

# TOURISM SCOPE

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Tourism Promotion Organization  
for Asia Pacific Cities



THE LAND OF SEA  
TONGYEONG



Ministry of Culture, Sports  
and Tourism



한국관광공사  
KOREA TOURISM ORGANIZATION

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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

# A Stroll in Guangzhou along Pearl River

Guangzhou has long thrived as an affluent trade city, greatly benefiting from the maritime Silk Road from 2000 years ago. Once you escape from the airport, you find yourself face-to-face with a cluster of skyscrapers taller than the highest mountains. The aura of the state-of-the-art city significantly ahead of the curve leaves a very powerful first impression on you. Turning your eyes towards the Pearl River that cuts across the city, you catch a glimpse of the Shamian Island, a territory once conceded to the British, and Xiaozhou village, which takes you back in time all the way to the Ming dynasty. The old town that embodies the traces of the past with composure provides visitors with nostalgic, heartwarming memories. Strolling along the river, you are able to encounter the diverse facets of the versatile city.

Editor Shim Min-ah Photographer Oh Chung-geun



## Guangzhou Travel Information

**Location** The largest trade city in the Huanan region, situated at the Northern end of the Pearl River Delta. **Area** 7,434km<sup>2</sup> **Population** 1,300 million (As of 2015) **Climate** A humid subtropical climate with a relatively short winter and long summer. In the springtime, the weather is humid with a significant amount of rainfall. Average annual temperature is 22.8°C, and average annual precipitation is 1736mm. **Overview** Guangzhou serves as the provincial capital of Guangdong, and is divided into 8 administrative districts and 4 divisions. It is a city with an extensive history of 2000 years, with mountainous and hilly land in Northern East and central Guangzhou and vast flatland in Southern West Guangzhou. The city first started trading with foreign countries during the Han dynasty, and expanded its trading partners to European nations in the late Ming dynasty and early Qing dynasty period, which led the city to enjoy unprecedented prosperity as the largest trading port in China. The region was designated a city in 1921.



Meet Attractions

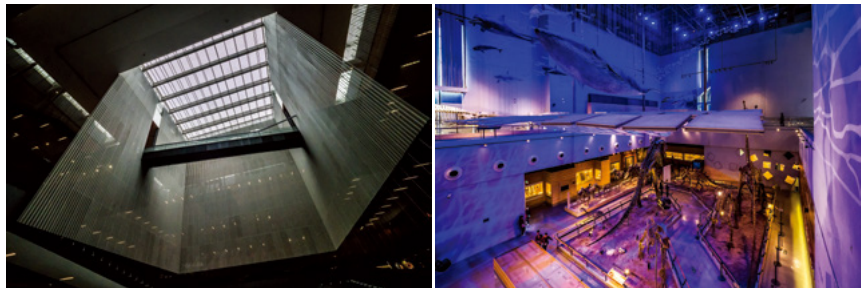
# Landmark of Guangzhou

Guangzhou is one of the three representative cities in China, together with Shanghai and Beijing. Major landmarks of the city are lined up along the Pearl River which runs through downtown Guangzhou.

## Guangzhou's Eye-catching Attraction Guangdong Museum

One of the top 4 landmarks of Zhujiang New Town, the Guangdong museum was designed by Rocco Design Architects, which claimed the highest prize in the international design competition held in May 2004. The building resembles a cube shaped toy, conjuring up the image of lego blocks. In any way, the exterior is quite distinct from the conventional image of a museum. As you slowly walk through the entrance of the whimsical building, you come across a grand lobby with a sky-high ceiling. Founded in 1959 and renovated in 2010, the Guangdong museum is a national museum that offers a close look at the extensive history of Guangzhou as a maritime trading hub. With the total area reaching 20,000m<sup>2</sup>, the museum is divided into 4 main sections: history and culture hall, natural history exhibition, art hall and general exhibition, displaying more than 166,000 artifacts. At the history and culture hall, visitors may take a look at the symbolic merchant ships of each dynasty as well as major export products of China such as silk, tea and porcelain.

**Address** 2 Zhujiang E Rd, Tianhe Qu, Guangzhou Shi, Guangdong Sheng **Tel** +86-20-3804-6886 **Opening Hours** 09:00-17:00, closed on Mondays, free admission (docent guides available at 10:00, 14:30) **Website** www.gdmuseum.com



## Zaha Hadid's Masterpiece Guangzhou Opera House

The Guangzhou Opera House is well-known for being designed by the world-famous architect Zaha Hadid, who also worked her magic with the Dongdaemun Design Plaza in Korea. Construction was initiated in 2005 and completed in 2010 with total investments of 1.38bn. The Guangzhou Opera House has a unique twin-boulder design, intended to look like a pair of huge pebbles on the river, or spaceship that made an emergency landing

at the heart of a city. The combination of steel frames covered with glass and rough granite create a mystical ambience. As the opera house features world-class performances, it is recognized as one of the top 3 theaters in China along with National Centre for the Performing Arts in Beijing and Shanghai Grand Theatre. The venue consists of a 1,800-seat theater with cutting-edge facilities and a 400-seat hall.

**Address** 1 Zhujiang W Rd, Tianhe Qu, Guangzhou Shi, Guangdong Sheng **Tel** +86-20-3839-2888 **Opening Hours** 10:00-16:30, closed on Mondays **Website** www.gzdyj.org



## Guangzhou's Signature Landmark Canton Tower

The Canton Tower and its pointy-end penetrating into the sky is easily spotted from anywhere in downtown Guangzhou. Opened in October 2010, the tower is the second-tallest in the world, only behind Tokyo's Skytree. Named after the Romanized version of Guangzhou, "Canton", the Canton Tower is a renowned landmark of Guangzhou especially because of its unique spiral-shaped design. As its structure also reminds us of an hourglass, or a slim waist of a female, the tower is thus nicknamed Slim Waist, or "Xiao man yao" in Chinese. The tower itself is 450 meters tall, and when the antenna is combined, the total height reaches 600 meters above ground. The observatory deck on the 107 floor is a must-visit attraction from which you can look down on the city of Guangzhou from a bird's eye view. Also, make sure not to miss out on the Bubble Tram, the ferris wheel available at the highest level of the tower on 111th floor. The grand scenery of the city seen from 448.8 meters high is breathtakingly beautiful. As the tower is decorated with around 7000 LED, the nightscape is even more splendid.

**Address** 222 Yuejiang W Rd, Haizhu Qu, Guangzhou Shi, Guangdong Sheng **Tel** +86-20-8933-8222 **Opening Hours** 09:30-22:30 **Admission** Observatory: Adult CNY 150/Children CNY 75, Observatory+Bubble Tram: Adult CNY 298/Children CNY 149 **Website** www.cantontower.com



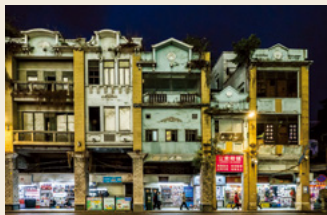
### A Gothic-style Cathedral Designed by a French Artist Sacred Heart Cathedral

Guangzhou is one of China's largest port cities that has never closed its doors since opening them in 1843. It is also the city that adopted foreign culture via the maritime Silk Road, faster than any other city in China. The oldest cathedral in Guangzhou, the Sacred Heart Cathedral, was first constructed in 1863 by a French architect and a Chinese construction expert, and completed in 1888. The official name of the Cathedral is "Shishi Sacred Heart Catholic Cathedral". The western-style architecture sure stands out on the Yide Road, which mainly features wholesale markets for seafood. As masses were prohibited during the Cultural Revolution period from 1966 to 1976, the cathedral was once used as a dumpster. It is definitely a pity that the stained glass and religious portraits of the time do not remain until this day. However, the inauguration of Deng Xiaoping in 1980 unleashed the freedom of religion, which led the cathedral to be designated as a cultural heritage. A Gothic-style architecture built entirely in granite, the Sacred Heart Cathedral is known as the most beautiful among the 8 cathedrals in Guangzhou. In recognition of its architectural and historical value, the cathedral received an AAAAA level, the highest possible grade, in China's Tourist Attraction Rating System.

**Opening Hours** 08:00-17:30 **Admission** Free of charge

### Qilou, Guangzhou's distinctive architectural feature

The most notable feature of Guangzhou's buildings is embodied in what is called a "Qilou". This type of architecture is a blend of the features of Southern Chinese and Western architecture, and is easily spotted in commercial districts such as Shangxiajiu Pedestrian Street. The first floor of shopping centers is located inward creating a corridor. The roof of the corridor provides the shelter from sunlight and rainfall. It functions as an awning.



### Romantic Nightscape amidst High-rise Buildings Hua Cheng Square

The Hua Cheng Square is the busiest district in Guangzhou bustling with people, and featuring a number of high-rise buildings including Guangzhou's tallest skyscraper, the 120-storey Chow Tai Fook Finance Centre and 103-storey International Finance Center. Standing at the heart of the Square, you can experience firsthand the diverse facets of the fast-changing global city, Guangzhou. Tall buildings of different shapes and sizes stand side by side, and you can feel your neck stiffening as you try to glance at each and every one of them. It may also be an eccentric experience to check out the masterpieces of esteemed global architects. The Hua Cheng Square was constructed in 2010 in pace with the Guangzhou Asian Games and thus has a relatively short history, but is much beloved by many people. The neon glowing from the skyscraper shines on the street, and pleasant wind blows from the river, providing visitors with a memorable experience.

### A Mesmerizing Family Temple Chen Clan Ancestral Hall

A temple built by the Chen family during the Qing dynasty. Construction started in 1888, when Emperor Guangxu had the throne, and was completed in 1894. It is one of Guangzhou's signature architectures, given an AAAA level in the Tourist Attraction Rating System. The hall also carries great significance as a historical venue. Juniors of the Chen family who resided in Guangzhou used the hall as accommodation when preparing for the imperial examinations. Food was also provided for them so that they could concentrate only on the exams. Simply put, it was the Qing dynasty version of a Gosiwon (small leased rooms where students live while studying for an important test). 72 Chen clans in the Guangdong region pooled money and commissioned the construction of the hall to Li Ju Chuan, the best architect of the time. The extravagant but subtle details of the roof are indeed marvelous, and the colorful sculptures look so realistic it is as if they are alive, performing a scene of Beijing opera. Every corner of the building including the windows, pillars, stairs, rails, and the bricks, is adorned with elaborate stone décor. With a gross area of 13,200m<sup>2</sup>, it takes at least an hour to look around the Chen Clan Ancestral Hall. After passing the giant stone gate of the main entrance, you come across 6 gardens of various sizes, and then head toward the exhibition rooms as you walk further.

**Tel** +86-20-8181-4559 **Opening Hours** 08:30-17:30  
**Admission** CNY 10 **Website** www.gzcjc.com.cn

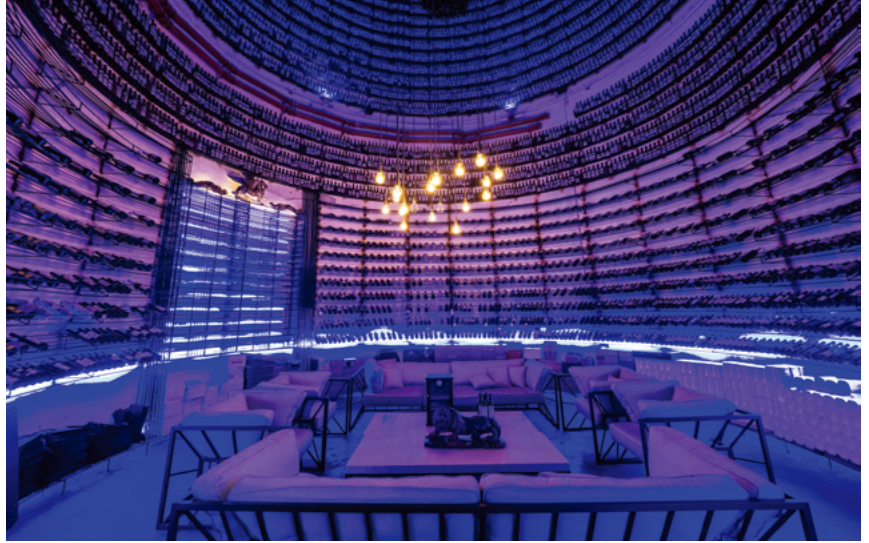




### Perfect for a Walk by the Waters Lychee Bay

The Lychee Bay is home to a number of lychee trees bearing the sweet red tropical fruit, hence the name. Reminding visitors of the mouthwatering scent of the fruit, Lychee Bay is the most slow-moving district in downtown Guangzhou. Instead of cars racing on the streets, wooden boats roam the waterway. The bay is neighbored by a park, and old houses built in the Age of Enlightenment are lined up along the fringes of the slow-flowing water. On the first floor of the buildings, idiosyncratic shops selling Guangzhou's famous local goods catch the eyes of visitors, and quiet traditional cafes and coffee shops are mostly located on the second floor. The arch-shaped stone bridge crossing the waterway creates a beautiful picturesque view. Wooden boats decorated with flowers of the Chinese's favorite color, red, peacefully moves to and fro on the water, emitting a refreshing scent of spring.

**Address** Li Zhi Wan Lu, Liwan Qu, Guangzhou Shi, Guangdong Sheng



### A Reinvention of Beer Factories Zhujiang Party Pier

A complex of old beer factories has been transformed into a creative pub street. Zhujiang Party Pier was part of a larger urban regeneration project for Guangzhou. Outdated factories were replaced by European style bars and pubs. The outdoor bars where people sing live add an extra vibe to the romantic pier by the waterfront. The contemporary art shop "Sun in Sky" is also eye-catching. The building has 10 gigantic concrete pillars linked together, each of which is designed with a different concept in mind. The patches of rust and peeling paint here and there also serve to enhance the aesthetic value of the building. Inside, you will come across a number of intriguing places to visit including a glamorous wine bar with an entire wall displaying hundreds of wine bottles, casual beer bars, a restaurant with picture frame decorations and designer boutiques.

**Address** Yuejiang W Rd, Haizhu Qu, Guangzhou Shi, Guangdong Sheng **Tel** +86-20-8420-2521

### Guangzhou's Ultimate Shopping Mall Taikoo Hui

Guangzhou's most popular and luxurious shopping mall boasts an exceptional presence among the forest of high-rise buildings and large shopping malls in the Tianhe district. Featuring around 180 brands and more than 70 restaurants in a gross area of 13,800m<sup>2</sup>, you must be careful not to get lost in the maze-like Taikoo Hui. Global high-end brands such as Chanel, Louis Vuitton, Hermes, etc. as well as SPA brands including Uniqlo are found in the mall, and the large supermarket "Ole" offers a wide selection of imported food and liquor. Inside the food court, you may find C.J Foodville's Korean restaurant "Bibigo" and bakery "Tous les Jours", which demonstrate the popularity of Korean brands in China.

**Address** 383 Tianhe Rd, Tianhe Qu, Guangzhou Shi, Guangdong Sheng  
**Tel** +86-20-3808-8000  
**Opening Hours** 10:00-22:00  
**Website** www.taikoohui.com



Guangzhou's Version of Myung-dong

# Beijing Road

Beijing road is to Guangzhou, what Wangfujing Street is to Beijing. This pedestrian street that stretches for more than 400 meters hosts a great number of large department stores and branches of foreign luxury brands. As it has been designated a car-free place, you are safe to focus on shopping and shopping only.



## A Character Shop for the Famous "Atom" Astro Boy

More commonly known as "Atom" in Korea, the Japanese animation "Mighty Atom" enjoyed huge popularity in the good old days. In late 1965, the animation was aired globally under the title "Astro Boy". Here, you can find various items featuring the cute robot with his hair spikes and red boots. On the first floor, an open floor displaying character t-shirts and miniatures of Atom attract guests. As you climb

the stairs, you find yourself entering a larger store on the second floor, which is a brand shop launched in collaboration with Tezuka Production. The place is full of unique items that are sure to drive Atom-lovers crazy.



## Upon the Traces of the Ancient Palace Museum of the Mausoleum of the Nanyue King

The ancient kingdom Nanyue of the Guangdong region was established in 203 B.C and collapsed in 111 B.C. For 93 years, the kingdom thrived in Guangdong, even stretching out to Northern Vietnam across 5 generations. Guangzhou served as the capital of Nanyue, which is why the site of the ancient palace was found here in 1995. Parts of the site are preserved by the Museum of the Mausoleum of the Nanyue King, carrying great significance as the oldest remaining heritage of ancient kingdoms. Walking across the glass bridge, you can get a clear view at the traces of the past below your feet.

**Address** 316 Zhongshan 4th Rd, Yuexiu Qu, Guangzhou Shi, Guangdong Sheng  
**Tel** +86-20-8389-6501 **Opening Hours** 09:00~17:00 (Admission ends at 17:00)  
**Admission** Free of charge







### Extra Special Sausages Lao Chang Sha Sausage

The Beijing Road is a street food paradise. Famous stalls offering delicious snacks are lined up one after another. Just taking one bite at each place will make your stomach full in no time. Among the restaurants, Lao Chang Sha has the longest line waiting in front of the store. The huge object shaped like a greasy sausage located at the entrance of the store attracts visitors to try a bite. People end up at the back of the line to see for themselves how tasty the sausages are. The sausages here are completely different. Sausages are deep fried in oil with diagonal cuts in them, giving them a crispy texture on the outside and making sure the inside is extremely tender and juicy. In a way, the sausages resemble a twig, or the ancient sword of Baekje dynasty, "The Seven Branched Sword". As the sausages are sliced, they are convenient to enjoy and are cooked completely to the inside. The sausages are served with a generous topping of red pepper powder, which adds extra flavor to the delicacy. Chinese sausages, or xiangchang, have a strong aroma and are quite salty because of the spices.

Price CNY 13 each

### The Most Authentically Chinese Aisle

#### Shangxiajiu Pedestrian Street

Some streets just make you want to keep walking. The Shangxiajiu Pedestrian Street, perfect for a long stroll, is just the kind. At first glance, the street reminds us of the Beijing Road, but when you take a closer look, it feels more approachable because the street features more Chinese original brands as opposed to foreign brands. Shangxiajiu Square and its symbol horse sculpture are surrounded by shops of different shapes and sizes. Old architecture built in the 1920s is also easy to spot, which is why the district was designated as a cultural preservation zone in 1999 by the city of Guangzhou. The buildings that embody the traces of history in and of itself are mostly 2 to 3 levels high. The first floor often features a clothes shop or traditional restaurant, and the second floor is inhabited by households. You can easily find the place after getting off at Changshou Road Station on Line 1 of the Guangzhou Metro and exiting through D2.



### Go-to Place for a Quick Meal in China Zhen Gongfu

The United States has McDonalds, Korea has Kimbap Heaven and China has Zhen Gongfu, literally meaning Real Kungfu. China's original fast-food franchise Zhen Gongfu is one of the favorite places to find a quick meal for Guangzhou office workers always caught in a tight schedule. The logo featuring Bruce Lee performing Kungfu catches the eyes even from a far distance. In less than a few minutes after completing your order, you receive your food. Steamed rice is served in a small bowl to preserve heat with warm broth and pan-fried or steamed vegetables on the side. The food makes your mouth water even before taking your first bite. The store's dishes are mostly boiled or steamed, so they are not greasy at all. If you want to enjoy authentic Chinese food, but cannot find the courage to go to a fancy restaurant all by yourself, make sure to check this place out.

Price Set meal CNY 21-37.5



### Stick-shaped Pastry Filled with Rich Cream, Croquant Chou Mihimihi

These pastries are sold on the street, but their quality is second to none. Mihimihi is a takeout bakery for one type of bread only: the Croquant Chou. There are separate lines for order and pick up, so make sure not to confuse the two. The French puffs are filled with cream upon order to ensure that the pastries are never soggy. The bread comes in 4 different flavors including original, with its luscious and buttery aroma, strawberry, chocolate, and green tea. The crust of the pastry is crispy with pieces of almond and strudel-like topping adding extra texture and the inside is full of rich custard cream. The filling is so generous that you will find your lips covered with cream after taking your first bite.

Price CNY 12 each



# Indulging in Korean Culture in TPO Member Cities

## K-CLIP 2017

Hosted by the Tourism Promotion Organization for Asia Pacific Cities (TPO) and the city of Gimhae and sponsored by Busan, Jeonju, Iksan and Jeollabuk-do, "K-CLIP 2017" was successfully held from the 31st of July to the 10th of August in Gimhae and the sponsoring cities.

The young people that visited Korea from across the globe were offered a chance to experience Korean culture and beauty.

Editor Shim Min-ah Photographer Oh Chung-geun, Lee Geun-soo



### All about K-CLIP

As part of the project to nurture human resources in the tourism sector, TPO hosts a "CLIP" once or twice a year in its member cities, providing university students with an opportunity to experience foreign culture and to broaden their horizon by deepening their understanding of other cultures. This year, the event was held in Korea's member cities including Gimhae under the name "K-CLIP". Many students with a profound interest in Korean culture applied for the program globally, but only the first 30 students were entitled to register. Specifically themed "Korea through My Eyes", "K-CLIP 2017" featured diverse programs such as cultural lectures, cultural experiences, city tours and team projects. Participants learned about the history and tradition of the host city Gimhae, and indulged in the beauty of Korean culture by experiencing Korea's traditional games and paper craft. Also, they visited the cultural heritage and tourist spots that best represent the cities of Gimhae, Busan, Jeonju and Iksan. After the trip, the students were divided into 5 groups and gave presentations about their experience in Korea in a PPT, UCC, or through a performance. The team with the highest score was awarded a special prize.



While you are in Gimhae, you may travel back in time following the traces of King Kim Suro who was born from an egg, and take a sky tour around the edges of Sineosan Mountain along the Bunsanseong Fortress. The city of Gimhae awaits you with a theme park perfect for a day out and an observatory from which you can take a closer look at Venus and Jupiter glowing at night.

GIMHAE



### Playground Offering Hands-on Experience Gimhae Gaya Theme Park

This theme park will satisfy your five senses by offering games, experiences, and exhibitions all aimed at learning more about the history of the "4th Empire", the Gaya Kingdom. First opened in May 2015 in the high area of Bunsan Mountain in Eobang-dong, the gross area of the theme park reaches 179,000m<sup>2</sup> (approx. 54,000 pyeong). The Taegeukjeon, which served as the King's office features a realistic sculpture of King Kim Suro and Queen Huh, as well as a fish with the head of a dragon and a gigantic sacred tortoise. King Kim Suro's residence, Garakjeongjeon, is located towards the back, and in the room on the right hand side dedicated to Queen Huh, one can find a detailed explanation of how the Queen traveled from India to Gaya. Hands-on experience sections under various themes such as the authentic Gaya experience (making and shooting a bow and arrow, etc.), handicraft experience (woodcraft, making traditional knots and kites), pottery experience (spinning the wheel and making a flowerpot), ironware experience (observing the casting process, making a trowel, etc.), costume experience (wearing Gaya's traditional attire) provide guests with an intriguing experience and serves as the perfect classroom for children. The Gaya Warrior Adventure is an eco-friendly playground where one can feel the fortitude and valor of King Suro. A floor fountain is located at the center with attractions such as a horseback-warrior experience, nets and slides situated on the side.

**Address** 161, Gaya thema-gil, Gimhae-si, Gyeongsangnam-do  
**Tel** +82-55-340-7900 **Opening Hours** Summer  
(Mar~Oct) 09:00~22:00, Winter (Nov~Feb)  
09:00~20:00 **Admission** Adults KRW 5000/  
Adolescents KRW 4000/Children KRW 3000  
**Website** www.gaya-park.com

"The Gimhae Gaya Theme Park" which will indulge your five senses features an eco-friendly adventure playground for children where they can experience the fortitude and valor of King Suro.



### Exciting Adventure World Gaya Land

An amusement park located right across the street from the Gaya Theme Park. The venue is split in two sections: the Gaya Land Angel Park, which features around 10 attractions, and the Gaya Land Moonlight Camp, where visitors can experience diverse styles of camping. Rides such as the Angel Windmill (ferris wheel) which is eye-catching even from a far distance, the Condor Sky that provides a thrilling flight across the sky, the Sky Ride that takes you on a soaring experience and the Angel Swing, the huge swing that will exhilarate your spirit all provide great excitement. If you wish to spend a relaxing night by the Sineosan Mountain, the Moonlight Camp is surely the go-to place. Around 130 camping zones are readily available including the auto camping zone, backpacking zone, glamping zone, and caravan zone.

**Gaya Land Angel Park Address** 368, Inje-ro, Gimhae-si, Gyeongsangnam-do (Sambang-dong 1391-2) **Tel** +82-55-346-6000  
**Opening Hours** 10:00~18:00 **Admission** KRW 3000, BIG5 KRW 12,000  
**Website** gaya-land.com

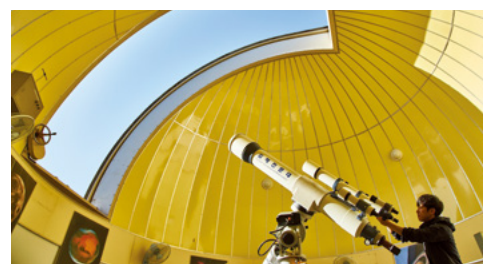
**Gaya Land Moonlight Camp Address** 67, Sineosan-gil, Gimhae-si, Gyeongsangnam-do (Sambang-dong 826) **Tel** +82-55-332-9100  
**Website** moonlightcamp.co.kr



### Carpet of Stars across the Night Sky Gimhae Astronomical Observatory

First opened on the 1st of February, 2002 as part of the Millennium celebration project, the Gimhae Astronomical Observatory is the only public observatory in the Yeongnam region. If you look towards the Eastern mountains from Naeoe-dong of Gimhae city, you will catch a glimpse of a building that looks like an egg brooded by the mountains: the Gimhae Astronomical Observatory. The observatory is divided into two main sections: the exhibition hall and the observation hall. In the exhibition hall, visitors can take a close look at earth's revolution and rotation, seasonal constellations, weight difference on each planet, pictures of celestial bodies, the inside of a telescope, as well as miniatures of a future space city. Moreover, an 8 meter wide dome screen enables observation of stars almost similar in size to the actual constellations. If you are looking for a spot to look down on downtown Gimhae in a bird's eye view, make sure to climb the observatory. Right next to the silver dome of the exhibition hall, a picturesque view of Gimhae city awaits you. The nightscape of the city is exceptionally beautiful under the glowing stars, and is bound to leave you with a particularly memorable experience.

**Address** 254, Gaya thema-gil, Gimhae-si, Gyeongsangnam-do (Eobang-dong San 2-80) **Tel** +82-55-337-3785  
**Opening Hours** 14:00~22:00, closed on Mondays **Admission** Exhibition hall free of charge, Virtual Constellation Program: Adults KRW 3000/Adolescents KRW 2000/Children KRW 1500, Celestial Observation Program: Adults KRW 4000/Adolescents KRW 3000/Children KRW 2500 **Website** ast.ghdc.or.kr





### Gimhae's History and Culture at a Glance Gimhae National Museum

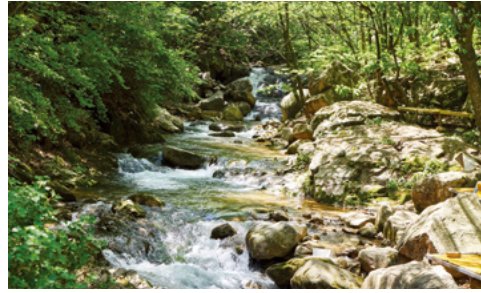
This museum opened on the 29th of July, 1998 with the aim of encapsulating the cultural heritage of Gaya, one of Korea's ancient kingdoms. It is situated in the vicinity of the Gujibong Peak, which is the very backdrop of Gaya's founding myth. The museum features not only the cultural traces of Gaya, but also of the prehistoric era in Busan and Gyeongnam, and that of Byeonhan confederacy, which provided the foundation for Gaya's growth. Exhibitions are available on two floors. On the first floor, one can find an exhibition themed "The Road to Gaya", which displays the prehistoric civilization near downstream Nakdonggang River and the relics that illustrate the birth and development of Gaya. The exhibition on the second floor is centered on "The Lives of the People of Gaya", featuring the elegant and beautiful pottery of the Gaya kingdom including wheel-shaped pots and Gupdari plates as well as relics of the Iron Age (armor and helmet), ship-shaped pottery that well embodies Gaya's identity as a maritime trading hub and three-legged bronze cauldrons. On one side of the museum, the children's zone, Gaya-nuri, is also available.

**Address** 190, Gayalui-gil, Gimhae-si, Gyeongsangnam-do (Gusan-dong 232) **Tel** +82-55-320-6800

**Opening Hours** Tue-Fri 09:00-18:00, Sat-Sun-Holidays 09:00-19:00

**Admission** Free of charge **Website** gimhae.museum.go.kr

If you wish to see Gaya's cultural heritage at a glance, "The Gimhae National Museum" is just the place. Be ready for an encounter with Gaya's unique pottery, boasting its elegant and beautiful curves.



### The Backdrop to the Myth of King Suro and Queen Huh Sineosan Mountain

The sacred mountain 630 meters high is in itself an embodiment of the story of King Suro and Queen Huh. The Nakdonggang River flows to the Northeast of the mountain, and the vast Gimhae plains boast a presence to the South. The splendid scenery that is beautiful year-round and the oddly shaped stones spotted along the hiking trail add extra excitement to the trip. The must-visit spot is definitely the Jangcheok Valley, where the thick woods and rocks of Sineosan Mountain meet a roaring waterfall. The ice-cold water that makes it hard for you to dip your feet in the water for more than one minute attracts a large number of visitors looking for a place to avoid the heat. Restaurants of the Jangcheok Baeksuk (boiled chicken) Town also serve tender and juicy chicken, so feel free to spend a long relaxing day at the valley.



### The Spot that Provides the Best View Down on Gimhae Bunsanseong Fortress

A fortress built at the top of the Bunsan Mountain approximately 900 meter long and 8 meter wide. Designated Historic Site No. 66, Bunsanseong Fortress offers a bird's eye view on the vast plains near downstream Nakdonggang River. The fortress is shaped like an oval surrounding the flatland at the top of the mountain, and is almost 3 to 4 meters tall. The inscriptions on the memorial stone state that the fortress was constructed by Park Wi in early Joseon with inspirations from the Gosanseong Fortress, destructed during the Japanese invasions of Korea, and reconstructed in 1871 (8th year of King Gojong's rule) to its current shape. The quickest way to find Bunsanseong Fortress is to look for the Haeunsa Temple. If you follow the alley next to the temple down a little, you will come cross a magnificent view of Gimhae city and the sturdy fortress stretching out for miles.

**Address** 210-162, Gaya-ro 405beonan-gil, Gimhae-si, Gyeongsangnam-do



### The Mausoleum of the Forefather of the Gaya Kingdom The Tomb of King Suro

Named "Suro" after his birth from an egg, King Suro is the forefather of the Gimhae Kim, Gimhae Huh, and Incheon Lee clans and the founding king of Garakguk. The Tomb of King Suro is the Mausoleum where his soul has been put to rest, and is also called "Namneung". On the top of the main gate to the mausoleum, two fishes are engraved to face each other (named Sinoesang or Ssangoemun). The head of the gravestone, which is located on the left of the mausoleum, features Taeyangmun (pattern of the sun), inspired by culture of the Queen's hometown, the Ayuta kingdom of India. The tomb of the forefather of Garakguk (42-532 A.D) is one of Gimhae's signature cultural sites. The vast size, calm composure and elegant buildings are particularly impressive.

**Address** 26, Garak-ro 93beon-gil, Gimhae-si, Gyeongsangnam-do **Tel** +82-55-330-7313

## Traveling Back in Time to Baekje

The essence of ancient civilizations in East Asia is captured in the “Iksan Wanggungni Historic Site” first created under the rule of King Mu of Baekje, the epitome of Baekje’s architectural technologies, the “Iksan Mireuksaji Temple”, and the Baekje Historic Areas, currently designated as a UNESCO Cultural Heritage.

IKSAN



### Traces of the Palace of Baekje Iksan Wanggungni Historic Site

The site where the palace was constructed after the 30th king of Baekje, King Mu, moved the capital. Registered as Historic Site No. 408, the Iksan Wanggungni Historic Site has a gross area of 216,862m<sup>2</sup>, where around 11,000 pieces of relics were discovered. An excavation has been underway from 1989 to this day, and research has proved that the construction of the palace took place from late Baekje to the Unified Silla dynasty. It seems like the venue was used as a temple in the early days of Unified Silla, as stone pagodas and sites of buildings for a temple were discovered. National Treasure No. 239, the “Iksan Wanggung Five-story Stone Pagoda” boasts the greatest presence. The gold panel of maha-sutra, glass sarira bottles, statues of Buddha and jades, etc. were found inside the pagoda and were designated National Treasure No. 123. Also, burnt soil and a large amount of charcoal, steel cauldrons and pots, etc. were recently discovered from the sites of the palace kitchen, which draw much attention. If you wish to see more relics, make sure to stop by the “Wanggungni Heritage Exhibition”. The exhibition allows you to view Baekje’s history and culture at a glance. Displays of interesting objects are also available, such as the stick that was used instead of toilet paper and tiles with inscriptions.

**Address** 666, Gungseong-ro, Wanggung-myeon, Iksan-si, Jeollabuk-do **Tel** +82-63-859-4631

**Opening Hours** 09:00~18:00

**Admission** Free of charge

**Website** [www.iksan.go.kr/wg](http://www.iksan.go.kr/wg)



The Iksan Wanggung Five-story Stone Pagoda is the highlight of the historic site. Not to mention, other relics of the Baekje dynasty excavated from the site are extremely intriguing as well.



### The Epitome of Baekje’s Buddhist Art Mireuksaji Relics Exhibition Museum

Unfortunately, the pillars on the floor are all that is open to the public as of now, because the Mireuksaji Temple Stone Pagoda is currently undergoing restoration. The newly renovated East Wing provides features some interesting attractions, and visitors can take a close look at around 19,000 relics excavated from the Mireuksaji Temple at the “Mireuksaji Relics Exhibition Museum”. When you pass the entrance, you will find a miniature of the temple with its distinctive features of 3 main buildings and 3 pagodas. Make sure to carefully observe the “sarira” that was discovered from the central pillar when the stone pagoda was disintegrated in 2009. The gold sarira casket has a detailed history of the temple and the date of construction for the stone pagoda engraved on it. The three sarira reliquaries and various offerings also demonstrate Baekje’s splendid metalcraft skills. The reliquaries are used to store the sarira, and are located at the very center of the foundation stone of the pagoda. 3 layers of reliquaries protect the sarira just like a Matroschka: the sarira is contained in a glass bottle inside an inner container covered by a casket. This ensures that the sarira is kept intact. Treasure No. 1753 excavated from the northern corridor of the main building, the “Gold Incense Burner”, garnered attention because of its intact shape.

**Address** 362, Mireuksaji-ro, Geumma-myeon, Iksan-si, Jeollabuk-do

**Tel** +82-63-830-0900 **Opening Hours** 09:00~18:00, closed on Mondays

**Admission** Free of charge **Website** [www.mireuksaji.org](http://www.mireuksaji.org)



### The Largest Buddhist Temple in East Asia Embodying Baekje’s Architectural Technology Iksan Mireuksaji Temple

Historic Site No.150 situated at the southern end of Mireuksan Mountain. The temple was listed as a UNESCO Cultural Heritage last year, with the Iksan Wanggungni Historic Site. According to the <Samgukyusa>, the Mireuksaji Temple was constructed in the year 601 by King Mu of Baekje at the request of the Queen. It is best known for the “Mireuksaji Temple Stone Pagoda”, National Treasure No.11, which is the oldest and largest stone pagoda in Korea. Made of granite, the pagoda is currently only 6-storey tall as its western and southern side has almost completely crumbled away. King Mu raised the profile of Baekje by being the first among the three nations to build a stone pagoda when pagodas were mostly made of wood, and constructed the Mireuksaji Temple, the largest in scale in East Asia. The Mireuksaji Temple stood proud throughout the Unified Silla and Goryeo dynasty to early Joseon, until it was destroyed during the Japanese invasion of Korea in the 17th century, leaving only the stone pagoda to remain to this day. Excavations were initiated in 1990, and discovered in 1998 that the layout of the temple was unique with 3 pagodas and 3 main buildings, which demonstrate Baekje’s cutting-edge technologies in architecture and handicraft.

**Address** 32-2, Giyang-ri, Geumma-myeon, Iksan-si, Jeollabuk-do

**Tel** +82-63-290-6784 **Opening Hours** 09:00~18:00, closed on Mondays

**Admission** Free of charge



## Korean Cultural Experience Bucket List

Jeonju has many tourist spots that are perfect for traveling on foot, and offers delicacies from food stalls that are no less delicious than high-end cuisine served at the best restaurants. Here is a list of activities you should not miss out on during your stay in Jeonju.

## JEONJU



### Time Traveling at the Old Trails of Jeonju Fortress

The Jeonju Fortress stood tall in the days when Jeonju was a “bu”, not a city. Walking along the old trails hidden behind the 4 main gates of the fortress, one can see the traces of history in every corner. Although foreign invasions and natural disasters forced the ramparts and all the gates with the exception of Pungnammun to fade out from the scene, the old trails of the fortress still remain, starting from the Korea Traditional Culture Center leading to the Ogeori Culture Square, where the North Gate used to stand, then to the Pungpaejigwan (Gaeksa), a guest residence for envoys and administrators in the Joseon dynasty. The trail then continues on to the narrow “sewing alley”, where one can hear the sound of sewing machines. This street used to bustle with people trying to get to Nambu Station from the Nambu Market. Once you escape the alley, you find yourself at the Yakjeon Street and China Street, where cultural heritage of the modern age such as the “Chinese dry goods store (Registered Cultural Heritage No.174)” and “Bakdaok building (Registered Cultural Heritage No.173)” still remain as living witnesses of the past. If you walk straight towards the East Gate from China Street, you will reach the Dongmun Art Street. “The Samyang Coffee Shop” found there evokes nostalgic memories as the oldest coffee shop in Korea first opened in 1952, where writers, artists and other elites of the past used to hold exhibitions and recitations.



### Walking the Hanok Village in Hanbok

Many first picture the Hanok Village, where traditional Korean housing are clustered together, when hearing the name “Jeonju”. As tourists recently started to roam the village in vivid Hanbok, traditional Korean attire, the previously monotonous village is boasting a splash of color. The history of the Hanok Village goes way back to 1910, when Korea was under Japan’s colonial rule. In a backlash to the Japanese who accumulated great wealth in Jungang-dong, Koreans started to construct Hanok in the Gyo-dong area. The moment you try on Hanbok, you feel as if you have traveled back in time. If you are looking for a place to enjoy Jeonju’s unique vibe in Hanok Village, “Gyeonggijeon”, featuring a host of tile-roofed houses is just the place. The portrait of King Taejo Lee Seong-gye awaits guests inside, as they pass through the Hongsalmun with excitement. Surrounded by a thick circle of trees, Gyeonggijeon is always full of tourists dressed in colorful Hanbok.

**Gyeonggijeon** Address 102, Pungnam-dong 3-ga, Wansan-gu, Jeonju-si  
Tel +82-63-287-1330 Opening Hours Nov~Feb 09:00~18:00,  
Mar~May, Sep~Oct 09:00~19:00, Jun~Aug 09:00~20:00  
Admission Adults KRW 3000/Adolescents KRW 2000

**Jeonju Hanok Village Hanbok-gil**  
Address 120, Gyeonggijeon-gil, Wansan-gu, Jeonju-si  
Tel +82-63-277-1839 Hanbok rental KRW 5000

### Savoring Jeonju’s Local Liquor

“The Samcheon-dong Makgeolli Alley” is the oldest among the 8 makgeolli allies in Jeonju. In Samcheon-dong, around 30 makgeolli bars attract alcohol-lovers even before sunset. Among them, “Yongjinjip” is the most popular, bustling with people for 15 years since it first opened. If you order a pot of makgeolli, it is served with a selection of other tasty dishes: steamed ark shells, boiled pork, tofu and kimchi, marinated mackerel, grilled saury, and many more. If you wish to try different food, simply order more makgeolli. Greeted with a dining table full of tasty dishes, guests cannot but drink until they are pleasantly drunk. Their next stop after a makgeolli bar is typically “Gamaek”. Short for “Gage” and “Maekju”, meaning “store” and “beer” respectively, “Gamaek” refers to drinking canned beer at a supermarket in the neighborhood. A number of Gamek places are found in Kyungwon-dong, the publication street featuring publishers and printing houses. The Jeonil Supermarket is perfect for a quick drink in comfortable clothes. Not much food is needed except for dried pollack and cuttlefish. When slightly toasted on the briquette fire, the fish makes a perfect pair with alcohol. Every summer, “The Gamaek Festival” is held, bringing together alcohol-lovers from across the nation to Jeonju.

**Yongjinjip** Address 14, Geomasan-ro, Wansan-gu, Jeonju-si  
Tel +82-63-224-8164 Price KRW 20,000 per 1 pot of makgeolli

**Jeonil Supermarket** Address 16, Hyeonmu 2-gil, Wansan-gu, Jeonju-si  
Tel +82-63-284-0793



If you want to experience how locals enjoy alcohol in Jeonju, be sure to head to the Samcheon-dong makgeolli alley. A pot of makgeolli is accompanied by around 20 different tasty dishes.

## Seeking Refuge from the Korean War

The Korean War broke out on the 25th of June, 1950. The population of Busan, which was 400,000 at the time, surged to more than 1 million due to the inflow of refugees from all around the country. With no shelter and nothing to eat, the refugees fled to the mountains where there was no electricity or water, and some even settled down in cemeteries. Here is a glimpse at the city of Busan through the eyes of refugees 67 years ago.

BUSAN



### Busan's History as a Provisional Capital Provisional Capital Memorial Hall

As the Gyeongnam Provisional Office was transferred from Jinju to Busan in 1925, this hall served as the residence of the governor of Gyeongsangnam-do in August 1926. When Busan became the temporary capital for 3 years after the Korean War broke out in 1950, president Lee Seung-man also resided here. The venue vividly recreates the president's office, the living room, where many diplomatic talks took place during the war, and the bedroom of the president and the first lady. The residence of the senior prosecutor of Busan High Public Prosecutor's Office situated behind the president's residence was renovated into an exhibition hall in 2012. It is a single-storey brick building that encapsulates Busan's painful history during the war. Currently designated Busan city's Monument No. 53, the Provisional Capital Memorial Hall also has a beautiful garden that adds elegance to the venue.

**Address** 45, Imsisudoginyeom-ro, Seo-gu, Busan **Tel** +82-51-244-6345

**Opening Hours** 09:00~18:00, Wednesdays of the last week of each month 09:00~20:00, closed on Mondays Admission Free of charge

**Website** <http://museum.busan.go.kr/monument>



### The Village of the Alive and the Deceased Ami-dong Tombstone Culture Village

The more than 1 million refugees that gathered in Busan during the war had no place to go, and thus headed towards the Ami-dong cemetery following the address that they received from the administrative office. A family of more than 10 people lived together in a shack built on a grave 2 pyeong wide. As you move through the maze-like streets, it would not take long for you to realize that the place was indeed a cemetery 100 years ago. It will surely be an interesting experience to see tombstones used as stepping stones or just lying in a random corner. If you want to check out the gravestones hiding in the nooks and crannies of the village, it may be a good idea to go on the story tour provided by the Busan Tourism Organization for free.



### Steep Stairs Connecting Sanbok Road 168-step Staircase

A staircase that literally consists of 168 steps is the shortest way from Busan Port to Sanbok road. It is said that when ships entered the port in the past, people would race down the stairs looking for a job. The height of the stairs is almost that of a 6-storey building, which makes one dizzy just by looking at it. Thankfully, a 60m monorail was installed next to the stairs in May 2016, doing residents a very big favor. The slope of the monorail is 42 degrees at maximum, and the speed is also fairly slow at 35m per minute. Looking out the window on the monorail, you will be blown away by the beautiful scenery. The colorful houses aligned next to Sanbok road and the picturesque Busan Port together create a magnificent landscape.

**Address** Yeongcho-gil 191beon-gil, Dong-gu, Busan Monorail

**Operating Hours** 07:00~20:00



### Busan's Best Modern Architecture Baekje Hospital (currently Brown Hands)

In 1922, the first modern private general hospital in Busan, Baekje Hospital, opened its doors. Among a host of single-storey buildings of the time, the 5-storey brick building was surely eye-catching. Furthermore, as the medical staff was mainly comprised of foreigners, the hospital became widely known as one of the top 3 hospitals in Busan. However, once the word got out that the hospital used unidentified bodies to make human specimens, patients stopped visiting. A series of rumors and aggravated finances forced the hospital to close down, and the building was sold to a Chinese. The venue was then transformed into a Chinese restaurant, after which it was used as a residence for Japanese officers, then a public security office, and a wedding hall, until it finally became the trendy cafe of an industrial concept it is now. Rusty metal gates, rough tiles and other features of modern architecture serve to add a special vibe to the café. The café, in and of itself, is living evidence of Korea's turbulent history.

**Address** 16, Jungang-daero 209beon-gil, Dong-gu, Busan **Tel** +82-51-464-0332 **Price** Espresso KRW 4500, Americano KRW 4800, Orangeade KRW 6800

**Website** [www.brownhands.co.kr](http://www.brownhands.co.kr)

A Break from the Bustling City,  
**6 Beautiful Parks across the Globe**

Parks provide locals with a place to rest, and tourists with a unique experience. Here are some of the most mesmerizing parks around the world.

Editor Ko A-ra Photography <AB-ROAD> library







 **Guangzhou**  
Yuexiu Park 越秀公園

Guangzhou's first park arranged around Yuexiu Mountain, the Yuexiu Park is comprised of 7 mountains of various sizes and 3 artificial lakes for canoeing. The gross area of the part is indeed gigantic, reaching 930,000m<sup>2</sup>, which makes walking through the park seem like a trip in and of itself. At the top of Yuexiu Mountain, one comes across the largest pagoda-type architecture in Guangzhou, the "Zhenhai Tower", which is 28 meters tall. The tower was first constructed in 1380 to be used as a watchtower, but currently serves as the "Guangzhou Museum". Standing on the 5th floor, the highest level of the tower, one can look down on Guangzhou's famous high-rise buildings and skyscrapers from a bird's eye view. A pointed monument to commemorate Sun Wen, the leader of the Chinese nationalist revolution is installed at the top of the Zhenhai Tower. An old fortress built in the 1380s in the Ming dynasty also adds a unique ambience, taking visitors back in time as they stroll through the park. The fortress stretches for about 1000 meters along the hiking trail, creating a serene vibe. The park also features sheep, the symbol of Guangzhou, in various forms. In the vicinity of the South Lake, one will find an 11-meter tall huge stone sculpture of five sheep appearing in a myth. As the five sheep of Guangzhou symbolizes abundance, many visitors prefer to take a picture in front of this sculpture.

**Directions** Metro Line No.2 Yuexiu Park station



 **Taipei**  
Yehliu Geopark 野柳地質公園

The Yehliu Geopark is situated at the Northern bay of Taipei, in the city of Yehliu famous for its tourism resources such as beaches, hot springs and oddly shaped rocks. The moment you pass the entrance, you are greeted by a beach full of unique-shaped rocks, which is why the park is ranked as a must-visit spot in the city. The rocks featured in the park carry great significance as valuable marine eco system resources of the global geological sector, while providing a mind-blowingly beautiful view through the harmony of the blue ocean and pieces of coral reefs. The park is divided into three main sections: the first is the cluster of mushroom-shaped rocks that you are bound to spot right away. The boulders seem as if they are gigantic mushrooms holding up the sky. Among them, the most popular is the "Queen Rock" resembling the head of the Queen of Ancient Egypt, Nefertiti, hence the name. The rock reminds one of the Queen's unique hairstyle and slender neck as well as her nose and lips. The "Candlestick Rock" is a very rare form of oceanic topography. The layer of rocks resembling a candlestick is particularly memorable. Many more rocks of eccentric shapes await visitors as well: the "Beehive Rock" with its holes of all shapes and sizes, the "Chessboard Rock" in the shape of cross-stripes, as well as the super lumpy "Ginger Rock". At the very end of the cape, you will find a rest stop by the ocean.

**Directions** Take bus No. 172 to Jinshan and get off at Yehliu Geopark Entrance station



 **Kuala Lumpur**  
KLCC Park

This park is located right in front of the symbol of Malaysia, the “Petronas Twin Towers” of Kuala Lumpur. The KLCC (Kuala Lumpur City Center) Park, covering a gross area of 200,000m2 at the very center of Kuala Lumpur is nicknamed “The Urban Oasis” as it is surrounded by high-rise buildings. Inside the park, you will find a lake, a dense forest of around 2000 trees and a spacious walking trail lined with beautiful sculptures. The park provides a break from Kuala Lumpur’s scorching hot weather and also offers a collection of attractions, which is why it is much beloved by both locals and tourists. The back gate of the shopping complex Suria KLCC located inside the Petronas Twin Towers leads directly to the park, making it perfect for a stroll after shopping. Amenities such as a children’s playground, waterpark and swimming pool are available inside the park. The true charm of the KLCC Park is only visible in the night time. The skyscrapers surrounding the park offer a spectacular nightscape through their glows, and a water fountain laser show takes place at the Symphony Lake when the clock strikes 8PM. The water from the fountain dances to the elegant tunes of the background music, as lights of various colors provide spectators with an exceptionally romantic experience at Kuala Lumpur.

**Directions** 5 minute walk from LRT KLCC station



 **Ho Chi Minh City**  
Binh Quoi Tourist Village

After an approximately 30 minute bus ride from Ho Chi Minh City along the Saigon River, you will come across a tree-clad park: Binh Quoi Tourist Village, where the citizens of Ho Chi Minh seek a break from their daily lives. The size of the park is so vast, it is divided into three sections, Binh Quoi 1, 2, and 3. If you are tired of touring around the metropolitan area, make sure to stop by the Binh Quoi Tourist Village. Unlike the bustling downtown area of the economic hub Ho Chi Minh, the park maintains composure; which is why both locals and tourists visit the place for a relaxing stroll or a date. With wooden boats floating on the lake and a walking trail stretching along the fringes of the Saigon River, the view of the park is indeed magnificent, making it a perfect spot for photoshoots of about-to-be married couples. Cafes and restaurants are sparsely located amid the dense forest, for visitors to take a rest while walking or try traditional Vietnamese cuisine. In the weekends, locals hold parties here or have family dinners. This is because a well-refined resort-style accommodation is available, and a buffet restaurant serving Vietnamese street food only opens on weekends. You can also enjoy fishing in bungalows inside the restaurant, and prepare a meal with the fish you caught at the spot.

**Directions** Take bus No. 44 at Ben Thanh Bus Terminal and get off at Binh Quoi 1 station





 **Kagoshima**  
Shiroyama Park 城山公園

There is one place you should not miss out on when visiting Kagoshima, the most beautiful place in Kyushu: Shiroyama Park, located at the highest area of Kagoshima, providing a magnificent panoramic view. During the Meiji Restoration period, the forces battled hard to claim the peak of Kagoshima. As part of an effort to commemorate history, the area was transformed into the first park in Kagoshima in 1890. The park thus has a history of almost 130 years. Having overcome the scars of the past, the Shiroyama Park is now a renowned landmark providing Kagoshima locals and tourists with entertainment and rest. Once you enter the park, it will remind you of a botanical garden because of the vast collection of vegetation: the park is full of around 600 varieties of plants and trees more than 400 years old. The highest area of the park even has an exotic vibe as subtropical plants grow along the trail. The park is also a trove of living organisms such as diverse insects and birds. From the famous Shiroyama observation deck, you can view downtown Kagoshima right below your feet, and also catch a glimpse of the Kagoshima bay as well as the still active Sakurajima volcano from a distance. It will surely be a one-of-a-kind experience to capture a metropolitan city, the deep ocean, and a volcano all at one glance. What's more, the park also features historical sites of an old fortress and temple, as well as ancient caves.

**Directions** Take bus no. 22 at Inagi station and get off at Shiroyama Park station



 **Ulsan**  
Daewangam Park

The Daewangam Park is ranked as one of Ulsan's 12 most beautiful sceneries, and is a tourist spot that provides a both splendid and eccentric view. The Daewangam, a cluster of giant odd shaped boulders, is also called "Yongchuan", meaning "the rock where a dragon fell". The shape of the rock indeed reminds one of a squirming dragon, hence the name. Unlike the typical grey shade of boulders, the Daewangam is more of a reddish hue, which is starkly distinct from the dark blue color of the East Sea, thus creating an extraordinary scene. At night, a diverse spectrum of light shines on the steel bridge connecting the rocks, offering another unique experience at Daewangam Park. The trail from the park entrance to the Daewangam is also very special. Both sides of the trail is lined with 15,000 pine trees almost 100 years old, which cast a shade under which visitors can enjoy a cool and tranquil stroll. The park also features a number of attractions such as the Dragon Playground with a slide resembling a dragon and other rides, a Natural Maze inspired by the labyrinth of Crete in the Greek mythology, and a lighthouse that has been standing its ground for well over a century. By the time you arrive at the Northern end after a mesmerizing walk past intriguing natural sceneries and various attractions, you will be swept off your feet by the incredible view of the vast ocean. You have reached the Ulsan Beach, famous for its half-moon shaped patch of sand. The beach is just right for a family trip as the water is shallow and the slope not too steep.

**Directions** Take bus no. 5002 at Ulsan station and get off at Ulsan Beach station

## Jeonju's Dream

# Above and Beyond Korea as the Beating Heart of Asian Culture



The mayor of Jeonju city  
Kim Seung-soo

The city of Jeonju boasts a number of attractions. Jeonju is a place that truly embodies the spirit of Korean culture through the traditional local dish bibimbap (steamed rice mixed with seasoned vegetables and red pepper paste), which looks and tastes great, and the Jeonju hanok (Korean traditional housing) village, a world-famous tourist spot visited by more than 10 million people every year. It is safe to say that Jeonju is “the epitome of Korean culture”, but the city is aiming for higher. The city of Jeonju is striving to become the hub of Asian culture, carrying out joint promotional efforts with TPO as part of its efforts to that end.

Editor Lee Jeong-hwa Photography TPO

## Could you start by introducing Jeonju city?

Jeonju is a city designated by Gyeongwon as the capital of later Baekje in the year 900. In the Joseon dynasty, the city served as the administrative hub of the entire Jeolla region and Jeju island. In recent years, the city was certified as an international slow city in 2010, and was included in the UNESCO Creative Cities Network in 2012. Jeonju continues a legacy with regard to hanok, hansik (Korean cuisine) and hanji (traditional handmade paper), which are the very essence of traditional Korean culture and lifestyle. At the same time, the city has become the beating heart of Asian culture.

## What are the major tourist attractions in Jeonju? Would you personally recommend a few places?

One of the notable attractions is the Jeonju hanok village sought after by around 10 million people each year. The Nambu market, a traditional wet market, is famous for a mall for the young generation and a night market. Deokjin park, adorned with beautiful lotus flowers and a water screen, and Ajung lake provide a spectacular night view along with various performances. Furthermore, a chance to experience traditional Korean culture is available at state-run cultural facilities such as the National Intangible Heritage Center and Jeonju National Museum, as well as venues run by the city including Korea Traditional Culture Center and Hanji Industry Support Center, etc.

## Could you elaborate on the number of tourists that visited Jeonju last year, and the ensuing economic impact?

A big data analysis showed that the average number of visitors to Jeonju in 2016 was 29,231 on a daily basis and 10,669,427 on a yearly basis. The latter is up almost 1 million compared to the same period in 2015, when the number was 9,653,035. A total of 194,048 foreign tourists visited Jeonju, among which 72%, or 139,866 chose to look around Jeonju hanok village. The amount of tourist consumption in the city equalled KRW 756 billion, which is projected to increase to KRW 1.34 trillion in 2021. Based on these numbers, the economic impact created from consumption by tourists to Jeonju in 2021 is expected to be as follows: additional production worth KRW 1.897 trillion, additional income worth KRW 344.1 billion, 11,727 people additionally employed, creation of added value worth KRW 769.3 billion, and additional tax revenue of KRW 51.89 billion.

## What efforts are you putting in introducing Jeonju to the global community?

The city of Jeonju is taking part in international travel fairs every year, and is carrying out joint promotional efforts with TPO. It is also a special member of Korea Association of Travel Agents (KATA), incessantly working to expand exchange in tourism and tourist information. As Jeonju was selected to become part of the Global Tourism Resources Development Project, put forth by the Ministry of Culture, Sports and Tourism and Korea Tourism Organization, the city is doing its utmost to invigorate partnerships with tourist institutes and organizations, and also to develop products to attract more foreign tourists to the MICE industry.



**We would also like to know which plans you have in mind for the development of Jeonju’s tourism industry.**

Jeonju has successfully positioned itself as the most “Korean” city by tapping into its tourism resources such as the Jeonju hanok village, and at the same time reinforced its preeminence as a traditional but global city, thus presenting a completely new business model for tourism in Korea. Under the slogan “Jeonju, the most Korean city and tourism hub of the future”, the city will continue to transform itself into a global tourist city that brings joy to both locals and tourists, growing by the minute through tourism.

**Could you touch upon Jeonju’s major events and festivals that are lined up in the second half of 2017?**

The Jeonju Bibimbap Festival will be held from the 26th to 29th of October, highlighting the originality of Jeonju-bibimbap, a signature dish in Korean traditional cuisine. Also, the Jeonju International Sori Festival will take place for 4 days from the 20th to 24th of September at Sori Arts Center of Jeollabuk-do and the entire hanok village.

**Please share with us your views on what being a member of TPO means for Jeonju, and the city’s future plans including those regarding its activities as a member of the TPO.**

The city of Jeonju first joined TPO in 2003, and has been taking part in its activities from the very first general assembly. In June 2016, Jeonju hosted the TPO forum, inviting around 150 guests from 77 member cities in 10 countries to the city. Jeonju will continue to play a major role in assisting the operation of the organization, and strive to pioneer the development of Korea’s original culture and tourism industry. If Paris is the heart of European culture, Jeonju is rightfully the heart of Asian culture. Joining hands with TPO, the very leader of efforts for the development of tourism in the Asian Pacific region, Jeonju will continue to live up to its reputation as the beating heart of Asian Culture.

**What type of activities do you expect from TPO?**

I hope that TPO will continue to put in active efforts to build tourism platforms for member cities, and strive to reinvigorate the tourism industry in the Asia Pacific region. Moreover, constant efforts should be made to launch promotional activities such as taking part in overseas travel fairs and holding travel fairs locally as well as launching cultural exchange programs for students, and programs to boost exchange between member cities.





### 2017 TPO Regional Meeting for Korean Member Cities held in Tongyeong

The 2017 Regional Meeting for Korean member cities was held at Tongyeong Concert Hall on the 23rd and 24th of February, bringing together around 30 working-level staff members of 15 Korean member cities and representatives of the TPO secretariat. Mayor of Tongyeong city, Kim Dong-jin, opened the plenary session of the first day with his welcoming remarks, in which he encouraged member cities to actively participate in the upcoming 8th TPO General Assembly scheduled to be held in Tongyeong in October. Secretary General Shin Yeon-sung was up next on the podium to provide a briefing on TPO's activities over the past year and its plans for the year 2017. The plenary session was followed by a series of special lectures. Cheon Myeon-ae, a member of the Tourism Marketing Division of Tongyeong City Government presented on "Policies of 2017 Tourism Cities of the Year" by introducing the experience of Tongyeong city, which has been selected as a "Tourism City of the Year" by the Korean government. Sohn Dae-hyun, Coordinator of Cittaslow Korea Network and professor of Hanyang University shared his thoughts on "Boosting Guest and Host Interaction: Measures for Public-Private Cooperation", and received a highly positive response from the audience. On the second day of the event, participants had a chance to experience Tongyeong's tourism resources under the theme "Development of Tourism Resources".



### Tongyeong city and the TPO Secretariat jointly promote the 8th General Assembly

The TPO Secretariat and Tongyeong City have begun full-fledged promotional activities to ensure the successful TPO General Assembly set to take place in Tongyeong City from October 18 to 21. Kim Sang-yeong, Director-General of the Tongyeong Marine & Tourism Bureau, and Jo Dal-ryeo, Director-General of Planning & Administration of the TPO Secretariat, accompanied by other staffs, visited TPO member cities in Gyeongsangbuk-do Province in March and member cities in Jeollabuk-do Province in May to promote the General Assembly. Tongyeong City, otherwise, set up the booth to promote the TPO General Assembly at the venue for the 24th Marine Festival held locally on May 6, and gave out promotional booklets on the General Assembly, tourist maps of TPO member cities, and other various information pamphlets. In addition, Kim Dong-jin, Mayor of Tongyeong City and Shin Yeon-sung, Secretary-General of TPO visited the member cities in China from 20-23 June to encourage their participation in the General Assembly. At a meeting with Wang Dong, vice-mayor of Guangzhou, the president city of TPO, mayor Kim Dong-jin explained the agenda of the 8th General Assembly as well as previous agendas of the past TPO Assemblies. He also explained in detail the significance and future direction that the 8th General Assembly will provide. In Foshan and Shaoguan, mayor Kim explained his concrete plan to boost exchange and cooperation in tourism by grouping cities with similar characteristics together under a "Tourism by Theme". Furthermore, tapping into Tongyeong's reputation as the city of music, a concert will be held during the General Assembly and ways to attract tourists with music-related contents will also be discussed. Tongyeong city provided a guideline as to boosting practical exchange among member cities with similar characteristics and it will give new member cities an opportunity to promote their tourism resources. It is anticipated that the upcoming TPO General Assembly will succeed with many delegates from 81 member cities and 40 private members.



## Vietnamese Delegates from Ho Chi Minh City Visited Korean Member Cities and Signed MOUs

A sizable delegation of around 110 members led by Chairman of the Ho Chi Minh City People's Committee visited Korea from the 15th to the 22nd of May. The delegation was comprised of Director Generals of Ho Chi Minh City's 10 major departments including international cooperation, industry and trade, and tourism, as well as high-ranking economic authorities and a performance team. The delegates visited the city of Incheon, Gyeongju, Busan and shared insights on ways to boost intercity cooperation and facilitate bilateral exchange in strategic industries as well as in investment, trade and tourism.

Chairman of the Ho Chi Minh City People's Committee, Nguyen Thanh Phong, met with Yoo Jeong-bok, mayor of Incheon, on the 16th to sign an MOU to reinforce cooperation between the two cities. Also, the Investment and Trade Promotion Center (ITPC) of Ho Chi Minh City signed an MOU on economic exchange with Incheon Business Information Technopark. The MOU will serve to enhance bilateral support for cost-efficient exhibition industries through the launch of new exhibitions, facilitate arrangement of exhibition space for products of SMEs and boost exchange between local buyers as well as regular economic and human exchange. On the 19th and 20th of May, the delegation visited Gyeongju and concluded an MOU on the hosting of "Ho Chi Minh City-Gyeongju World Culture Expo 2017". The event is set to be held from the 9th of November to the 3rd of December in Ho Chi Minh City under the title "Shared Prosperity in Asia through Cultural Exchange". On the 20th, the day of the signing of the MOU between Ho Chi Minh City, Gyeongju and Gyeongsangbuk-do, the "2017 Day of Ho Chi Minh City in Gyeongju" took place at Gyeongju World Culture Expo Park. The event captured a glimpse of the upcoming "Ho Chi Minh City-Gyeongju World Culture Expo 2017" by offering diverse contents such as performances of Vietnam's traditional dance-martial art-music and opportunities to try on Vietnamese traditional costume Ao Dai, as well as traditional Vietnamese cuisine. As their final stop, the delegation visited Busan on the 21st and 22nd and met with Honorary Consul General Park Soo-kwan at the Vietnamese Honorary Consulate General of the Busan and Kyungnam region to exchange thoughts on ways to enhance cooperation and exchange between the two cities.

Mr. Park Soo-kwan remarked that he was "extremely grateful to Mr. Nguyen Thanh Phong, Chairman of the Ho Chi Minh City People's Committee, for his profound interest in and support for companies of Busan and the Kyungnam region that have ventured into Vietnam". He then went on to call for attention toward "the grievance of business people of the Busan and Kyungnam region due to lacking transportation facilities connecting Ho Chi Minh City and Busan". Chairman Nguyen Thanh Phong commented that "the construction of urban infrastructure in Ho Chi Minh City is failing to catch up with the speed of population increase, thus creating inconveniences for foreign companies investing in the region". He then expressed his high hopes for "greater cooperation between the two cities in the future", and attended a welcome dinner arranged by Honorary Consul General Park Soo-kwan where he discussed measures to boost bilateral exchange and cooperation with Baek Jong-heon, Chairman of the Busan Metropolitan Council, and Cho Sung-jae, Chairperson of the Busan Chamber of Commerce & Industry as well as the heads of other local institutions and organizations and business people. On the 22nd, Chairman Nguyen Thanh Phong and mayor of Busan Seo Byung-soo signed an MOU on "cooperation for the Ho Chi Minh City-Busan urban railway construction project" at Westin Chosun Busan.





## Andong Mask Dance Festival 2017

**Andong, Korea | Sep. 29~Oct. 8**

**Location** Downtown Andong  
(e.g. Mask Dance Park, Andong Culture Street)

Representing the epitome of Korean spiritual culture, the city of Andong will be holding the "2017 Andong Mask Dance Festival", an event designated as one of Korea's signature festivals for 4 consecutive years by the Ministry of Culture, Sports and Tourism, from the 29th of September to the 8th of October. This year's Mask Dance Festival will be centered on firsthand experiences of Andong's local culture to add extra excitement. Around 80 side events including mask dance performances by teams from home and abroad, Madang-geuk(satirical plays), competitions and art contests, parades, mask dance classes, and the international mask exhibition will be available as well.



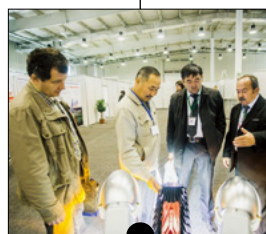
education on all levels and fields. Exhibition and conference attendees represent a wide range of decision makers of educational organizations, NGO's, public and private schools as well as dealers and opinion leaders.

## Agricultural Week

**Irkutsk, Russia | Oct. 24~27**

**Location** Sibexpocentre, Irkutsk, Russia

Agricultural Week is a 4 day event being held from 17th October to the 20th October 2017 in Irkutsk, Russia. The Agricultural Week exhibition for 22 years is a significant and authoritative event for manufacturers and one most loved and visited by residents of Angara Region. The exhibition is confined to the celebration of the day of agricultural worker, food and processing industries of irkutsk region. This event showcases products like the 23rd Agricultural Week exhibition, a large regional forum of agricultural products and provisions which is held after the end of the agricultural season and within the day of Irkutsk region agricultural and food processing industries' workers etc. in the agriculture & forestry industry.

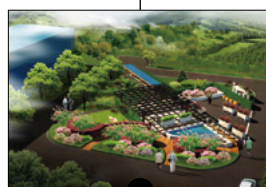


## EcoMobility World Festival 2017

**Kaohsiung, Taiwan | Oct. 1~31**

**Location** Hamaxing Railway Cultural Park

Co-hosted by the Kaohsiung city government and the International Council for Local Environmental Initiatives (ICLEI), "The 3rd EcoMobility World Festival 2017" will be held in October for the entire month. This year's event will feature the EcoMobility World Congress, low-carbon transportation experiences, environment education exhibitions, and lectures on the humanities, etc. Through the range of activities available to the public, participants will be able to tour on foot, ride a bicycle or try eco-friendly low-carbon transportations. For more information, please refer to the official website(<http://www.ecomobilityfestival2017.org>).



## 2017 5th Shanghai Tourism, Elderly Care and Real Estate Exhibition

**Shanghai, China | Oct. 20~22**

**Location** Shanghai Everbright Convention and Exhibition Center

"The 2017 5th Shanghai Tourism, Elderly Care and Real Estate Exhibition" is scheduled to be held at the Shanghai Everbright Convention & Exhibition Center from the 20th to the 22nd of October. The size of the exhibition will reach a gross area of 12,000m<sup>2</sup> featuring more than 100 renowned real estate companies which will introduce top-class tourism, elderly care and real estate related projects. The event is projected to become the most prominent platform for marketing and promotion for tourism and real estate projects in China.



## Genpei Night

**Shimonoseki, Japan | Oct. 7-14-21-28, 20:00~21:20**

**Location** Akama Shrine

A festival of lights that will lighten up the autumn sky for 4 days at Akama Shrine. The sparkling shrine will become a stage presenting a one-of-a-kind experience to guests. A musical performance based on the actual events that took place in Shimonoseki, a Japanese traditional dance in extravagant traditional costumes, and Shimonoseki's longstanding tradition, the Heike-daiko drum performance, will be showcased at the event.



## Embarking on a Special Trip with Whales

**Nam-gu, Ulsan, Korea | Oct. 28~29**

**Location** Jangsaengpo Whale Culture Village

Diverse programs under the general theme "Embarking on a Special Trip with Whales" will be available in the Jangsaengpo Special Whale Culture Zone in Nam-gu, Ulsan. Events will be held during the Autumn Traveling Week, from the 21th of October to the 5th of November. The Special Whale Culture Zone will be open everyday of the week, inviting visitors with 30% discounts offered for entrance to the Jangsaengpo Whale Museum and Jangsaengpo Whale Life Experience Museum as well as discounts in accommodation(Lotte Hotel, Lotte City Hotel), restaurants & cafes, and performances of CK Art Hall.

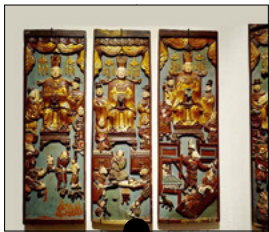
## Worlddidac Asia 2017

**Bangkok, Thailand | Oct. 10~12**

**Location** Queen Sirikit National Convention Center, Bangkok, Thailand

"WORLDIDAC ASIA 2017" is the leading Asian event for educational resources that offers new international business opportunities. There will be a variety of new products and technologies from global manufacturers, some showcasing in Asia for the first time. Companies and institutions that offer innovative products, services and solutions for





## Special exhibition ; Sparkling-Collection of Lacquered and Gilded wood projects

Hanoi, Vietnam | Jun. 20~Nov. 30

**Location** Vietnam National Museum of History, Hanoi, Vietnam

Some objects' images will be showed at the special exhibition "Sparkling-Collection of lacquered and gilded wood objects" at the Vietnam National Museum of History. Special exhibition "Sparkling - Collection of lacquered and gilded wood objects" introduces nearly 100 objects dating from the Le and Nguyen dynasties, including statues and objects for worshipping with the decorations of Vietnamese sacred and mythical animals. In which, the unique and rare objects will be showed to the public for the first time. The special exhibition will be opened from June 20th to the end of November 2017 at the National Museum of History, No.1, Trang Tien Str., Hoan Kiem Dist, Hanoi.



## Geoje Island Flower Festival

Geoje, Korea | Oct. 28~Nov. 5

**Location** Geoje Agricultural Development Institute

Celebrating its 12th event this year, The "Geoje Island Flower Festival" is a true autumn festivity of flowers, culture and people. Under the slogan "people-oriented festival", this year's event will be featuring a variety of more than 60 programs in 6 themes such as symphony of autumn flowers, understanding Korean agriculture, people-oriented cultural performances, various contests and on-ground experiences. The festival brings together people in agriculture and the citizens of Geoje as well as around 2000 representatives from 160 related organizations, and is visited by 200,000 guests each year.



## The 66th Ohara Festival

Kagoshima, Japan | Nov. 2~3

**Location** Entire Kagoshima region

The Ohara Festival has been recognized as Kagoshima's signature festival since starting in 1949. Also serving as the largest autumn festival in the South Kyushu region, the event will be held from the 2nd to the 3rd of November this time around. Approximately 25,000 Kagoshima locals take part in the dance parade of the festival, creating an extraordinary scene. It is particularly exciting to watch Kagoshima's busiest area, the Tenmonkan Street, be filled with people dancing to the folk song "Ohara Bushi". The parade is open to everyone, which means that anyone who wishes to join the fascinating traditional Japanese festival is free to do so.



## The Malaysia Urban Retreat Festival (MURFEST)

Kuala Lumpur, Malaysia | Nov. 3~5

**Location** Le Méridien Putrajaya, Kuala Lumpur, Malaysia

The Malaysia Urban Retreat Festival(MURFEST) started as a concept to bring in a different feel in the festival scene in Malaysia by integrating "Wellness, Music & Dance" into a 3 day event that would bring over 80 world class facilitators, musicians and artists and become asia's number one platform in the health & wellness industry. With murfest, it's all about addressing the needs of a healthy body, mind and soul which we often neglect. An urban retreat of such a nature is here today for the future generations of young malaysians and our international guests, to change the climate of health and wellness in this country as well as educate the young adults to take the wellness concept more seriously in a fun and exciting way.



## 2017 China (Zhengzhou) International Silver Industry Exhibition

Henan, Zhengzhou | Nov. 24~26

**Location** Zhengzhou International Convention and Exhibition Center

Since its inception in 2010, the "China (Zhengzhou) International Silver Industry Exhibition" has been evolving constantly. The event encapsulates the current trend and future direction of the silver industry by presenting to the audience the latest technologies, products and solutions in the industry including silver tourism products, health products, cutting-edge medical services and smart services. This year, "The 7th China (Zhengzhou) International Silver Industry Exhibition" will be centered on the history of distribution channels and the development of retail as part of the effort to map out the future direction for the silver industry.



## Osaka Marathon 2017

Osaka, Japan | Nov. 26

**Location** Osaka Castle Park, Osaka, Japan

The Osaka Marathon, Japan's second biggest road race next to the Tokyo Marathon in terms of participants, is an urban marathon event with 32,000 runners from home and abroad taking part. It is staged on a hugely popular course along places of interest in the city of Osaka such as Osaka Castle, the downtown Dotonbori canal and the Midosuji boulevard, roared on by 1.3 million spectators along the way. You may enjoy the city of Osaka by indulging in its own soul food, which epitomizes the famous saying, "Osaka is the town where people go broke over food", as well as going shopping, appreciating such traditional performing arts as Noh stage dramas, Kyogen comedy, Kabuki theater and Bunraku puppetry, and exploring Kaiyukan, one of the world's largest aquariums.



### Silla Cultural Festival

Gyeongju, Korea | Oct. 6~Dec. 3

**Location** Entire city of Gyeongju (e.g. Gyeongju Arts Center, Seorabeol Cultural Center, Bulguksa)

"The Silla Cultural Festival", one of the cultural events that best represent the city of Gyeongju will be held from the 6th of October to the 3rd of December across the city of Gyeongju, especially at major landmarks such as the Gyeongju Arts Center, Seorabeol Cultural Center and Bulguksa. "The Silla Cultural Festival" embodies the spectacular history and culture of the Silla Kingdom, offering visitors to experience the epitome of Silla's greatness firsthand. The festival will serve as a platform for the people of Gyeongju to gather and highlight Gyeongju's strength as a city with a longstanding cultural heritage for both locals and tourists.



### 2017 Tainan Guanziling Hot Spring & Fine-Cuisine Carnival

Tainan, Taiwan | Oct. ~ Dec. 2017

**Location** Guanziling of Tainan city

"The 2017 Tainan Guanziling Hot Spring & Fine-Cuisine Carnival" will offer a program that will indulge your five senses through mud hot springs, the Wang Yeh boat-burning festival, eccentric local dishes you cannot miss out on, hot spring shower gown experiences, and illuminations. Tapping into Guanziling's unique identity as a hot spring town, the event plans to attract tourists to the area from nationwide and fuel the development of the local tourism industry.



### Kokura Illumination 2017

Kitakyushu, Japan | Early Nov. 2017~mid Jan. 2018

**Location** JR The Kokura Station and Murasaki riverside

The Kokura Illumination is an annual event held during the end-of-the-year festive period in winter, and is included in Japan's list of Nightscape Heritage. The 17th event of its kind will take place this year, providing a mesmerizing night view with illuminations embroidering the video tunnel which projects images of global cultural heritage and the wisteria tunnel which visualizes the Kawachi Wisteria Garden ranked as one of the "10 most beautiful sceneries in the world". Falling illuminations recreating the waterfall that flows into the Murasaki river will also be breathtakingly beautiful. Illuminations will switched on from 5PM to 10PM every day.

### 2017 Chengdu International Travel Expo

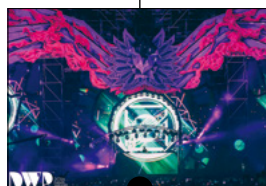
Chengdu, China | Nov. 30~Dec. 2

**Location** Chengdu New Century International Exhibition and Convention Center

The Chengdu International Travel Expo(CITE) is a large scale travel fair in Western China, receiving overwhelming support



from local authorities such as the Chengdu Municipal Tourism Administration. The event also serves as a giant platform that connects travel agencies and ardent travelers; literally an annual fiesta in the tourism industry. At the festival, travel-lovers are offered safe and credible traveling products and services, and consumers secure a chance to set plans for upcoming trips while being recommended quality traveling products.

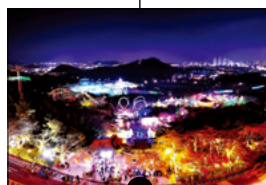


### Djakarta Warehouse Project 2017

Jakarta, Indonesia | Dec. 15~16

**Location** Jakarta International Expo, Jakarta, Indonesia

Djakarta Warehouse Project is an enormous electronic music festival in Jakarta, Indonesia's capital city. For two days, the city's international exposition centre plays host to global megastars of dance music from the world over. EDM, house and techno comprise the majority of the music on offer across the festival, with the likes of Martin Garrix, Axwell^Ingrosso and Nicky Romero among the hundreds of DJs who have performed in recent years. Spectacular staging, production and pyrotechnics make the whole festival a visually breathtaking spectacle, adding another impressive dimension to the impressive party.



### E-WORLD Starlight Festival

Daegu, Korea | Nov. 19~Dec. 31

**Location** E-World Daegu and 83 Tower area

The theme for "E-WORLD Starlight Festival" this year is "one hundred thousand LED flowers". Around 830,000 different starlights will create an astonishing view, living up to the event's reputation as the best star-themed festival in Korea. From E-world, Daegu's renowned amusement park, and the 83 Tower, a landmark of Gyeongsangbuk-do, visitors will be able to enjoy a picturesque scenery and nightscape. Make sure not to miss out on the dazzling fireworks and the starlight photo zone as well as other eccentric experiences available.



### The 9th Busan Christmas Tree Festival

Jung-gu, Busan, Korea | Dec. 2 2017~Jan. 7 2018

**Location** Across Gwangbok-ro and Gwangbokjungang-ro

The 9th Christmas Tree Festival will be held in Gwangbok-ro, Busan, under the theme "Spreading the light of love across the globe". The event will deliver a hear-warming message of love and hope to visitors from both home and abroad as a true festivity to share love, surrounded by a magnificent carpet of light.

# TPO Members

81 city members, 40 industry members

## CITY MEMBERS

### CHINA

Chengdu Weihai  
Qingyuan Yantai  
Dalian Zhangjiajie  
Foshan Zhaoqing  
Guangzhou Zhengzhou  
Hangzhou Liupanshui  
Qingdao  
Sanya  
Shanghai  
Shaoguan  
Shenyang  
Suzhou  
Tianjin  
Urumqi

### CHINESE TAIPEI

Kaohsiung  
Taichung  
Tainan

### THAILAND

Bangkok

### VIETNAM

Danang  
Hai Phong  
Hanoi  
Ho Chi Minh

### MALAYSIA

Georgetown  
Ipoh  
Kota Bharu  
Kota Kinabalu  
Kuala Lumpur  
Melaka  
Taiping

### INDONESIA

Jakarta  
Surabaya  
Yogyakarta  
Bitung

### PHILIPPINES

Manila

### KOREA

Andong  
Busan  
Busan Haeundae-gu  
Busan Jung-gu  
Buyeo-gun  
Changwon  
Chuncheon  
Daegu  
Daegu Jung-gu  
Daejeon  
Donghae  
Gangneung  
Geoje  
Gimhae  
Goyang

### RUSSIA

Vladivostok  
Irkutsk

### JAPAN

Fukuoka  
Kagoshima  
Kitakyushu  
Kumamoto  
Miyazaki  
Osaka  
Shimonoseki  
Takeo

## INDUSTRY MEMBERS

### CHINA

Guangzhou Garden Hotel  
Guangzhou Star Cruises Co., Ltd.  
GZL International Travel Service Ltd.  
Shandong Channel International Travel Service Co., Ltd.  
China Travel international (Xinjiang) Ltd.  
China Comfort Xi'an International Travel Service Co., Ltd.  
Dalian Gulian International Travel Service  
CITS Guangdong  
China Travel Internantional Sanya Co., Ltd.  
Hainan Gaoli Holiday Travel Service Co.,Ltd

### JAPAN

Kagoshima Convention & Visitors Bureau  
Fukuoka Convention & Visitors Bureau  
JTB Corp. Fukuoka Office

### KOREA

BEXCO  
Busan Tourism Association  
Arum Travel Service Co., Ltd.  
Cheongsong Travel Service Co., Ltd.  
Road ABC Media Co., Ltd.  
TourJapan Co., Ltd.  
Intravel Ltd.  
Haeundae Centum Hotel  
Daegu Tourism Association  
Lee Convention  
Busan Tourism High School  
The Korea Academic Society of Tourism and Leisure  
Solar Travel Agency  
BS FunTour  
Benikea Jeonju Hansung Tourist Hotel  
Sky Tour  
JB Tour  
PANWORLD Dream  
Tour Fun Co., Ltd.  
Wolseong E&C

### MALAYSIA

Taiping Tourist Association

### MONGOLIA

Ancient Nomads Tour Agency

### RUSSIA

Gavan Tour-center Co. Ltd

### U.S.A

MCM Group Holdings Ltd.

### VIETNAM

Haiphong Vanhoa One Member Limited Corporation  
Haiphong Vocational College of Tourism

### KOREA

TourFun Co.,Ltd.

### INDIA

Abroader Consultancy India Pvt. Ltd.



**Tourism Promotion Organization  
for Asia Pacific Cities**

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