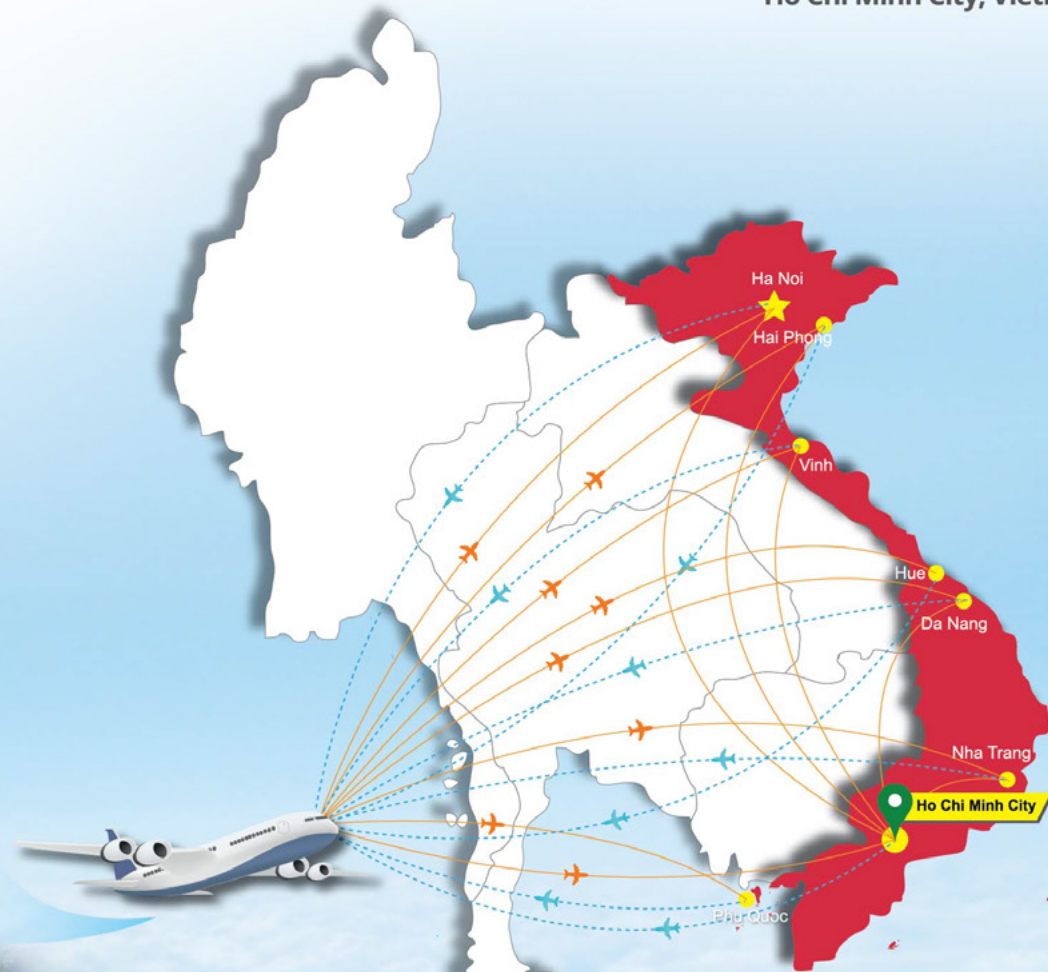
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7 – 9 September 2017

Saigon Exhibition & Convention Center
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Tourism Promotion Organization for Asia Pacific Cities

TPO is a network among cities in the Asia Pacific region and is an international tourism organization established for the development of the tourism industry. TPO exchanges tourism information among member cities to promote the tourism industry, and also carries out projects including tourism product development, joint marketing projects, and tourism education as well as human resources development. TPO has currently 81 city members and 40 industry members. Industry members consist of travel agencies, tourism related associations, research institutes, and destination marketing organizations(DMO). TPO strives for the development of sustainable tourism within the Asia Pacific region.



Tourism Promotion Organization
for Asia Pacific Cities

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A Romantic City Fueling the Korean Wave

Goyang City

The city of Goyang is well-known as the filming location for movies such as <Train to Busan>, <the Thieves>, and the TV series <Dream High>. However, Goyang is a city that offers a much more diverse experience than simple cultural tourism. Onemount, which features both snow and water resorts, is sure to give your body and soul a much-needed energy boost, and Aqua Planet is a place where you can encounter an amazing underwater world. Also, don't forget to stop by Wondang traditional market to taste Korean-style street food and traditional dishes such as Bibimbap, which will make your trip even more worthwhile.

Editor Shim Min-ah Photographer Oh Chung-gun

Travel Information for Goyang City

Location Situated in the Northwest area of Gyeonggi-do, Republic of Korea **Area** 268.05km²

Population 1,024,546 (as of 2015)

Climate Continental climate, similar to that of Seoul in general. Average annual temperature stands at 11°C, and annual precipitation at 1,236mm.

History Outline Goyang is located north of Seoul. It is in contiguity with Yangju city northeast, Paju northwest, and Gimpo southwest. The Northeast area of the city is mountainous with a number of hills, and the central area has a dense forest. In 1989, the Korean government launched efforts to construct new cities in an aim to address the housing shortage in Seoul, and Goyang officially became a city in 1992 as part of the initiative. In 2005, the Ilsan district was divided into East and West Ilsan, which are two of the districts comprising Goyang city today, along with Deogyang district.

PART 1 Key Tourist Attractions in Goyang City

Spectacular entertainments await you in Goyang: A lake park adorned with luminescent lights, rickshaws taking you back in time, children's museum offering intriguing experiences.



Beautiful Illuminations Embrace the Lake Park Goyang Light Blooming Festival

When darkness falls, people start heading to the lake park, where they can find a world of beautiful lights surrounding the Goyang Flower Exhibition Center. Illuminations of all shapes and sizes draw eyes: an artwork in the shape of a cat symbolizing the city of Goyang, twinkling miniature bulbs covering trees, a giant tree ornament standing tall and proud. The 'Goyang light blooming festival' lightens up the dark night with these romantic and picturesque views. This year, the festival took place from the 16th of December 2016 to the 8th of January 2017. The highlight of the show was the breathtaking scene of thousands of roses made with LED lights. The scene was truly photogenic, compelling to take a photo in front of the beautiful roses. The Flower Exhibition center also features light decorations indoors, so be sure to pay a visit.

Address 595, Hosu-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea **Phone** +82-31-908-7750-4
Opening hours Weekdays - 18:00-22:00 Weekends - 18:00-23:00 **Admission** Free of Charge **Website** www.flower.or.kr



A Cultural Space for Hands-on Experience and Education for Children Goyang Children's Museum

Goyang Children's Museum opened in June 2016, with investment of KRW 25 billion made in 2013. The museum is a three-story building with a basement, and is of the largest scale in Northern Gyeonggi province, with a gross area of 8492m². You will find 10 exhibition halls in total, featuring entertainments and experiences under various themes including the humanities and society, urban environment, natural environment and ecosystem, arts and culture, etc. The exhibition hall on the first floor is titled "Safety Pledge," and primarily screens 3D animation on safety education, in order to prevent children's accidents by providing safety instructions in an interesting manner. On the second floor, you will see the 'the Flower Scent Village,' where you can explore everything about flowers, and 'Harmonious World for All,' where you can find out about children's rights and ways to respect others. "Hello, Planet Earth!" is also located on the second floor, and covers topics on earth's natural environment, such as the atmosphere and the ozone layer. In the 'Architectural Playground' on the third floor, you can try constructing your own building using toy bricks. However, the most popular attraction of all is the 12 meter-high climbing facility in the lobby, 'I-grew.' This giant tree-shaped facility conjures up the image of the jungle in the movie <Avatar> and offers as an exciting adventure for children, who can learn how to interact with nature while climbing up and down the tree. Children may use the facility when accompanied by a teacher.

Address 26, Hwajung-ro, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea **Phone** +82-31-839-0300
Opening hours 10:00-18:00 (last admissions 17:00), Closed on Mondays **Admission** Aged 36 months and over : KRW 5000, aged less than 36 months : free of charge **Website** www.goyangcm.or.kr



The Gateway to Goyang Goyang Tourist Information Center

One place you should visit before officially embarking on your tour around Goyang city is the Goyang Tourist Information Center. It's the traditional-style architecture that stands out among tall buildings and sky-high apartments. Its location, on the edge of the lake park and right in front of Onemount, makes it even easier to spot. After hearing about Goyang city's 600 year history from the tour guide, you will be recommended several tour routes around the city. The Eoullim Hall in the Tourist Information Center holds interesting exhibitions all year round. In January, an exhibition of pieces by a cartoonist was held under the theme <the Cat Atelier>. The exhibition was all about cats, which are the very symbol of Goyang city. Cartoons of cats resembling famous artwork such as Vincent van Gogh's <Self-portrait>, or Edvard Munch's <the Scream> brought smiles to people's faces. Parodies of famous movie posters featuring cats were also exhibited, including those of <Superman> and <the X-men>, also drawing laughter. You can also rent Korea's traditional garment, Hanbok, from the center for a special experience.

Address 280, Hallyu world-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea **Phone** +82-31-911-8030 **Opening hours** 10:00-18:00, Closed on Mondays and the 1st of January **Admission** Free of Charge **Website** www.gyoutourinfo.or.kr

A Rickshaw Trip Around Lake Park

If you prefer to look around the lake park in a more comfy way, riding a rickshaw may be a good option. The rickshaws with cute cat illustrations on them can accommodate up to 2 people, and are windproof thanks to the vinyl covers. They are surely a unique way of traveling Goyang city.



PART 2 Entertainments to Enjoy in Goyang

Onemount and Aqua Planet are must-visit places in the city, which are bound to bring you excitement.



A Both Exciting and Relaxing Experience Onemount

Onemount is a unique hybrid of a snow resort and a water resort. Covered in snow and ice all year round, the 'Snow Park' looks as if it belongs in the movie <Frozen>. You can try ice-skating on the 1200m² wide Ice Lake under the romantic lights, or ride on a dog-sled pulled by a team of Siberian Huskies or Samoyeds. You should not miss out on the 'Water Park' either. The Water Park provides various outdoor and indoor attractions such as 50 meter high water slides, wave pools and water play areas. After you have spent enough time on the ice and in the water, make sure to pay a visit to the 'Healing Center' inside the Sports Club. The Healing Center has a relaxing and sophisticated interior design, and offers spa experiences under various themes: ice, salt, clay, herbs, and many more. The best part of the Healing Center, however, is the 'Relax Room,' where you can enjoy a beautiful bird's-eye view of the lake park on one of the private sofas. Zumba classes are also available at the Sports Club. Zumba, a blend of dance and fitness, is gaining traction in Ilsan so much so that a zumba festival is held every year.

Address 300, Hallyu world-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea **Phone** +82-1566-2232
Opening hours Weekdays 10:00-20:00, Weekends 10:00-20:00
Admission Day tickets: Water Park - KRW 50000, Snow Park - KRW 35000 **Website** www.onemount.co.kr

Discovering the Mesmerizing Underwater World Aqua Planet Ilsan

Aqua Planet, which opened its doors in April 2014, is shaped as a four-story cruise vessel and is divided into 'the Aqua,' the aquarium where you can encounter various marine species, and 'the Jungle,' a zoo home to a wide range of land animals. The 'Deep Blue Ocean,' which is the 11 meter wide main water tank, offers diverse attractions such as synchronized swimming shows, and a chance to feed marine animals and explore the enchanting underwater world. At the 'Ocean Arena' on the third floor, Mary, the iconic sea elephant of Aqua Planet, performs four times a day. After diving into the water, Mary breathes out beautiful angel rings, or donut-shaped bubbles, earning an applause from the audience. Last year, the house of horror 'Monster Planet (Alive Stars)' and children's playground 'Brick Planet' were also opened to the public. The Brick Planet displays various artwork made of bricks, and provides a chance for visitors to play with the blocks. Alive Stars is a hall where you can find replicas of celebrities around the world such as Spider-Man, giving you a chance to take a photo with your favorite star.

Address 282, Hallyu world-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea **Phone** +82-31-960-8500 **Opening hours** Weekdays 10:00-19:00
Admission Aqua Planet: Adults - KRW 29000, children - KRW 24000, Monster Planet: KRW 8000, Brick Planet: KRW 5000
Website www.aquaplanet.co.kr/ilsan



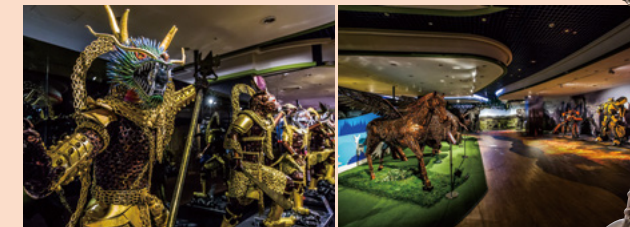
OMT Center

After having fun at the Water Park and Snow Park, you should head to the Onemount Training (OMT) Center for a break. The OMT center is basically a book-café for visitors of all ages, where one can read children's books, magazines, or novels. You won't even notice how much time has passed while reading a good book on a comfy chair, but make sure not to miss out on the spas including the 'Relaxing room', 'Healing room,' etc.



Figure Land

On the first floor of the Onemount shopping mall, you will find a figures shop displaying upcycling art pieces. Around 30,000 broken car parts upcycled into 'junk art' can be found in this store. Artworks titled <the Iron Man> and <the Transformer> made by a renowned Thai artist are most eye-catching, as they are extremely sophisticated and look as if they will start moving any moment. Miniatures are also available at the store.



What Makes Onemount Extra Special 2



PART 3 The Korean Wave

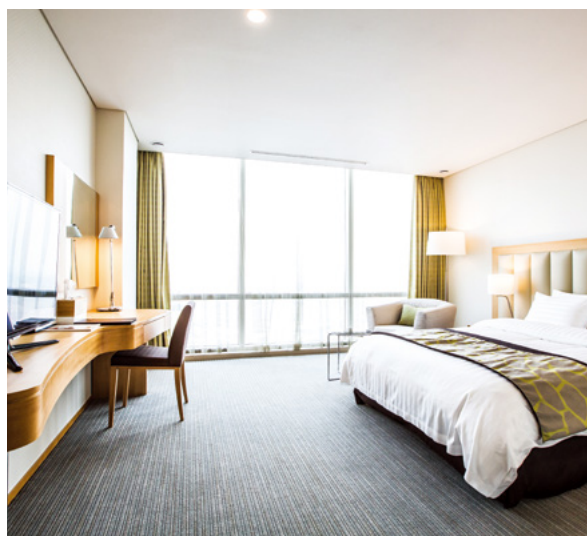
Goyang city initiated the New Hallyu (Korean Wave) Cultural Tourism Belt project in 2015 in an effort to become the hub of cultural tourism in Korea. Consequently, the city has appeared in various movies such as <Train to Busan>, <The Thieves>, and a number of TV series including <Doctors> and <Dream High>.



The Very First Five-Star Hotel in Gyeonggi-do The MVL

The MVL Goyang is a premium hotel in Northern Gyeonggi province opened in 2013. Following the MVL Yeosu, it is the second hotel in the brand launched by Daemyung Resort, and is located at the very center of Hallyu world road. During the recent rating evaluation by the Korea Tourism Organization, the hotel was awarded five stars, which is the highest possible grade in Korea, becoming the first five-star hotel in Gyeonggi-do. 337 rooms including 34 suites are available, along with 4 restaurants and 1 bar, a high-end fitness club, a business center, a convention hall and other amenities. The hotel's dining facilities have a reputation for being exceptionally superb. 'Cucina M' is a buffet restaurant with an open kitchen which serves low-carb, low-calorie organic food in 5 main sections: Grill, Western, Asian, Japanese, pizza, pasta & noodles. The Chinese restaurant 'Jukrim' serves high-end Cantonese cuisine such as Chinese Fotaogiang soup, peking duck, and Cantonese pepper steak.

Address 20, Taegeuk-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea
Phone +82-31-927-7700 Website www.mvlhotel.com/goyang



High-end Plastic Surgery in Ilsan Oh & Kim's Plastic Surgery

The popularity of the Korean Wave is influencing not only the fashion and cosmetics industries but also the world of plastic surgery. More and more medical tourists are visiting Korea each year in hopes to have a similar look to Korean celebrities. Opened in 1998, Oh & Kim's Plastic Surgery is a well-known brand in Ilsan, with a track record of no single case of malpractice. 6 professional surgeons and 1 anesthetist who consider safety and trust as the number one priority await you at the hospital. After one on one consultation with each patient, the surgeons will provide high-quality medical services in their area of expertise, whether it may be eye or nose surgery, facial bone contouring surgery, breast implant, liposuction or anti-aging. The brand was ranked no. 1 in a shortlist of hospitals with brand power selected by Sports Daily in 2005. In 2007, it formed a partnership with Xijintang hospital in China. In 2010, the hospital was registered as a medical facility for foreign patients and signed an MOU with Goyang city, and subsequently joined the Gyeonggi International Medical Association (GIMA) in 2012. Recently, the number of medical tourists visiting the surgery from China, Taiwan, Russia and Laos, has increased sharply. Petite plastic surgeries are also gaining popularity as they are quicker and less painful, thus making it easier for patients to go under the knife during a short trip to Korea.

Address 5th floor Hyosancastle, 55, Jungang-ro, 1261beon-gil, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea Phone +82-1644-5144
Opening hours Mon~Thu 10:00~19:00, Fridays 10:00~21:00, Saturdays 10:00~16:00, Closed on Sundays and holidays Website www.ohkims.co.kr



A Shopping Mall for K-pop Products Ktown4u

The Korean wave has fueled overseas demand for K-pop goods. Those that cannot visit Korea in person prefer to buy products online, and Ktown4u is the ultimate online shopping mall for products related to Korean celebrities, mainly used by overseas-especially Chinese-fans. The best advantage of Ktown4u is that you can buy products of various artists from JYP, YG, and SM all at once. Backed by its crazy popularity, the previous online-exclusive Ktown4u has recently opened an offline showroom. A wide range of K-pop goods such as CDs, posters, character goods and other merchandise are available at the small showroom.

Website www.ktown4u.co.kr

PART 4 The Taste of Ilsan

Let's now explore Korean cuisine: Neat plating, generous servings. Korea's signature dish, bibimbap, and delicious street food in traditional markets await you.

A Traditional Market Bringing Back Old Memories Wondang Market

30 years ago, Wondang was the beating heart of Goyang. As Ilsan was newly constructed, Wondang became a center of old city, but is still visited often by residents preferring traditional markets for grocery shopping. A traditional market has a something warm and generous and a legacy that cannot be found in large supermarkets. The Wondang market is a cluster of small stores selling fruits and vegetables, side dishes, street food, and oil. The smell and sight of street food-tteokbokki, sundae, kimbap, and fried chicken-cooked instantly will make your mouth water. Among them, the 'smile twisted doughnuts,' one of the best products sold in the market is most popular. The sweet doughnut is sold at an extremely low price of two for KRW 1000. The texture is so soft that the doughnut still tastes good when it is cold. Also, don't forget to try the ssiat hotteok, or sweet Korean pancake with nuts inside.

Address 17, Hoguk-ro 790beon-gil, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea
Phone +82-31-967-5550



Enjoy 200 Different Dishes All at Once Ilsan Buffet Park

This family diner started business in 2005, and boasts one of the best views over the lake square. Each room is named after a European city, such as Prague, Venice, and Berlin, and is furnished with antique medieval-style embellishments and artwork that appear in the Greek mythology. The buffet offers more than 200 different dishes in 13 main sections, including sashimi, sushi, steak and grill. You can enjoy a wide range of Korean traditional cuisine. You will be able to find Korean royal court cuisine including japchae, fermented skate and marinated crab, as well as various salted seafood, seasoned vegetables, different types of kimchi, beef tartare, and more. Also available are various types of wine from all around the globe.

Address Central Plaza, 43-20, Jeongbalsan-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea Phone +82-31-932-5566
Opening hours Weekdays - Lunch 12:00~15:00, Dinner 18:00~22:00, Weekends - Lunch 12:00~16:00, Dinner (1st) 16:30~19:00, Dinner (2nd) 19:30~22:00

Price Weekdays - Lunch : KRW 28000 for adults, KRW 19000 for children, Dinner : KRW 33000 for adults, KRW 23000 for children. Weekends - KRW 37000 for adults, KRW 26000 for children. Website www.buffetpark.co.kr



Bibimbap, the Food that Mesmerized the Whole Globe Korean Traditional Stone Pot Bibimbap Cultural Experience Center

Bibimbap is a healthy dish that well-represents Korea. Historic records of bibimbap can be traced back to the 16th century Joseon dynasty, where one can find bibimbap mentioned in records on a battle at Jinju castle. Bibimbap also appears in a 19th century recipe book. At the Korean Traditional Stone Pot Bibimbap Cultural Experience Center, visitors can make bibimbap themselves and taste it. The two-story building that is 3305m² (1000 pyeong) wide can accommodate up to 270 people at the same time. Once you enter the restaurant, you will find that the Korean-style interior design is very soothing. The glass-walled showroom on the first floor is used to provide information on the origin of ingredients, and well-known local food. On the second floor, there are round tables, each for 8 to 13 people, where guests can enjoy their meal. What is interesting is that bibimbap is made on the large stone plate in the middle of the table. Steamed rice topped with 7 different types of vegetables and stir-fried beef is served, and guests should mix all the ingredients together with sesame oil and red pepper paste. The aprons that resemble traditional Korean garments sold at the center are very popular gifts.

Address 6, Yongdu-ro 121beon-gil, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea Phone +82-2-386-9598 Website www.ktbcc.co.kr



Explore Exotic Indian Cuisine Story of India

This restaurant is the go-to place if you're looking for traditional Indian cuisine made by locals. Curry is definitely the no.1 Indian food to try out. 'Story of India' offers 6 types of vegetable curry, 3 beef curries, and 5 lamb curries. If you always have trouble in deciding on one single menu, you had better go for the lunch set, which includes rice or naan with salad, vegetable curry and chicken curry (or a choice of beef, lamb or shrimp curry). Those looking for an extra special meal should also try ordering Tandoori Chicken. You are sure to find the dish, a spicy and smoky barbecue of chicken marinated with Indian spices, extremely delicious.

Address Onemount, 300, Hallyu world-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea Phone 031-961-6734
Opening hours 11:00~22:00 Price Tandoori chicken KRW 22000

A Small Heaven in Surabaya

Kampung Lawas Maspatih

If you haven't yet decided on a place to travel to, Surabaya, Indonesia might be the perfect option. Try flying to 'Kampung Lawas Maspatih,' also known as 'a small heaven in Surabaya,' on a search for inner peace. You are sure to encounter a side of Surabaya never experienced before. The town of Maspatih is a beautiful blend of traditional culture and natural environment.

Editor Shim Min-ah



Travel Information for Surabaya

Location A port city situated in the central-northern area of Java Island, Indonesia. **Area** 350.5km² **Population** 3 million **Climate** Subtropical climate with sweltering hot and humid weather throughout the year. Average annual precipitation stands at 1,751mm with a wet season from November to March, and precipitation is highest in January and February. **History** The name of the city originates from the armies of two brothers. Respectively named Sura and Baya, the two armies fought in a battle to determine the successor of the Singhasari kingdom in the 13th century. The city was under the rule of the East India Company of the Netherlands in 1743, and functioned as the largest sugar-shipping port and trading port during the Second World War. Today, the Indonesian Marine Corps and the Indonesian Navy are based in Surabaya.



Kampung Lawas Maspatih, or the Maspati village, is a unique town that can be found in Surabaya, the second largest city in Indonesia. Transfigured into a tourist province in January 2016, the Maspati village is, in and of itself, living evidence of Surabaya's colonial history. Several historical buildings are preserved intact in their original form as tourist spots. Historical buildings that well-represent the village include the house of Raden Sumomiharo (descendant of the Solo kingdom who later became the town nurse), the elementary school Onko roro, and the military headquarters building constructed in 1907. The tombs of Joko Berek, Surabaya's great hero, and his grandparents, Raden Karyo Sentono and Mbah Buyut Suruh, are also worth a visit.

Popular attractions in Kampung Lawas Maspatih are old buildings that have weathered centuries of change, and a beautiful town with a scenic landscape. The residents of the village have successfully built a contemporary town while preserving historical buildings through strict protection of environment and pursuing economic development in a creative manner. Such efforts brought multiple awards to 350 households in six RTs of Hamlet VIII in the Maspatih village such as awards from the 'Green anClean Contest.' Recently, residents of Hamlet VIII have launched a package tour named

'Green & Heritage.' Taking place on Saturdays and Sundays, this tour package starts with a welcome drink prepared by locals. The first RT of Hamlet VIII, the very starting point of the tour, is renowned for 'cincau,' or grass jelly, and farming of 'lidah buaya (aloe vera),' 'jahe (ginger),' 'belimbing (star fruit),' and 'markisa (passion fruit).'

Once tourists set foot in the next RT, for which the theme is 'green,' they will come across the accomplishments made thus far regarding tourism, as well as relevant photos and trophies. RT number three is the production house, where visitors can taste drinks made of various crops harvested in the RT. They may also try making these drinks themselves. When tourists are done drinking, they can take a look around the old district which encompasses many historic sites and buildings of Maspatih village. They may also enjoy traditional games, such as Teklek and Dakon, with locals. The locals have created a map around town, covering the area from the entrance to Jalan Semarang, to Jalan Bubutan, which is near the statue of the town hero. The map also marks walking trails so that tourists can take a close look at every corner of the village, strolling along the trails drawn on the map. The tourists will be accompanied by four local tour guides along the way.

It was indeed a wise decision to create a package tour for the

Maspatih village of Surabaya. Kampung Lawas Maspatih is now visited by tourists from all around the globe, including the Netherlands, the United States, and Korea. Most of the tourists were invited by the Surabaya city government, or are students studying in Surabaya, but demand for locally manufactured goods is rising in accordance with the increase in the number of tourists. As of now, the most important thing to bear in mind is to continue to preserve the invaluable natural environment and cultural heritage of the village unscathed.

- 1 The children of Maspati playing music for visitors.
- 2 Tourists visiting the Maspati village.
- 3 Locals will accompany visitors in the tour around the village.
- 4 A special drink made from fruit grown in the village.

Food Trip to Kitakyushu

Kitakyushu

Kitakyushu is a city with the population of 1 million. Following the opening of the port of Kitakyushu, workers flocked to the city from around the country, and many have been leading earnest lives in the city ever since. Workers enjoy yaki-mandu (fried dumplings), yaki-curry, or take to a kaku-uchi to find joy after a tiring day of work. Walking along the streets of Kitakyushu, you are sure to fall in love with the city.

Written and Photographer Kim Jin-young (food columnist)



Travel Information for Kitakyushu

Location Fukuoka prefecture, Kyushu, Japan **Area** 486.81km² **Population** 964,461 (as of 2014) **Climate** Warm throughout the year, with high precipitation in inland provinces and during the monsoon or typhoon seasons. Average annual temperature is 16.2°C, and average annual precipitation is 1,604mm. **History** Largest industrial city on the island of Kyushu, with headquarters of Nippon Steel Corporation, Japan's largest steel producer, and coal mines. The city is one of the 4 largest industrial areas in Japan, and boasts highly advanced steel manufacturing, machinery, food, heavy and chemical industries.



Help Yourself to Fresh Fish Asobi-kappo Kentaro あそび割烹 賢太郎

Kitakyushu and Shimonoseki are divided by a narrow strait. After continuously swimming upstream and downstream looking for bait and fighting against fierce currents fish in the strait become strong and sinewy. As such, 'Asobi-kappo Kentaro' is renowned around Kitakyushu for serving tasty seafood dishes. You should make sure to arrive at the restaurant before rush hour in order to get a seat easily. The signature dish of the restaurant is assorted sashimi, which is available at JPY 2000 per person. The types of fish included in the assortment vary by the season. The fish that I tasted on the day I visited the restaurant were those in season during the winter, such as mackerel, horse mackerel, Spanish mackerel, ishimagi, and octopus. After trying the mackerel and horse mackerel, I could understand how the place earned its fame. The texture of the fish was perfect, and you could taste the slight fattiness as you chew. You cannot help ordering a drink with perfect dish of sashimi in front of you. When ordering drinks, order in a tokkuri (a small flask), as opposed to whole bottles, so that you can enjoy a wide variety.

Address 北北九州市小倉北区堺町 1-5-1 **Phone** +81-93-551-0314
Opening hours Mon-Sat 18:00-01:00, Closed on Sundays



Go-to Place for Affordable and Tasty Bread Shiroya シロヤ

Shiroya is a bakery with a 65 year history nearby Kokura station. People line up every single day in front of the store, which makes the place very easy to spot. Signature products are the 'omelette,' which is whipped cream sandwiched in soft bread, and 'sunny bread,' which is a hard roll with condensed milk inside. 2 years ago, the price was JPY 35 each, which is now raised to JPY 40, but the price is still affordable enough for children to buy bread with their pocket money. The large cake rolls are so popular that they are mostly sold out before lunch. However, since some may find Shiroya's bread too sweet, make sure to taste one or two first before you go back for more.

Address 北九州市小倉北区京町 2-6-14 **Phone** +81-93-521-4688
Opening hours Mon-Sun 8:00-20:00



A Heartwarming Udon Place Open 24/7 Sukesan Udon 資さんうどん

Sukesan Udon, namely the 'soul food' or 'soul restaurant' of Kitakyushu, is the restaurant most-loved by the people of Kitakyushu. Customers of all ages come and go, as if the restaurant is their home. It is difficult to pinpoint a reason for such popularity. People come, and will come to the restaurant as they always do. The menu offers a variety of food, and the store is always full of people enjoying udon, oden (fish cake), fried rice, and onigiri (rice balls). I also took a seat and ordered a bowl of udon with beer. As I was trying the warm broth, I saw a group of girls enter, order, and start chatting. They must have been getting snacks after school. Busting with warmth, the place seemed more like a common room rather than a famous restaurant.

Store in Uomachi Address 北九州市小倉北区魚町 2-6-1 **Phone** +81-93-513-1110 **Opening hours** Open 24/7 everyday throughout the year



A Perfect Piece Made by the Master of Sushi Kyo Sushi 京寿司

As I left the bakery and took a walk around the shopping district, I could see a number of restaurants and pubs lined up. These stores share a roof, forming an arcade-style district, which Kitakyushu is famous for. Here, you can find 'Kyo Sushi,' a sushi restaurant that topped on the list of sushi in a survey in Japan. The waiting line will definitely be long, but you will feel that it is worth waiting once you try the sushi. Unlike the typical conveyor belt sushi, or sushi-go-round, a seasoned chef makes the sushi, and places them on the rotating table. All types of sushi, from horse mackerel to squid, are offered at a fixed price of JPY 120 per plate. You are bound to notice that sushi made with freshly caught fish surely tastes different.

Address 北九州市小倉北区京町2-6-5 **Phone** +81-93-551-7890
Opening hours Mon-Sun 11:00-23:00



14 Varieties of Croissants

Mikaduki 三日月

The port of Wakamatsu is only a 10 minute boat ride from the Wakaribune dock. Walking along the block of old buildings, you will come across this croissant store. 14 different types of croissants are available here. The croissants are receiving such a positive reaction that there are stores in downtown Kitakyushu, and also in the Hakata station of Fukuoka. Signature flavors are sesame-seed, chocolate and plain. Try taking a big bite on the bench in front of the store. You will see that the croissant is crispy on the outside, and has a mochi-like texture inside. This difference in texture will leave you hungry for more. The store also offers gift wrapping services at an additional charge, and the extra-crispy croissants are most popular for gifts.

Store in Wakamatsu Address 北九州市若松区本町 1-13-15
Phone +81-93-771-7979 Opening hours Tue-Sun 9:30-19:00

The Best Dark Roast Coffee for Coffee Lovers
Mikiya Coffee 三木屋カフェ

This quiet café stands out among the bustling bars in the arcade. It is a vintage-style store which used to be the owner's home, now renovated into a café. The café is furnished with tables and chairs that are unique. The owner made sure that every single piece of furniture looks different, so that customers can have a different experience each time they visit the café. Herbal tea made of herbs in season is a signature menu, and the café is well-known for its original dark roasted coffee, which has a bitter and slightly sour taste. The coffee tastes best when paired with a sweet cake roll.

Address 北九州市小倉北区魚町 3-2-5 **Phone** +81-93-541-6661
Opening hours Mon, Tue, Thu-Sun 11:00-21:00



Super Fresh Mackerel Sashimi
Kouboukura 旬工房 くら

This izakaya is quite a walk from Kokura station, and mainly serves mackerel sashimi straight from the Kanmon Straits. Nukadaki, or fish such as sardines boiled in rice-bran paste and spices, which Kitakyushu is famous for is also a popular menu, as well as chicken liver tatak, and bacon and eggs. Unfortunately, by the time I arrived, the mackerel sashimi was already sold out as they are only sold in limited amounts. I had to settle for horse mackerel sashimi instead. The store felt relatively silent compared to the loud noises of the arcade beside Kokura station. It is an ideal place to end your day with a nice treat.

Address 北九州市小倉北区米町 1-3-10
Phone +81-39-551-0466 **Opening hours** Mon-Sat 11:30-15:00, 18:00-24:00, Sun 11:30-15:00, 17:00-24:00



Customize Your Sandwich **Sandwich Factory 0cm** サンドイッチファクトリー オー・シー・エ

The intriguing expression '0cm' in the name encapsulates the owner's resolution not to forget the original intention. Go up the yellow stairs and enter the store, and ingredients of sandwich are awaiting you. A pile of bread, from Shiroya, will also catch your eye. Pick your ingredients and pay for them. The price differs depending on the ingredients you choose, and you can get a half-and-half sandwich. The sandwich is perfect for a simple meal, and the store is a cool place for girls to hang out after school.

Address 北九州市小倉北区船場町 3-6 近藤 別館 2F **Phone** +81-93-522-5973 **Opening hours** Mon-Sun 10:00-20:30



The Ultimate Kitakyushu Udon **Kyubey** 久兵衛

Although Kitakyushu is famous for the birthplace of yaki udon, 'Kyubey' serves traditional-style udon. Its udon is so popular that people start lining up even before the store opens. The stock made of katsuboshi and Japanese anchovy is rich, and the tempura is extremely light and crispy. Still, there is one thing that surpasses the stock and tempura: the noodles. The noodles look as if there is nothing special to them, the matured noodles for 24 hours are chewy with the perfect texture. Try the tempura udon if you're looking for a flavorful dish, and the zaru udon (cold udon) if you want to focus on the noodles. The fish cakes here are very good and rich in taste also. One thing to note: if you're visiting the restaurant in the evening, be sure to expect at least 1 hour wait.

Address 北九州市小倉北区黄金 1-2-1 **Phone** +81-93-923-8088 **Opening hours** Mon-Sun 11:00-22:00



The Perfect Kaku-uchi for a Good Chat
Kaku-uchi Hiraosaketen 角内 平尾酒店

The moment you enter a kaku-uchi, you will be able to see that it is the best place for workers to go for a drink after a long day of hard work. A perfect place for a quick drink and simple snacks after a shift, these bars are similar to small and shabby bars easily spotted in Korea, aside from the fact that it offers a wide variety of sake. This bar is cozy enough to make you chat with the owner as if you have known him for a long time. Recently, kaku-uchis are gaining traction from young women as well. Kaku-uchis originated from Kitakyushu, and currently, there are around 160 of them in the city while the popularity is rising still.

Address 北九州市小倉北区紺屋町 6-14 **Phone** +81-93-521-3268
Opening hours Mon-Sat 12:00-21:00



Enjoying Kobe Beef in 3 Ways
Onodoru おんどう 小倉魚町店

A Michelin one-star restaurant specializing in Kobe beef. The food is quite expensive, but lunch menus are comparatively affordable and the gyudon is exceptionally good. The gyudon served here is steamed rice topped with tender Kobe beef simmered in soy sauce. This particular gyudon is recommended to enjoy in 3 steps: first eat the beef with rice; next, try eating them with wasabi; and lastly, put beef, rice, wasabi and water into the bowl and enjoy it as an ochazuke. This will surely be a fun experience as the gyudon tastes different each time. The price of the gyudon is JPY 1058.

Address 福岡県 北九州市小倉北区 魚町 2-3-9 セルブ第3ビル 1F
Phone +81-93-531-2929 **Opening hours** Mon-Thu 17:30 - 22:30, Fri-Sun, Holidays 17:00-23:00



All the Fruit You Can Imagine **MOON**

A fruit dessert café run by a fruit broker across two generations. Signature menus are fruit ice lollies and parfaits. Tapping into a good knowledge of fruit, the owner buys the most delicious and freshest fruit each morning, and sends them to each franchise. The store also offers dried or processed fruit products. The location is easily accessible as it is on the first floor of Riverwalk, Kitakyushu's largest shopping mall, and perfect for shoppers to stop by for something sweet during a long day of shopping.

Address 北九州市門司区中町 5-26 **Phone** +81-93-382-1003
Opening hours Mon-Sun 11:00-19:00 Closed on second and fourth Wednesdays



Top 6 Markets to Indulge Your Five Senses

You shouldn't miss an opportunity to visit local markets when traveling around the globe, as they offer insights into a city's authentic culture. Here are 6 world markets that present affordable delicacies, and a chance to buy eccentric souvenirs at a good bargain.

Editor Shin Ji-hoon Photography <AB-ROAD>



 **Bangkok**
Chatuchak Weekend Market

Directions Kamphaeng Phet MRT Station

The Chatuchak market opens on Saturdays and Sundays each week right by the Chatuchak Park. Although it is officially a weekend market, a few stores are still open on weekdays. On Wednesdays and Thursdays, you are most likely to find plant stalls open, and on Fridays, most of the stores will be awaiting customers. The market is the largest wet market in Thailand with a total area of 1.13km² embracing around 15,000 stalls. It is divided into 27 sections and numbered streets. Each day, approximately 300,000 people visit this popular attraction. Once you set foot in the market, you will realize that the place sells literally everything: kitchen and home appliances, jewelry, clothes, used books, religious objects, traditional handcrafted items and even exotic animals. Everything is offered at rock-bottom prices, which is why the place is well loved not only by tourists but also locals. Even if you don't buy anything, the market is so vast that simply looking around will turn out to be enough. Make sure you know where you are while you tour around the market, as the place is a maze of tiny streets packed with stalls and vendors, making it easy for one to get exhausted or lost. It may be a good idea to decide on what you want to get first, and then to figure out the best section to search for. Also, be careful not to be dehydrated in the crowded market in hot weather.



 **Incheon**
Sinpo International Market

Directions Exit number 3 of Dong Incheon metro station

The Sinpo market started off as the first modern market in Incheon city. Its history dates back to the late 19th century when it was known as 'Puseonggwuijeon,' a market where Chinese farmers settled down in Incheon sold home-grown vegetables. In one corner of the market, you can see a bronze statue commemorating Puseonggwuijeon, and a lighthouse park and sculpture park are situated on the edge of the market. These parks hold concerts year-round, which will surely be eye-catching. There are 3 dishes you should not miss tasting in the Sinpo market: dakgangjeong, five-colored dumplings, and jjolmyeon (chewy noodles in spicy sauce). The dakgangjeong, a heavenly combination of crispy chicken and deliciously spicy sauce, is definitely the one that you shouldn't miss to try. You will see a number of stores selling dakgangjeong, but note that the store named 'Sinpo Dakgangjeong,' located by the entrance of the market, is the original. Five-colored dumplings made of cherry, gardenia seed and Artemisia powder are also a popular treat. The dumplings suffice as a good meal as they contain either meat or red bean paste inside. Last but not least, jjolmyeon, one of the most popular snacks in Korea is a dish that originated from Sinpo market. The market is deemed as the birthplace of the jjolmyeon noodles first created in the early 1970s at a factory in Incheon. Workers mistakenly manufactured thicker noodles by manipulating the machine in the wrong manner, which later led to the birth of jjolmyeon.



Ho Chi Minh
Ben Thanh Market Directions 5 minute walk along Le Loi Street from Ho Chi Minh Municipal Theatre

The Ben Thanh market is the largest market in Ho Chi Minh City, located on Le Loi Street at the very heart of downtown and vibrant all year round. First created by the French in 1914 when Vietnam was under the French rule, the market is known to have represented Ho Chi Minh City for the past century, and its reputation continues to this day. Among the four entrances into the market, the main entrance with the famous clock tower and bell is a renowned landmark of Ho Chi Minh City. Once you pass the wide central pathway of the main entrance, you will encounter a narrow alley that can barely fit one person. Around 2000 stores are packed inside a vast area, which looks like a labyrinth at first glance, but it won't be all too difficult to find what you're looking for as the districts are neatly divided for each item. A wide array of products, from daily necessities to clothes, shoes, jewelry, and bedding are available here. Handcrafted artifacts are most popular to tourists, as they are offered at a significantly lower price compared to downtown stores. World-famous Vietnamese coffee and handmade sandals are also sought after. The sandals are particularly good for gifts and souvenirs as they are made within 10 minutes of order. The Ben Thanh night market, opening from 6pm, is another popular attraction where you can taste traditional Vietnamese cuisine at affordable prices. Local specialties from fresh seafood dishes to traditional Vietnamese noodles can be enjoyed.



Kaohsiung
Liouhe Night Market Directions Exit number 11 of MRT Formosa Boulevard Station

Night markets are must-visit places in Taiwan, among which Liouhe night market offers a particularly spectacular experience. Ranked as one of the top 3 night markets in Taiwan, the Liouhe night market opens around 5 P.M. and is packed full of people until 1 A.M. This market is the biggest night market in Kaohsiung with a huge selection of amazing food. Lined up along a pathway cutting across the market are restaurants specializing in steak, seafood and hot pot. The market is also bustling with food trucks serving grilled seafood such as squid, octopus, shrimp and abalone, gan mien (dry noodles), dumplings and stir-fry dishes. The gigantic food court draws both locals trying to get dinner and tourists looking for delicacies, which explains why the market is busy year-round. The snacks most sought after by tourists among the wide range of options are deep-fried giant octopus tentacles and deep-fried ice cream, crunchy on the outside and cold on the inside. These treats are sure to bring completely new flavors to your palate. However, if you find yourself still craving for something more exciting, I recommend that you go for the stinky tofu. Tofu soaked in salt water, then fermented and deep-fried is one of Taiwanese people's most favorite snacks. The stronger the odor, the better it is for your health, so try and bear with the smell.



Osaka
Kuromon Market Directions Exit number 8 of Nihonbashi station on the Kintetsu Namba Line

Kuromon Market is the most well known wet market in Osaka, also referred to as the 'Kitchen of Osaka.' The market has a long tradition of over 200 years, is of a huge scale with 180 stores and 700 vendors, and is visited by 20,000 people on a daily basis and 170,000 people on a yearly basis. The market presents a wide selection of fish, shellfish, vegetables, and fruit. Due to the variety of ingredients available, the Kuromon market is the supplier of choice for most of the restaurants in downtown Osaka. While touring around Kuromon market, you should keep an eye out for 'noren (暖簾),' or curtains hung at entrances to shops and restaurants. Norens have the name of the store and the 'kamon (Japanese family crest)' embroidered on them, which makes each noren unique and distinctly beautiful. Most of the stores in the market are family businesses run for several generations, which is why perusing different designs of norens are a particularly intriguing experience. One tip for those planning to visit Kuromon market: don't eat before you go. You will encounter a bounty of food of the best quality, and will be sorry if you had already eaten. You should definitely try out the sushi made of just-caught fish, steamed crab and king crabs, as they are one of the finest food that are affordable at the same time. On top of that, there will also be other seafood treats such as squid skewers and clam skewers awaiting you in the market.



Kuala Lumpur
Central Market Directions 5 minute walk from the LRT Masjid Jamek station

The central market is undoubtedly one of the most enchanting places in Kuala Lumpur. Formed by the British in 1888, the market was previously a wet market predominantly used by locals and tin miners. In 1933, it was transformed into a wholesale market, and subsequently grew in size to reach the current scale. The exterior of the market was renovated into a unique shape with a blue and green hue in 1986, and the market has officially been known as 'Pasar Budaya' ever since. The interior looks overly complex as it is divided into different sections both vertically and horizontally. The vertical sections display antiques and furniture with over 100 years of history in the region, and also various digital appliances. Moving horizontally, you will be able to see an array of souvenirs both locally manufactured, and imported from adjacent Asian countries. The most popular items are products made of pewter, which is a mixture of tin, antimony and copper. Pewter is a material most often used for manufacturing tea pots, mugs and beer cups as it has low thermal conductivity. 'Batik (a type of traditional cloth)' products are also loved very much. You will be able to pick up a good souvenir as many artists offer drawings on batik and local artisans sell wood carvings made of palm trees. Another side bonus that makes the central market extra special is the food. Fruit stalls will be great places to stop by while looking around the market as they sell various tropical fruit such as durian—stinky but still good, star fruit, mango, and fresh juice made of these fruit.



Wondrous Natural Environment, Cultural Heritage and Food

Taiping is Best Described by These 3 Words

The city of Taiping situated in Perak, Malaysia, carries immense potential to become the future hub of global tourism. It is blessed with an amazing natural environment, endowed with beautiful cultural heritage and has a lot to offer including affordable and diverse cuisine, as well as attractive tourist destinations. The city is continuously striving to tap into its potential and transform itself into a top tourist city.

Editor Shin Ji-hoon Photography TPO



The mayor of Taiping
Abd Rahim Bin Md. Arif

In a few words, how would you describe Taiping City?

Taiping is the main town of the district of Larut Matang, a district located in the state of Perak, Peninsular Malaysia. Taiping was created from a history of tin mining activities. The presence of the British in Taiping more than 140 years ago, opened up opportunities for the entry of many international communities into this city. Taiping now is booming, especially in terms of tourism but still remain preserving its heritage values. Many buildings restored and gazetted as a heritage building should be retained.

What is the most popular tourist attraction in Taiping? And what is your favorite tourist spot?

Taiping has more than 10 tourist attractions which are popular such as Zoo Taiping, Night Safari, Taiping Lake Garden, Maxwell Hill, Matang Mangroves Forest, Perak Museum, Taiping Heritage Trail, Kampung Dew Fireflies, Homestay Bukit Gantang and Eco and Agro products of Batu Kurau. Among all these products Zoo Taiping & Night Safari and Taiping Lake Garden are the anchor products that are capable of attracting visitors and tourists to come and visit. As the mayor of Taiping, I will definitely focus my attention on Zoo Taiping & Night Safari, The Taiping Lake Garden and Bukit Larut (Maxwell Hill) which are tourism products operated and administered by the Taiping City Council.

What is the main reason for travelers to visit your city? And which country/region ranks first in the list of the international visitors arriving in Taiping?

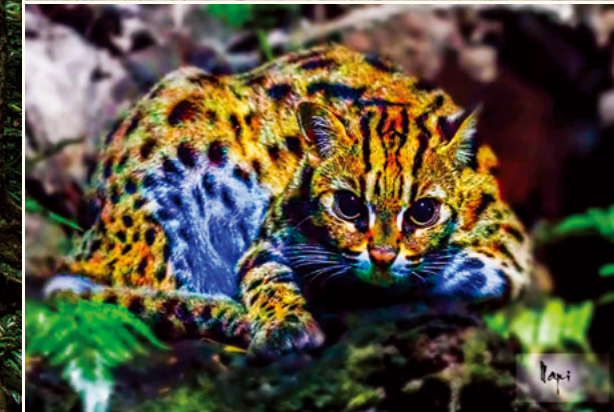
Visitors and tourists come to Taiping for three reasons:

- i. The beauty of nature
- ii. The elements of heritage
- iii. A variety of food at reasonable prices.

Taiping is endowed with a beautiful natural geography. Tourism products of Taiping include tropical rain forest at a height of 1,400 meters above sea level in Maxwell Hill up to Kuala Sepetang which is a mangrove swamp rich with coastal activities and mangrove trees managed expertly and recognized as the best managed Mangrove Forest in the world. Taiping receives tourists from countries in Asia such as China, Japan, Korea, and Singapore. However, now more tourists from European countries have started visiting Taiping.

What are your view on tourism in Taiping and what has changed since the city opened up to increase the number of tourists?

Taiping has managed to preserve many heritage buildings which give the town its unique feel, as maintaining Taiping as a heritage town was planned and implemented very much earlier. The preservation of nature was also given due and also taking into consideration and is for added bonus as a supportive element. With the various development plans and planning programs the federal state government supports Taiping, potential to become a major tourist city, especially for international tourists.



As a destination for visitors from all around the world, what do you think is Taiping's best asset?

Taiping's best asset is Taiping's heritage, nature and diversity of food delicacies. In addition, visitors and tourists come to enjoy the atmosphere of Taiping town which is not busy, quiet and a variety of interesting characters from various races and ethnicities. All the uniqueness in Taiping is an attractive package that can make visitors and tourists want to extend their stay in Taiping and always want to visit this city again.

Nowadays, many cities rely on tourism as the mainstay of their economy. To what extent have you been able to market out tourism abroad.

It is undeniable that in recent years Taiping needs strong support in the tourism industry to further stimulate economic growth. Among the efforts undertaken are to advertise Taiping tourism products on the TV screen and Electronic Flight Information Display System (E-FIDS) at the Kuala Lumpur International Airport and work with bloggers and magazine writers from abroad to have articles published in their respective countries.



Lumpur International Airport and work with bloggers and magazine writers from abroad to have articles published in their respective countries.

Taiping city is also not lagging behind in promoting Taiping in the social media community which is increasingly becoming a trend now. However, a more consistent effort is through membership in TPO (Tourism Promotions Organizations) and other international organizations such as South East Asian Zoo & Association (SEAZA).

What is the new tourism development plan or process for your city?

Now we are focusing on the development of two new tourism products that are the Taiping Heritage Trail and Perak Botanical Garden. Taiping Heritage Trail project has been completed and now the city plans to train all product owners in the route concerned about their roles and responsibilities in this project. Meanwhile, the Perak Botanical Garden project implementation has just started and is expected to take about 5 years before completion. At the same time, the City Council will continue to streamline planning to upgrade three other famous tourism products, namely Zoo Taiping & Night Safari, Taiping Lake Gardens and Bukit Larut. In this case, the city Council will work together with various agencies in the state and federal levels such as the Northern Corridor Implementation Authority (NCIA), Tourism Malaysia, Ministry of Tourism and Culture Malaysia, Tourism Perak and others.

How do you evaluate the activities of TPO, and what do you expect from them in the future.

TPO is one of the best channels for its members to introduce tourism activities in their respective places. Many of the activities carried out by TPO can be accompanied by its members and I am sure that if we give a commitment in any of these activities, there are many benefits to be gained in the short term and long term.

With the increasing number of members, I am confident TPO is able to generate new ideas for strengthening the strategy and implementation of activities on a global basis. I hope that TPO continues to lead the promotional efforts of the tourism industry in the cities in Asia Pacific. I also hope that special attention is given to small towns like Taiping for organizing TPO programs in the future TPO.



The 8th General Assembly of Tourism Promotion Organization for Asia Pacific Cities (TPO) to be Held

The 8th General Assembly of Tourism Promotion Organization for Asia Pacific Cities (TPO), the supreme decision making body of the organization, will be held in Tongyeong, South Korea, from the 18th (Wed) to the 21th (Sat) of October this year. The TPO Secretariat and the Tongyeong city government have recently initiated efforts toward the successful hosting of the General Assembly. The 31th TPO Executive Committee Meeting will also take place during the General Assembly, in the presence of city members, industry members, and VIPs from home and abroad. The General Assembly will hear member opinions on major TPO agendas, facilitate the exchange of insights and experience involving tourism, and discuss matters that could enhance efficiency with regards to the management of the organization. Furthermore, a roundtable of mayors and bilateral summit meetings will also be arranged for high-level authorities from around the globe, including mayors convened at the event. It is therefore highly anticipated that the upcoming General Assembly will greatly facilitate communication and exchange among cities in the Asia Pacific region.



Mu Yun, a Member of Tourism Development Commission of Yantai City, Visited the TPO Secretariat

Mu Yun, the Vice-Director of the Yantai Leisure Development Committee, visited the Secretariat of the Tourism Promotion Organization for Asia Pacific Cities located in Busan, Korea on December 21, 2016 for a meeting with Secretary-General Shin Yeon-sung. Secretary-General Shin expressed his gratitude regarding Yantai's full cooperation and participation in the TPO events, and his wish for the city's continuous interest in TPO. Secretary-General Shin and Vice-Director Mu Yun share a common understanding to ensure that Yantai City and TPO establish close collaborative relations, and to make joint efforts to improve the brand image of Yantai and attract more tourists to the city.



Nam-gu, Ulsan Kickstarts Preparation for the Year of Visit Ulsan

Ulsan Metropolitan City is well-known as the only whale-watching destination in Korea, and in line with the year of visit to Ulsan, Nam-gu District plans on improving tourism attractions and is making an effort to promote them. Nam-gu District announced their plans at a briefing on January 11.

Improvement to the Jangsaengpo Whale Museum and the Whale Experience Hall

Nam-gu District will be investing KRW 1 billion (approx. USD 850,000) in a remodeling project for the Jangsaengpo Whale Museum. There have been concerns over decrepit facilities, as there have been no facility improvements since its opening in 2005. The museum will be temporarily closed in the second half of this year for the remodeling project. Along with the remodeling project, new exhibitions such as the skeletons of a humpback whale will be added, and some exhibitions will be replaced with new ones. The repair and remodeling project for the Whale Experience Hall including the aquarium, which opened last October, is expected to be completed by the end of January.

Establishment of a Waterfront

Nam-gu District plans to remove the steel fence installed along a 600m distance between the dock for whale-watching cruise ships and the lighters wharf, and to create a walking trail for a relaxing experience. A winding trail will be created so that the visitors can take a stroll while enjoying the scenery and the possible construction of a skywalk along this section is currently under review. There are also plans to host food trucks, cafes and other amenities in the area.

Tourism Marketing and Promotion

Nam-gu District will also undertake strategic marketing activities to attract tourists from across the country and around the world. Advertisements will be featured on two intra-city buses and two tour buses each in the city of Seoul, Busan and Daegu. Also, the total fundings for effort to attract tourists will be increased to KRW 45 million (approx. USD 38,000). A blogging contest to promote the Jangsaengpo Special Whale Culture Zone will continued until this May. They also have plans to promote tourism resources through TPO activities in China or in Vietnam. Travel product development for travel and tourism marketing activities will also continue. Familiarization (FAM) tours will be held in April and September to attract more foreign tourists.



Goyang City FAM Tour to Develop New Travel Products for the year 2017

Goyang invited tourism experts for a familiarization (FAM) tour on December 22 and 23, 2016 for the purpose of developing new travel products for the year 2017. There were total of 15 participants, who are representatives from the Secretariat of the Tourism Promotion Organization for Asia Pacific Cities, travel magazine AB Road, and five travel agencies including Seosin International Travel Agency. The FAM Tour kicked off with a visit to a Christmas festival held at the Goyang Children's Museum, which is mainly visited by families with young children, and the participants were guided to the Culture Experience Center, where they had a chance to make and eat a traditional Korean dish called bibimbap. In the afternoon, the participants visited a Shopping Logistics Center, occupied by Mansun Corporation, a clothing outlet for goods made in the Kaesong Industrial Complex; HM International, where you can purchase the same clothing as those Korean celebrities; and a travel bag manufacturer, Eddas; and discussed the possibility of developing tourism products including the shopping complex. On the second day of the FAM Tour, the participants had a chance to learn the Zumba dance at the Goyang One Mount Sports Club, and exchanged opinions on developing tourism products based on K-pop dance and a Zumba festival. A spokesperson from the Goyang City Government said, "The tour was organized to discover and experience the hidden potential of the city that is not well-known to the general public, and we will continue to make improvements so that these attractions can be turned into travel products."



The Audit for the TPO Secretariat for 2015

The delegation (Mr. Tran Huy and Mr. Ma Nguyen Trong Nghia) dispatched by the Ho Chi Minh City Government paid a visit to the TPO Secretariat from December 26 (Mon.) to 29 (Thurs.) for the 2015 audit. Every expense was rigorously handled by the auditors, including the wages for the Secretariat staff, operating costs, meeting costs and project costs among others. The TPO Secretariat is annually audited by the city selected by the Executive Committee, in accordance with the TPO Statutes and the Regulations for the Operation of the TPO Secretariat. At the 29th Executive Committee Meeting (Nov. 2016, Tokyo), Ho Chi Minh City of Vietnam was selected as the auditing city for the 2015 audit. The Ho Chi Minh delegation stated that "The budget and expenditures of the TPO Secretariat are transparent and have been executed appropriately, and sufficient accounting and evidentiary documents are present." The results of the audit will be reported at the 30th Executive Committee Meeting, which is scheduled to be held this June. After completing the audit procedure, the delegation had a chance to tour major tourist attractions of Busan such as Yonggungsa Temple, Yongdusan Tower, International Market and Jagalchi Market on the last day of their visit (December 28th).



2017 Tongyeong International Music Festival 'From Asia to the World'

Tongyeong-si, Republic of Korea | 2017.3.31~4.9

Location Tongyeong Concert Hall & the entire city of Tongyeong

Tongyeong International Music Festival 2017 will take place from the 31st of March to the 9th of April in Tongyeong city, including the Tongyeong Concert Hall. Titled 'From Asia to the World,' this year's Tongyeong International Music Festival will celebrate its opening with a performance by the Tongyeong Festival Orchestra.

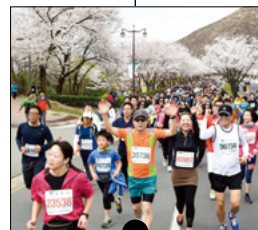


Cherry Blossom Lantern Festival

Kagoshima, Japan | 2017.3.31~4.2

Location Green areas surrounding the Koutsuki River (nearby Kagoshima Chuo Station)

The Cherry Blossom Lantern Festival will be held along the both romantic and historic street in the Koutsuki riverside, which is a 5 minute walk from Kagoshima Chuo Station located at the heart of Kagoshima. The festival will feature an abundance of events including food stalls and concerts under 500 cherry blossom trees in full bloom. When the sun starts to set, not just the beautiful flowers but also various illuminations including paper lanterns, hanging lanterns and traditional Japanese umbrellas will lighten up the evening.



Gyeongju Cherry Blossom Marathon 2017

Gyeongju-si, Republic of Korea | 2017.4.1

Location Gyeongju Shilla Millennium Park

The Gyeongju Cherry Blossom Marathon 2017, jointly hosted by Gyeongju city, Korea Tourism Organization, and the West Japan Head Office of Yomiuri Shimbun and organized by the Gyeongju Sports Council, will take place at the Gyeongju Shilla Millennium Park. The event will bring together around 10,000 people who will run either a full course (10km) or half-course (5km) marathon, enjoying the breathtaking scenery of Gyeongju covered in cherry blossoms.



The 18th Majapahit Travel Fair

Surabaya, Indonesia | 2017.4.13~4.16

Location Grand City Surabaya Mall & Convex, Surabaya, Indonesia

Located on the north coast of Java, Surabaya is Indonesia's second-largest city. As a central business city and hub of eastern Indonesia, the government of East Java and the East Java Tourism Office will hold the 18th Majapahit Travel Fair (MTF) 2017 at the Grand City Surabaya Mall & Convex in Surabaya, Indonesia. The MTF is expected to enhance the contribution of the tourism sector to regional development, create business opportunities, and develop the diverse events and tourist attractions in East Java.



2017 Shenyang Theme Park Children's Park Arcade & Amusement Equipment Expo

Shenyang, China | 2017.4.14~4.16

Location Shenyang Huanggu Sports Center

The 2017 Shenyang Theme Park Children's Park Arcade & Amusement Equipment Expo will be held from the 14th to the 16th of April at Shenyang Huanggu Sports Center. The exhibition will be a platform to meet the general public's needs regarding children's parks and media entertainment facilities in the Northeast China region, and fuel the future growth of these respective industries.



2017 China International Pet & Aquarium Product Expo

Qingdao, China | 2017.4.21~4.23

Location Qingdao International Convention Center

The China (Qingdao) International Pet & Aquarium Product Expo 2017 will provide a platform for participants to exchange culture, experience and know-how through 6 main exhibitions (pet food, pet supplies, pet healthcare & veterinarian supplies, aquarium supplies, pet e-commerce, etc.) and other hands-on events. This time around, the exhibition will be attended by a wide range of professionals such as brokers, retailers, wholesalers, pet shops, associations, etc. from home and abroad, as well as tens of thousands of pet lovers. The event will serve to identify promising new products and businesses, improve brand images and further develop existing trading platforms.



2017 Ipoh Cycle Festival

Ipoh, Malaysia | 2017.4.23

Location Bulatan Aman Jaya, Ipoh, Malaysia

The stage has been set to blow your mind with Malaysia's biggest bicycle festival that's back for its second edition come April 2017 in conjunction with Visit Perak Year 2017. Jointly organized by both X Camp Adventure Sdn Bhd and Destination Perak Sdn Bhd, the event promises an entire week of high energy, adrenaline pumping action for all ages. The Ipoh Cycle Fest highlights 17 main events which include ICF Bike Expo, Friday Night Fixie, Fat Bike Cross Cup, Tambun CRIT, Junior Cup, Ipoh Cycle Fest 2017 Night Ride, The Banjaran Quest, R+R Race, Folders Eco Ride, BMX Jam, Gate bridge 4X, King of SAIONG Downhill, Royal Belum Tour, Gopeng Tour, Lumut Tour, Taiping Tour. The whole festival is set to kick off with the inaugural premiere of the Gran Fondo New York Championship in Malaysia.



2017 Taichung Mazu International Festival

Taichung, Taiwan | 2017.2~5

Location Palaces and temples in Taichung, Changhwa, and Yunlin of Taiwan

Mazuisim is a longstanding tradition in Taiwan. Among various acts of worship, the Dajia Mazu (大甲妈祖) pilgrimage, held in the third month of the Chinese Lunar calendar each year, is one of the greatest religious events in the country. The scale of the event attests to the deity's influence in Taiwan. The annual pilgrimage is held at a different date each year, with the exact date being determined by lot-drawing during the Lantern Festival of the year. The pilgrimage continues for 8 days as pilgrims visit various temples at different dates in a previously determined order.



Pacific International Tourism Expo (PITE)

Vladivostok, Russia | 2017.5

Location Far Eastern Federal University Campus

The exhibition is an outstanding event in the tourism sector, which brings together industry professionals and people who love to travel and want to learn more about the cultures of other countries. There are business meetings, forums, and conferences held as part of the exhibition. The exhibition presents new tourism projects and infrastructure, as well as a variety of proposals for recreation in Russia and abroad. About 300 companies and organizations participate; from Vietnam, China, Korea, Malaysia, Thailand, Japan, Guam, Singapore, Austria and other countries. There are also cultural programs and contests for attendees.



Shimonoseki Strait Festival

Shimonoseki, Japan | 2017.5.2~5.4

Location Surrounding areas of Kanmon Strait and Ganryu Island

The Shimonoseki Strait Festival is held to celebrate the historic battle that took place on the Kanmon strait. The event features popular attractions including 'jorodochu(上臈道中),' a parade of women in flamboyant kimonos (traditional Japanese garment), and a recreation of the battle of Dannoura, a naval battle that marked Japan's transition from an aristocracy to a warrior society in 1185. On Ganryu Island situated in the strait, you will be able to enjoy concerts and picnics as part of the Ganryu Island Festival.



2017 KL Tower International Towerthon Challenge

Kuala Lumpur, Malaysia | 2017.5.14

Location KL Tower, Kuala Lumpur, Malaysia

KL Tower International Towerthon Challenge has been a signature sports event for Menara Kuala Lumpur for the past 12 years. This staircase run has gained much popularity amongst local and international sports enthusiasts, young and old, to challenge the tower with 1 km run uphill before conquering 2,058 steps and reaching the top level at 283 meters above ground level. This event has become the spotlight of media attention over the years. Since the inception of KL Tower International Towerthon Challenge in 1998, this event has been recognized and supported by Tourism Malaysia in the calendar of events.



The 15th International Hotel Supplies Exhibition

Zhengzhou, China | 2017.5.19~5.21

Location Zhengzhou International Convention Centre

The International Hotel Supplies Exhibition has grown in tandem with the Chinese hotel industry, and its growth well-illustrates the very history of the industry. Over the past 14 exhibitions of its kind, the event has transformed a number of businesses into globally renowned players and has backed the development of the hotel industry by providing a channel through which selective overseas businesses could introduce their advanced technologies, products and services.



2017 Ulsan Whale Festival

Ulsan-si, Republic of Korea | 2017.5.25~5.28

Location Jangsaengpo, Nam-gu, Ulsan-si

The one and only whale festival in Korea, the Ulsan Whale Festival, will be held from the 25th to the 28th of May at Jangsaengpo Special Whale Culture Zone in Ulsan. Under the theme 'Whale Dance of Jangsaengpo,' this year's whale festival will be inviting citizens to actively take part in the event that will feature attractions on the ground, in the air and also on the sea. Nam-gu, the district in which the event will be held, is putting extra efforts into the festival as this year celebrates the 20th anniversary of the district's transformation into an autonomous district.



Haeundae Sand Festival

Busan-si, Republic of Korea | 2017.5.26~5.29

Location Haeundae beach

The world's only eco-friendly festival centered on sand, the Haeundae Sand Festival, welcomes visitors in May each year at the Haeundae beach. First held in 2005 as part of the event program to celebrate the successful hosting of APEC SME Ministerial Meeting, the Haeundae Sand Festival has since been offering new and diverse experiences to those visiting the sand festival through sand sculptures and programs of a different theme each year.

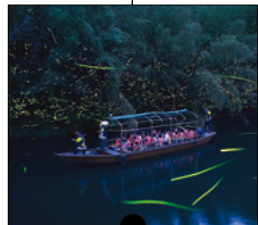


The 9th Vietnam International Retail & Franchise Show

Ho Chi Minh City, Vietnam | 2017.6.1~6.3

Location Saigon Exhibition and Convention Center(SECC)

VIETRF will return with even more to offer in its 9th edition in 2017. The show will gather a number of world-class competitions, along with networking events. VIETRF 2017 will be the marketplace where international franchisors and sellers have the opportunity to meet master franchisees, franchisees, sub franchisees, distributors, wholesalers, dealers, retailers, buyers, and decision makers from Vietnam and beyond.



Toyota Firefly Festival & Firefly Boat

Shimonoseki, Japan

2017.5.27~6.3 (Firefly Boat 2017.5.30~6.18)

Location Surrounding areas of Koya River

Toyota town in Shimonoseki is endowed with a beautiful natural environment and thus boasts one of the largest firefly habitats in the world. This town hosts the Firefly Festival in early summer, which is the best season to watch these glowing insects. The festival culminates in the famed hotarubune, a boat cruise along Koya River where one can observe tens of thousands of fireflies.



2017 Shanghai Overseas Real Estate, Immigration and Study Abroad Exhibition

Shanghai, China | 2017.6.3~6.5

Location Shanghai Everbright Convention & Exhibition Center (SECEC)

The Shanghai Overseas Real Estate, Immigration and Study Abroad Exhibition is specifically centered on the fast-growing overseas real estate, investment and immigration industries. The exhibition will be held for 3 days under 4 main themes of overseas real estate, immigration, studying abroad and overseas investment, and will bring together a large number of businesses in these respective industries from Europe, North America, Australia and Africa. Participants will be able to access high-quality services regarding overseas real estate projects, investment, and immigration.



2017 Guangzhou International Food Exhibition

Guangzhou, China | 2017.6.14~6.17

Location Pazhou Baoli World Trade Center

Since its launch in 2012, Guangzhou International Food Exhibition has been successfully hosted on 5 occasions and has undoubtedly become the most global and specialized food exhibition in Southern China. The exhibition is touted by many for its efficient business-customer matching service and other high-quality services. This year, the exhibition will be titled 'Expo Food Guangzhou' and held from the 14th to the 17th of June at the Pazhou Baoli World Trade Center in Guangzhou, in the greatest scale ever.



The 4th Asia-Pacific Conference on Life Science and Engineering

Hanoi, Vietnam | 2017.6.20~6.22

Location Intercontinental Hanoi Westlake

Organized by Higher Education Forum (HEF), the 4th Asia-Pacific Conference on Life Science and Engineering (APCLSE) is an international platform for scholars, researchers and practitioners to discuss interdisciplinary research and practices in the fields of Life Science and Engineering. 2017 APCLSE will take place from June 20-22, 2017 in Hanoi, Vietnam. Prospective authors are invited to submit original research abstracts or full papers which were not, are not and have not been submitted/published/under consideration in other conferences and journals.



The 24th Busan International Food Expo

Busan-si, Republic of Korea | 2017.6.21~6.24

Location BEXCO Exhibition Center

The 24th Busan International Food Expo will be held at BEXCO, the exhibition and convention center in Haeundae, Busan. The event, co-hosted by the Busan Metropolitan City, Busan MBC, Korea Health Industry Development Institute, and Korea Institute for Food Safety Management Accreditation, will embrace around 700 booths from approximately 350 companies. Side events to be held include the HACCP Technology Seminar, Yeongnam Barista Championship, Yeongnam University Latte Art Championship, export consultation meetings, Korea-China-Japan business exchange meetings, the 6th KWEA Wine Sommelier Contest, Coffee & Espresso Seminar/Korea-Japan Coffee Forum, Busan Foodservice & Facilities Expo, Busan Food Manufacture Equipment & Packaging Fair, and Busan Café Show.



The 11th Daegu International Musical Festival

Daegu-si, Republic of Korea | 2017.6~7

Location Major concert halls in Daegu and downtown Daegu

The 11th Daegu International Musical Festival, hosted by Daegu Metropolitan City and organized by the Daegu International Musical Festival, will be welcoming guests from June to July this year. The festival first started in 2006 as the world's first musical-centered festival in an effort to transform Daegu into a global hub of musicals. From that year onwards, this international event sponsored by the Ministry of Culture, Sports and Tourism is being held every summer. As the first ever international musical festival in Asia, the event is reinforcing Korea's preeminence as a cultural powerhouse by convening producers, performers and the general public from across the globe.

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