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- Tongyeong
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TPO Members
65 city members, 36 industry members
It does not take long to judge a tourist attraction by first impression. The little things such as airport hallway, taxi driver and restaurant play a significant role in forming the image of a city. Guangzhou reminds of Hong Kong and Singapore with charm and modern facilities. In addition, the classical lattice doors and red lanterns create a romantic and dreamy atmosphere. For those who love urban lights and exotic urban circumstance, Guangzhou will be the best choice in China.
Sanya, Jewel of Hainan, China

In Hainan, an island that lies just off the coast of Vietnam, is Sanya, the most popular tropical resort city of China. Roughly on the same latitude as the island of Hawaii, this hidden jewel of China’s southernmost island boasts warm sunny weather, white sandy beaches and majestic mountains with deep forests and rivers which makes it a destination for a special vacation. Not just relaxing in the beach-front resort there are plenty of things you can expect in Sanya.

Where to go

Yalong Bay

The crescent-shaped bay is 25 kilometers away from Sanya and about 7.5 kilometers long. With its beautiful scenery, white sand beach and coral reefs abundant of colorful fish, the beach is one of the most beloved places for travelers to linger on. After enjoying sunbathing and marine sports, fresh oysters served in beach-front restaurants will delight you with mouthwatering dishes. There are well-managed resorts, hotels, villas located around the Yalong Bay, and in the center you can find a 27-meter totem pole of local Gods and legendary features.

Tianyahaijiao

Tianyahaijiao is a famous scenic spot on Hainan Island. Located at the southwest seaside of Sanya, the name literally means the end of sky and the rim of the sea. Strolling along the beautiful coast at Tianyahaijiao like Chinese poets in ancient times. The azure blue sea, the sky and numerous rocks of various sizes and shapes will entertain your eyes.

Nanshan Tourism Zone of Buddhism Culture

The 108-meter Bodhisattva Guanyin statue standing on a huge lotus-shaped platform on the sea is one of the most impressive things you can find in Sanya. The 108-meter Bodhisattva Guanyin statue is said to be “No. 1 bay under the sun” on the south, and the island itself is a paradise with soft white sand, crystal clear blue sea, and coral reefs. Tourists can find a new world!

Wuzhizhou Island

Wuzhizhou Island, lying in Heping Bay, 30 Km away from the center of Sanya. With an irregular butterfly-like shape and a total coastline of 5.7 km (3.54 miles), it is said to be “No. 1 bay under the sun” on the south, and the island itself is a paradise with soft white sand, crystal clear blue sea, and coral reefs. Tourists can also visit and see the Goddess Matsu Temple, Lover’s Bridge, Sunrise Rock, Gold Turtle Stretching toward the Sea, Lover’s Island and the Life Well.

What to do

Water Sports

Snorkeling, surfing, parasailing, diving, yachting… Sanya is a place to visit if you love sun and the sea. Mandarin Oriental Hotel, one of the luxurious accommodations you can choose in Sanya, especially recommends you to dive in Dadonghai which is known as China’s Golden Coast. Riding a bamboo raft in the Wanquan River valley can also be your selection during your stay. Sanya boasts state-of-the-art golf courses, so if you’re not into water sports, you can always enjoy the warm weather on the green field.

Hot Spring

Why miss extra care for your soul, muscle and skin? You can visit natural hot springs rich in minerals and trace elements in Sanya where you want a relaxing moment and expect a medical solution for your pains. Chinese Physical Therapy like healing herbal spa, foot massage, Chinese massage, acupuncture, cupping or even Taichi practice is available for your health and restoration.

Wilderness Adventures

Hainan province is slightly larger than Hawaii, and here you can explore a cave or visit a tropical forest if you want, if not enjoy the white sand beach or modern entertainment. The Lushui Case in Lishui Town on the Garbling Tropical Forest can be perfect places where you can reveal and satisfy your spirit of adventure. Find a new world!

Irkutsk – The Paris of Siberia

Occupying a good majority of the Northern Hemisphere, Russia spans as many as 11 time zones. Having a three-hour time difference from Vladivostok and five hours apart from Russia, Irkutsk is situated slightly to the east of Russia. It takes almost three days to reach Vladivostok from the city by the Trans-Siberian Railway. Foundation of the city dates back to 1615 when the Cossack Cavalry Corps that led the Russian attempt to conquer Siberia began to build a small town along the Angara River. Since then, the town continued to grow as a strategic foothold of the eastern Siberia region for the conquest campaign to be promoted to a city in 1686, and in the early 18th century, the campaign resulted in conquering over 80% of the entire Russian territory and the city emerged as the center of traffic, cultural, trade and educational activities. The Dekabrist revolt, or the December revolt in English, was a milestone in the development of Irkutsk as a modern city.

Irkutsk is the only city in Siberia that has a long history spanning over 350 years. Those of us who have simply thought of the city as just a gateway to Lake Baikal, or ‘Pearl of Siberia’, now need to get to know the city has by far more than that. The traditional European-style buildings that you see built along the Angara River while your flight approaches its airport are only the beginning of what the city has to offer.

Lake Baikal – The Blue Heart of Siberia

With its deepest point being 1,714m, Lake Baikal is the world’s deepest freshwater lake and was declared to a UNESCO World Heritage Site in 1996. Looking as lake as a turquoise stone, the lake in the summer exudes refreshing smell of lush trees surrounding it and demonstrates a mystic appearance of a frozen lake showing tapping waves in the winter. Lake Baikal hosts about 1,000 species of plants and about 2,500 species and varieties of animals. One of the most famous animals living in the lake is ikiru, a nickname for the smallest but longest-living freshwater seals native to the lake. In order to properly appreciate the lake, tourists need to begin their itinerary at Olkhon, an island eight hours distant from Irkutsk by bus. The island is one of the 27 islands located within the lake, and is the best place to appreciate all around the lake. For those with a very limited tour schedule, a visit to Listvyanka is recommended, which can be reached in an hour by car from Irkutsk. Listvyanka, a village situated where the Angara River meets Lake Baikal, is the site of the Baikal Limnology Museum and is where one can enjoy a fascinating combination of Omul fish specialties and vodka.
Expected Effects of Tourism Expo: A Case-Based Approach

Along with the Olympics and the World Cup, the World Expo is one of the three pillars of international events. In terms of economic effect (ex: length of the event, number of tourists, etc.), the World Expo is greater than the Olympics and the World Cup. In general, the World Expo (science technology / cultural events) is the largest event (ex: length of the event, number of tourists, etc.) in the world. For example, it has been planned to attract 1.3 million tourists. A variety of programs under a unique theme such as an exhibition of industrial development have greatly appealed to visitors and tourists. The World Expo which has been prepared for two years is significant in expanding the fields of its exposition by covering the lighting world in living, industry, advanced science and art in 9 exhibition halls under the theme of ‘Light’ and ‘Photonics Industry’. In this festival which was held across the city, the concept of ‘City Art’ which sees the entire city as an art center was first introduced. As a result, the city attracted over 470,000 tourists. The organizing committee of the World Photonics Expo 2010 Geangju said that approximately 500,000 people from areas other than Geangju and the Chonnam Area and 84,000 foreigners visited the World Expo.

Keyword in Recent World Expo – ‘Theme’

Expo 2010 Geangju, Korea

The World Photonics Expo 2010 Geangju which ended in early May was directed by the world’s renowned lighting designer ‘Alain Guilhot’ who has designed lightings for famous facilities around the world such as the Eiffel Tower in Paris, Twin Towers in Kuala Lumpur and urban lighting in Cannes. For 38 days, approximately 1.48 million people visited the World Expo. In fact, it had been planned to attract 1.3 million tourists. A variety of programs under a unique theme such as an exhibition of industrial development have greatly appealed to visitors and tourists. The World Expo which has been prepared for two years is significant in expanding the fields of its exposition by covering the lighting world in living, industry, advanced science and art in 9 exhibition halls under the theme of ‘Light’ and ‘Photronics Industry’. In this festival which was held across the city, the concept of ‘City Art’ which sees the entire city as an art center was first introduced. As a result, the city attracted over 470,000 tourists. The organizing committee of the World Photonics Expo 2010 Geangju said that approximately 500,000 people from areas other than Geangju and the Chonnam Area and 84,000 foreigners visited the World Expo. After all, the World Photonics Expo 2010 Geangju has become a prime example of the success of the World Expo, showing its positive effect on local economy and industry.

Economic Effects 3.49 Times Greater than the 2008 Beijing Olympics and Shanghai Expo 2010

The Shanghai Expo 2010 in which 57 organizations from 169 countries participated opened on May 1. The Shanghai Expo Bureau said that the accumulated number of visitors to the World Expo exceeded 50 million at the end of June. It has forecasted that the figure would reach up to 70 million by October 31. Chenxinkang, the director of the World Expo Economic Research Institute at the Shanghai University of Finance and Economics, predicts that the Shanghai World Expo would be 3.49 times greater than the Beijing Olympics with CHY 79.477 billion in terms of economic effect and reach CHY 46.864 billion in terms of consumption. It is also forecasted that about 35% of the visitors to the World Expo would tour the neighboring cities. Thanks to the expo, the tourism revenue (direct revenue: CHY 11 billion, indirect revenue: CHY 60 billion) will dramatically increase (by 50%) this year. While preparing the World Expo, the City of Shanghai has focused on improving accommodations. The Shanghai Expo Bureau plans to keep promoting homestay programs (ex: rural village, college dorm, etc.) and improving the tourism infrastructure. The infrastructure (ex: road, subway, airport, etc.) which has been developed for the expo is also very important for promoting the local economy and tourism industry. The municipal authority has newly developed 39 roads (110km in total) around the expo site to reduce traffic congestion, improved water tunnels (17 in total) such as Xi Zhang Nan Lu and significantly expanded subway lines. Shanghai only had three subway lines in 2002 when its bid for the Expo 2010 was finally accepted. Thanks to the World Expo, the subway lines increased up to 9 lines. The Hongqiao Airport in which CHY 36 billion has been invested is evolving into a hub of transportation. Featuring a high-speed train, maglev train and subway, the airport can handle 650,000 passengers (up to 1.1 million passengers) per day.

Yeosu is Next, Potential for the Yeosu Expo 2012, Korea

It is forecasted that the Yeosu Expo 2012 would create KRW 10.03 trillion of production inducement effects. In addition, it is estimated that about 6 million tourists will visit Yeosu and neighboring cities during the World Expo (for three months). If the Yeosu Port is developed into a tourist and leisure port after the World Expo, in particular, Yeosu will be able to emerge to a pastoral city for the Namhaean Tourism Belt Project. In addition, Gyeongnam and Jeju as well as Jeonnam will be further developed as well. After all, Namhaean will become a hub of marine and tourism industry with its rich and abundant marine resources and make a big contribution to national balanced development. Jeonnam-do has decided to invest a total of KRW 12 trillion until 2011 to develop the infrastructure for the World Expo such as the Jeonju-Ganggang Highway and access road to the Yeosu National Industrial Complex. This year alone, KRW 2.2 trillion will be spent to accelerate the preparation of the major international event.

Future Directions and Challenges

The World Expo does not always guarantee success. According to a study on the expo which went into the red with the low number of tourists, they failed to set a specific and consistent goal in the process of planning and policy making. In addition, profitability and publicity are also important along with a goal-oriented mind. For this, it is desirable to separate the exhibition area into two areas; area for profit and area for public benefits. For example, Brisbane in Australia developed the expo area (59664hm²) into Citicorp Park (16258hm²), Convention & Exhibition Center (66115m²) and apartment complexes and a concert hall (198374m²). After the Seville Expo 1992, Seville (Spain) also developed the exhibition area (214876hm²) into a Science & Technology Area, Urban Culture Area and Administrative Service Area (16258hm²) in total. It could be one solution for the success of the World Expo to divide the exhibition space into several sections and group them with diverse purposes.
Since this year, the first year of ‘Visit Korea Year (2010 to 2012),’ many people have worked hard to attract more tourists from around the world. I had an interview with Seong-Un Hwang, the director of International Tourism Division of Ministry of Culture, Sports and Tourism, who has made his best efforts to develop tourist products and advocate Korea to the world.

What is the role of the International Tourism Division? Please briefly describe its activities so far.

The International Tourism Division of Ministry of Culture, Sports and Tourism is aimed to advertise Korea to the world and attract more tourists. For this, it has developed and advertised fun and exciting tourist products, trained English-speaking guides and improved tourist information systems. Recently, it has paid great attention to high value-added medical tourism and the MICE industry.

Last year, tourism industry went through a lot of difficulties due to unfavorable market conditions. Briefly describe current status and prospect of the global tourism industry.

Last year, the tourism industry went through a rough phase around the world due to the global economic crisis. Korea also experienced a dramatic decline in the number of foreign tourists due to the economic slowdown and outbreak of the H1N1 flu. On the contrary, the number of inbound tourists significantly increased (over 7.8 million tourists) because of favorable foreign exchange rates and the charm and beauty of Korea. With a rapid economic recovery, the tourism industry has a bright prospect this year. In Korea, the number of outbound tourists as well as inbound tourists has greatly increased as a sign of economic recovery.

You have designated and supported travel agencies that have accomplished great achievement in attracting foreigners. Are there any other projects you are working on?

The biggest project right now is the ‘Visit Korea Year’s’ campaign from 2010 to 2012. We have worked hard to develop fun and exciting Korea with diverse interesting events such as the [image].

Is there any role-model city or project to promote international tourism?

Recently, many countries around the world have increased their investment in tourism. Among them, Singapore has especially stood out. Huge modern resorts such as the Marina Bay Sands and Resort World Sentosa are very fascinating. In fact, Singapore has spent a lot of money on the construction of large resorts taking tourism as the nation’s key industry. We also need to understand the impact of tourism on the national economy and its potential and possibility. I hope that we would be able to expand the tourism market by promoting large-scale development projects.

Some tourists except for those from Asia see Korea as just a stopover on their way to China or Japan. What is the biggest obstacle in attracting foreign tourists, and what efforts have you made to get over it?

We have to admit that it is not easy to visit Korea from Europe and the U.S. Some tourists except for those from Asia see Korea as just a stopover on their way to China or Japan. What is the biggest attraction in Shimonoseki as a tourist destination?

The biggest attraction can mean different things to different people. Shimonoseki is the center for creativity and innovations of the fourth largest country in the world and an exciting spot to mix business with pleasure. It’s the complexity, the contrariness and authenticity that make Shimonoseki such a thrilling place to be.

What is the tourism development plan or process for your city? What is the biggest attraction of Shimonoseki as a tourist destination?

Located at the western extremity of Yamaguchi Prefecture, Shimonoseki faces Moji Port on the neighboring Kyushu Island, across the Kanmon Strait. The city has one of the nation’s top six ports and ranks No.1 in terms of blowfish catching in Japan. I had an interview with Kiyotaka Nakagawa, Director of International Affairs Division of Shimonoseki City.

Kiyotaka Nakagawa
Director of International Affairs Division
Shimonoseki City

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Shimonoseki City

Since a long time ago, Shimonoseki City has been a prosperous fishing city with the most abundant catch of seafoods such as the blowfish and anglerfish. Tourism, entering the 21st century, the number of tourists visiting Shimonoseki has dramatically increased. As a result, tourism as well as fisheries has become very important in Shimonoseki. The role of the International Affairs Division is to promote international exchange and help adolescents grow into global experts. We have also promoted tourism using the international network for four years.

There are many beautiful harbor cities in the world including Sydney, Napoli and Busan. Do you have a role model city of Shimonoseki as a global harbor city?

Actually, we do not have a particular role model city. We just aim to become a world-class harbor city by taking advantage of its scenic nature such as the strait. The Shimonoseki Strait and Tsuonokama Island have often appeared on TV shows and movies because of its picturesque landscape. Tsunoshima has even been called, ‘the Island Nearest to Heaven’. You can also meet a healthy and clean river and enjoy a fun Firebug Tour. In addition, our safe and tasty tap water has even been aired on national TV.

What is the tourism development plan or process for your city? What is the biggest attraction of Shimonoseki as a tourist destination?

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The Shimonoseki Aquarium located in front of the Kanmon Strait and Shimonoseki Fish Market have attracted about 3 million tourists every year. In addition, there are many other fascinating tourist attractions such as Chofu (samurai town) and Ganryujima Island where the greatest swords duel happened in 1612. The Shimonoseki Aquarium which opened in 2001 is slated to be remodeled this year. In addition, Penguin Village (7,005 tons), the world’s largest penguin exhibition facility, has recently opened.

What is the tourism development plan or process for your city? What is the biggest attraction of Shimonoseki as a tourist destination?

As a part of international exchange and international tourism policy, Shimonoseki has offered Kitose (the art of wearing a kimono). Under this program, foreign tourists can experience Japanese culture in person and get along with locals.

Shimonoseki is a small remote city. Therefore, we are going to promote marketing (ex: making brochure and DVDs, etc.) and develop more fascinating and attractive tour programs in cooperation with other cities such as Fukutsuka and Kyushu.
Kumamoto, Japan
Aug. 15 to 16
Tamao Tani Matsuri (Yamaga Lampion Festival)
Venue: Center of Yama City
This festival is held at the Shinya Shrine in Kumamoto as one of the three greatest summer festivals in Kumamoto, known as the “Three Great Festivals”. Yama City is located in the Land of Fire Festival, held in mid-August in Kumamoto City. Yama City has a long history dating back to the ancient city of Yama. The festival is held on the 15th of August, and it is a traditional festival held by the people of Yama.

Gwangju, Korea
Sept. 3 to Nov. 7
Gwangju Biennale 2010 — Ma in Bo (10000 Lives)
The 8th Gwangju Biennale is a research project about explorations between people under the theme of “10,000 Lives”. More than 100 artist who have been working since 1993 will be participated and especially new projects will be exhibited. The Biennale exhibits the form of temporary museum with exhibition of all works and cultural creative works. Different people, symbols, faces, music, stills and stories will be combined in a unique exhibition.

Brorhuslen, Russia
Sept. 7 to 10
Bor Khalal Economic Forum
This investment and commercial forum will be held in Ekaterinburg from 7th to 9th of September. It is an international business fair that will bring together business leaders from the world

Jeju, Korea
Aug. 12 to 20
Jeju International Wind Ensemble Festival
Venue: Jeju Culture and Art Center, Jeju Seaside Arts Center, Seogwipo-own Central Falls Hall, Eunjeo Seaside stage and Jeju-brass music. These music is performed for outdoor concerts. 20 concerts from 9 countries will participate in ensemble concerts while participants will take part in the Street Parade, Welcome Concert and Brass Music Camp. Furthermore, the Jeju International Wind Ensemble Festival is one of the World Federation of International Music Competitions to prove its quality. The winner of this festival will have a chance to play with the Jeju phosphorescent orchestra.

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Shimonoseki, Japan
Aug. 13
Kammen Kaiiko Fireworks Festival
Venue: Akiha Port Area to this entire KamiKaiko Island (mainland)
The fireworks festival lights up the summer night sky of the KamiKaiko. More than 13,000 fireworks are set off from both Shimonoseki (Hinokawa and Midok) and Akiha. The fireworks display is set against the beautiful background of KamiKaiko.

Qingdao, China
Aug. 4 to 9
Qingdao International Beer Festival
This festival is the only one of the three great summer beer festivals in China, known as the “Three Great Beer Festivals”. The major events of “Asian Month”

Guangzhou, China
Aug. 24 to 30
Guangzhou International Film Festival
The 6th Baikal Economic Forum will be held in Irkutsk from 6th to 9th of September. It is one of the largest Russian business affaires, the key event in economic and political activities of such nations as Siberia and Far East. IRF is held in Irkutsk every two years, and all participants are Russian top leaders and representatives of national as well as foreign elites of business. By the time of the realization of the IRF, the cultural and mutual understanding will have progressed special programs, and the museums will have open new expositions devoted to the region’s history. One more important element of the IRF cultural programs is the festival in the architectural-ethnic open air museum “Tolstoy”. The museum is the site of cultural heritage of the region. The IRF cultural programs will be characterized by a wide range of cultural and artistic activities. Established in 1990, IRF has become a major event in the cultural and economic life of the region. It is a platform for further deepening the circle of exchanges of such regions as Siberia and Far East. BEF is developed through the “Asian-Pacific Exposition” held in 1990. Fukuoka began putting on “Asian-Month” in 1990, an activity to foster the circle of exchanges of Asia. Prior to the official start of kungpu, the festivities focused on the cultural exchange between Korea, China & Japan and the future of cultural exchange of 21st century. Experts from various countries will be invited and be encouraged to participate in the forum of exchange.

Shakitaka, Russia
Aug. 25 to 28
Incheon International Airport Sky Festival
This festival is the only one of the three great summer beer festivals in China, known as the “Three Great Beer Festivals”. The major events of “Asian Month”

Japanese
Aug. 25
Kaishun, Chinese Taipei
Aug. 24 (7th) & 15 (1st) Moon Festival
Ghost Festival
Just as the West has Halloween for ghosts and ghouls, so does Japan have a holiday to celebrate the Chinese souls of the underworld. Prior to the official start of kungpu, several ceremonies are held in temples to call on the souls of the underworld. As for the men, they reproduce the scene of welcoming the Emperor and line up in a Pine Torch Procession in ancient costumes.

Chinese
Sept. 15 to 19
Pride of 1000 years of Thang Long
Ho Chi Minh, Vietnam
The pride of 1000 years of Thang Long is celebrated. These events are celebrated at Kraton and South Sea, Kanjeng Ratu Kidul. The people of Yogyakarta is actually a ritual meant to commemorate the long relation of paying tribute to the moon has been replaced by a wide variety of interesting recreational activities. For the ghosts of those killed by water lanterns are released on waterways to lead the way to shore. The ghost Festival is more modest and the Kikusui-machi Kofun Matsuri, or the Kikusui-machi

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Indian
Aug. 17 to 18
Yogyakarta, Indonesia
Aug. 25
Labuhan Ceremony
Venue: Parang Kusuma Beach, the Sunament of Mount Merapi Mount Lawu.
This ceremony is a very auspicious ceremony and is actually a ritual to commemorate the long relations between the state and the people of Yogyakarta. With the festival being the major events of “Asian Month”

Chinese
Sept. 17 to 26
Fukoka International Film Festival
Fukuoka, Japan
Fukuoka is a major economic city in Kyushu, Japan. The city is a major cultural center and is known for its strong traditional arts and crafts.

Chinese
Sept. 21 to 26
Fukoka International Film Festival
Fukuoka, Japan
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Russian
Aug. 25
Yogyakarta, Indonesia
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This ceremony is a very auspicious ceremony and is actually a ritual to commemorate the long relations between the state and the people of Yogyakarta. With the festival being the major events of “Asian Month”

Chinese
Sept. 24 to Oct. 3
Pacific Meridian Film Festival
Venice
This festival is the only one of the three great summer beer festivals in China, known as the “Three Great Beer Festivals”. The major events of “Asian Month”

Russian
Aug. 25
Yogyakarta, Indonesia
Aug. 17 to 18
Labuhan Ceremony
Venue: Parang Kusuma Beach, the Sunament of Mount Merapi Mount Lawu.
This ceremony is a very auspicious ceremony and is actually a ritual to commemorate the long relations between the state and the people of Yogyakarta. With the festival being the major events of “Asian Month”

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Fukuoka, Japan
Fukuoka is a major economic city in Kyushu, Japan. The city is a major cultural center and is known for its strong traditional arts and crafts.
Jeanju, Korea
Oct. 1 to 5
Jeanju International Water Festival
Venue: Soo Art Center of Jokuk-dong, Jeonju Hanok Village
The Jeanju International Water Festival is a global music festival centered around Korea’s sprints of vocal and music groups. It is a top-singing water festival—which Korean and global music come together in harmony. The festival stages various performances from diverse performers feasting artists in any genre of music, to master performances of water world-renowned artists. The Jeanju International Water Festival is a ‘year’ which everybody can join, a joyful festival of people and nature.

Busan, Korea
Oct. 7 to 15
Pusan International Film Festival
Pusan International Film Festival became the most dynamic movie festival and the largest movie festival in Asia since its inception in 1996. The festival has been serving as a showcase of the development of Korean movie industry through improving production and distribution conditions, while the movie festival also escalated the image of the city Pusan and Korean movies in the international stage. Visions of different regions and different genres invited to the festival for competing chances to become the hit of the movies around the world. In addition, talented Asian movies and outstanding movies are supporting to vented world for Asian movie.

Shanghai, China
Oct. 1 to Nov. 30
Shanghai International Art Festival
Shanghai is one of the important cities of the People’s Republic of China. The city is one of the leading centers of art and culture in China. Shanghai boasts a rich cultural heritage and culture that can be traced back to more than 2,000 years. Shanghai celebrates a number of international festivals and the Shanghai International Art Festival is an important yearly calendar in the city. The Shanghai International Art Festival is approved by the State Council of the People’s Republic of China. This festival is recognized as the very national level arts festival in the country. The festival is sponsored by the Ministry of Culture and organized by the Shanghai Municipal People’s Government. Shanghai International Arts Festival has progressed for 11 years successively since 1999 when it first held. It has become one of the main cultural festival of foreign cultural exchange and has won the award as China’s most influential cultural festival.

Hyori, Korea
Oct. 7 to 9
Nagasaki, Japan
Nagasaki International Arts Festival
Nagasaki International Arts Festival is one of the largest and most impressive international art fairs in the world, with world classics from prestigious groups, drama and mime performances from all around the world, including many influential festivals. During the festival, tourists can enjoy various performances from all over the world including world classics from prestigious groups, drama and mime performances from all around the world. The festival is recognized as the only national level arts festival in the People’s Republic of China. This festival is recognized as the only cultural carnival which is held at night, thus it will add another excitement to the festival. The Jeanju International Water Festival is a ‘year’ which everybody can join, a joyful festival of people and nature.

Gyeongju, Korea
Oct. 8 to 10
Silu Cultural
The Silu Cultural is an event with 3-day time, one of the most famous and most impressive to celebrate the country’s ancient Silu Kingdom. The celebrations are held in Gyeongju, the capital of the Silu Kingdom, throughout the Gyeongju valley, where there is a great treasure of historic buildings; the Bulguksa Temple, one of Asia’s finest Buddhist shrines with a granite drum; Cheomseongdae, a seventh-century bottle-shaped stone astronomical observatory, and many more. The Silu Kingdom creates the world’s earliest known extant astronomical observatory; the Bulguksa Temple and the Silla Culture is a world cultural heritage. The Silu Cultural is an event which is held with the celebration of the Silla Kingdom.

Incheon, Korea
Oct. 7 to 10
Incheon Saronjeo Festival
Saronjeo, Incheon attains international tourist by a year starts the abundant natural resource. The Incheon Saronjeo Festival was established in 2001 and it is celebrated every year. This festival is held for the 14th anniversary this year. The festival held to introduce to the outside the chaos but good-quality firstly it is the only conventional fishing port in the metropolitan area. The uniqueness of the port area, long port history, Sonja wetland eco park and beauty of a port at the Yellow Sea attracts more and more tourist every year.

Jakarta, Indonesia
Nov. 1 to 30
Art Summit Indonesia
Art Summit Indonesia is an international contemporary art festival presenting performing groups from foreign countries. This Art Summit Indonesia is a horizon for cultural interaction among nations in contemporary arts through art performances, exhibitions and seminars. The festival runs every three years. The event program’s target is to place in various cultural centers performing Indonesia, throughout related cultural capital, such as Gedung Kesenian Jakarta, Taman Ismail Marzuki, Theater Taman Mini and the Gajah Institute.

Jeju, Korea
Nov. 11 to 13
Vitamin Jeju Orange Festival 2010
The Jeju Orange Festival is held each year in Jeju Island for the quality of Jeju mandarin oranges, a local specialty of Jeju Island. Organized since 1991, it is recognized as the most representative festival in Jeju. Held at the same time as the Jeju Agricultural Fair these are more than once to see and enjoy. The festival offers double pleasures, as visitors can enjoy the beautiful scenic 100 miles of Jeju Island while savoring Jeju mandarin fruits.

Bangkok, Thailand
Nov. 25 to 28
Daegu Fashion Fair
The Daegu Fashion Fair is an international event to exhibit the fashion industry in Daegu. It is one of the largest and most influential fashion events in South Korea. The Daegu Fashion Fair is the biggest fashion fair in the world with over 50,000 visitors from around the world.

Georgetown, Malaysia
Nov. 27 to Dec. 5
Penang Floral Fest 2010
Penang National Garden
The PenangFest (Penang Festival 2010) is expected to draw beyond 50,000 local and foreign visitors to Penang National Botanical Garden, it is the longest running garden show in Asia. It will be celebrated for its 10th anniversary and it will be held from 27th November to 5th December. The PenangFest will be held to raise up fashion and fashion industry. All people related to the textile & fashion business will visit the fashion fair & textile & fashion industry, including apparel production, design, logistics and marketing can be all seen at the fair. Fashion & textile designers and foreign buyers have more chances to do business with the latest designs and materials.

Osaka, Japan
Nov. 22 to 23
Shimoseki Festival
Venue: Sakai-ku, Osaka
The Shimoseki Festival is dedicated to the god of Deishukai, Osaka’s medicine district, and to Shinto, the Buddhist hospital of medicine from China, Sakai’s Kamo Shrine. It is originated when drop dealers in Deishukai created new pills and invited paper tiger before the altar to pray for the eradication of epidemic cholera in 1634.

Nov. 11
Oktoberfest Vietnam
Venue: Central Hotel
Oktoberfest Vietnam is a celebration of Germany’s most famous festival, held annually in October in countries around the world. In Vietnam, the festival will be held in Hanoi and Ho Chi Minh City.

Nov. 20
Beer Garden Festival
Nov. 11
Village Beer Garden Festival
Venue: Windsor Plaza Hotel
Oktoberfest Vietnam
Venue: Central Hotel
Oktoberfest Vietnam is a celebration of Germany’s most famous festival, held annually in October in countries around the world. In Vietnam, the festival will be held in Hanoi and Ho Chi Minh City.

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Melaka is a small historical city located on the southwest of Malaysia facing the Straits of Malacca. Despite its low popularity, the city is meaningful from a historical point of view. The entire city has even been named as the UNESCO world heritage site. I had an interview with Datuk Yusof Jantan, mayor of Melaka, and explored the unknown charm and potential of Melaka which has long been a hub of maritime transportation and east-west trade.

**Mayor of Melaka Historical City Council**

**Datuk Yusof Jantan**

In terms of portion of the tourism industry, this industry managed to contribute 70.10% or MYR 11.2 billion in year 2009.

What is the main purpose of the travelers visiting your city?

The main thing for visitors when they think about Melaka is History. So they came to see the 600 years old history. From the early Malay Sultanate, the omission of Portuguese, Dutch and British. Now Melaka is moving towards another sector – A Theme Park State for all families. Starting with A Famosa Water World, Taming Sari Gyro Tower, Eye on Melaka, River Cruise, Duck Tour and now Melaka Wonderland.

From the viewpoint of a Melaka citizen, what do you think is the greatest charm of traveling Melaka City?

Melaka is the third smallest Malaysian state, after Perlis and Penang. It is located in the southern region of the Malay Peninsula, on the Straits of Malacca. It borders Negeri Sembilan to the north and the state of Johor to the south. The capital is Melaka Town. This historical city centre has been listed as a UNESCO World Heritage Site since 7 July 2008. Although it was the location of one of the earliest Malay sultanates, the monarchy was abolished when the Portuguese conquered it in 1511. The Yang di-Pertua Negeri or Governor, rather than a Sultan, acts as the head of state. Melaka is administered by its State Assembly and Executive Committee (EXCO). The State Assembly represents the highest authority in the state and decides on policy matters. The EXCO is responsible for the State Assembly and comprises members who are appointed every five years by the political party in power. It is headed by the Governor (Yang Di-Pertua Negeri) who is appointed by the Yang di-Pertuan Agong of Malaysia.

What is the biggest attraction of Melaka as a tourist destination?

The biggest attraction in Melaka are the heritage sites in Banda Hilir, Melaka. In terms of statistics in 2009, the biggest attractions are Islamic Museum, the Taming Sari Tower, Melaka River Cruise, Zoo Melaka and the Proclamation of Independence Memorial.

**How do we get to Melaka City?**

By Road

Melaka is only 144km or a two-hour drive from Kuala Lumpur and 224km or 2 hours 30 min. from Johor Bahru. The North-South Expressway runs through the state and provides easy access to its attractions. The new bus and taxi terminal, Melaka Central, is about 6km from the city. Buses, air-conditioned coaches and taxis are here. The transportation hub also has a shopping arcade and a bazaar.

By Sea

Melaka is a favorite stop-over destination for cruise ships. Ferries also ply between Melaka and Dumai in Sumatra.

By Air

Batu Berendam, a small airfield, 9km from Melaka city accommodates light aircraft. For those arriving by air at the Kuala Lumpur International Airport, it is possible to take a taxi or a coach to Melaka. Melaka can be accessed from 3 toll exits via Ayer Keroh, Sintang Ampat, Alor Gajah and Lipat Kajang, Jasin as well as other interstate routes. The most popular route is Ayer Keroh and with a straight route it will bring any traveler to the heart of the town (18km).

Do you have any new strategies or plans to develop tourism products in the future?

Promoting Melaka as a must visit tourism destination with the theme of ‘Visit Historic Melaka Means Visit Malaysia’ and ‘Melaka World Heritage City UNESCO’. Various promotions through Mission Sales, Travel Marts, Roadshows, Fam Tours and Festival Tourism have been implemented in Melaka, other states in Malaysia, and in countries with traditional markets such as Singapore, Indonesia, China, Taiwan and Hong Kong.

Enhance promotion through distribution of materials such as brochures, books, corporate video, websites and publicity through media. Implement promotion programs by organizing and participating in the travel events held in Melaka or in other countries at national and international level. To sustain the tourism development in Melaka with strong market penetration, new technology such as the green technology and enhance services at an international level.

In what field do you think TPO should make more efforts to develop the organization into a leading tourism organization in the Asia Pacific region?

Increase the level of tourism product awareness by introducing niche products and to encourage product distributors and operators to develop services and products suitable for international markets.

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Rediscovery of Guangzhou

It does not take a long time to judge a tourist attraction on its first impression. The little things such as the airport hallway, taxi driver and restaurants play a significant role in forming the image of a city. Guangzhou reminds of Hong Kong and Singapore with its charm and modern facilities. In addition, the classical lattice doors and red lanterns create a romantic and dreamy atmosphere. For those who love urban lights and exotic urban circumstance, Guangzhou will be the best choice in China.

Editor Su-Jin Kim  Photo Choon-Keun Oh
01. A stunning and magnificent artificial stalactite cave decorated with real stalactites in Guilin.
02. Be careful not to be frightened by a large number of (approximately 100,000) carp in Baomo Garden. The beautiful and colorful fish make the garden more elegant and romantic.
03. On your way to Baishuizhai Mountain through 9,999 stairs, brisk and lively waterfalls make you refreshed and recuperated.
04. The acrobatic and thrilling circus performance can be viewed at Chimelong.
05. You can see giraffes and zebras roaming and lions and tigers yawning at Chimelong Zoo, not in the African savannah.
06. Interestingly, dead bodies were wrapped with the graveclothes which were decorated with jade in Nanyue Kingdom. They believed that jade would prevent the corpses from easily decomposing.
07. Due to the stylish and refined roof lines and unique architectural styles, Yuyion Village is known as one of the most beautiful gardens in Guangdong.
08. Beijing Road, the heart of Guangzhou shopping, is famous for the red lantern. At night, you can witness what Beijing Road had been like under the red lantern about 1,000 years ago.
09. You can witness the rapid growth of Guangzhou in a Pearl River Cruise.
Course 1: Guangzhou Tour by Subway

West Han's Nanyue King Museum

This museum appears in every Guangzhou travel guide. If you want to learn the history of Guangzhou, it is a must-visit destination. It was built on the site of the Western Han Nanyue King’s tomb which was discovered in 1983. 11,465 artifacts and 15 bodies were excavated in this 14,647 m² wide tomb. Grave clothes made of jade pieces and silk threads, flower basins, medicinal herbs and jewels are showcased. You will be stunned by the huge amount of treasure on the 1st to 3rd floors. It is also recommended to tour around the site of the tomb on the backyard.

Directions: Get off at Yuexiu Park Station (Line 1) Opening Times: 09:00–17:30 (closed on February 28, August 31) Admission Fee: CHY 12 (adults) / CHY 5 (college students) / free (adolescents and children) Website: www.gznywmuseum.com

Guangzhou TV Tower

Guangzhou TV Tower standing tall in the middle of the city is very appealing because of the thin waist of the tower, and not just because of its height (614 m), the second tallest tower in the world. The structure and the wall is a completely empty space without floors and walls. Here, visitors can enjoy the true beauty of the modern architecture. A theater, two rotating restaurants, shopping center and rotating observation wheels are all scheduled to open before the Asian Games.

Directions: Get off at Tianhe Sports Center Station (Line 1) Opening Times: 09:30–21:00 Admission Fee: CHY 150

Pearl River-InBev International Beer Museum

There is nothing better than a cold beer on a hot day. Zhujiang Beer, the pride of Guangzhou, is one of top 10 beer brands in China. It is named after Zhujiang which passes through the city. It is available in different tastes for low prices. It is recommended to visit the Beer Museum to learn all about the Zhujiang Beer. The tower is a spectacular night view.

Directions: Get off at Province Museum Station (Line 1) Opening Times: 09:00–18:00 Admission Fee: free Website: www.gzcjc.com.cn

Yuexiu Park

Featuring beautiful hills and lakes, the Yuexiu Park is the lump of Guangzhou. As the largest park in downtown Guangzhou, it is as large as 868,000 m². You can often see locals practicing Tai Chi and playing Chinese chess in the park. It is the Five Ram Stone Statue, a mascot of Guangzhou 2010 Asian Games, which draws the greatest attention in the park. The 11-m tall statue made of 130 granite stones has a legend. Zhennan Tower, a red five-story building, is an exhibition hall in which historic relics excavated in Guangzhou are also on display. You can take a good rest over a fragrant tea here.

Directions: Get off at Yuexiu Park Station (Line 1) Opening Times: 08:30–21:00 Admission Fee: free

Chen Clan Academy

The Chen Clan Academy was constructed by the Chen’s family during the Qing Dynasty. Now, it is known as the Guangdong Folk Arts and Crafts Museum. The fancy but delicate ceramic roof styles are very eye-catching and elegant. The doors, windows, walls, roof ridge board and stone decorations on a folding screen are very fascinating as well. Porcelain, paper crafts, embroidery and ivory/woodstone sculptures are showcased under the themes of ‘Guangdong Embroidery,’ ‘Guangdong Sculpture’ and ‘Guangzhou Ancient Architecture.’ In the backyard, are charming sculptures which revolved the famous scenes of ‘The True Story of Ah Q (written by Lu Xun)’ in perfect harmony with old trees.

Directions: Get off at Chen Clan Academy Station (Line 1) Opening Times: 08:30–17:30 (ticket office is closed at 17:00) Admission Fee: CHY 10 (adults) / CHY 5 (middle school students) / free (college students and children) Website: www.gzjqi.com.cn

Pearl River Night Cruise

Zhujiang is a great place to tour around on a cruise ship because tourist attractions are developed along the river. In particular, it has a spectacular night view. The lights produced from the roofs of premium apartments clustered on the Er Sha Island and Shiamian Island decorate the dark sky. The Guangzhou Star Cruise is available from CHY 33 onwards for 1 and half to two hours. The price goes up (CHY 98) if buffet dinner on the 2nd floor is used. The price varies depending on what kind of food in served. Tea and coffee are free.

Directions: Get off at Haizhu Square Station (Line 1) Opening Times: 08:30–22:00 (ticket office is closed at 21:00) Admission Fee: CHY 98 Website: www.gzstar.net.cn

Er Sha Island

Er Sha Island in Zhujiang is like an art district. It features various famous art facilities such as the Xinghai Music Hall and the Guangdong Fine Arts Museum. Located between the Haizhi Bridge and Guangzhou Bridge, this island stands tall in the middle of Zhujiang. It has a great view of Zhujiang.

Beijing Road Shopping Pedestrian Street

Besides large modern shopping malls, the shopping street which is formed along the old narrow street is also very fascinating. You can see a lot of bright red lanterns hung in a 100-year-old tree on Beijing Road. You can also meet the 1,000-year-old Guangzhou road in the middle of the Beijing Road Shopping Street along which three big department stores and many shops.

Directions: Get off at Haizhu Square Station (Line 1) Opening Times: 08:30–22:00 (ticket office is closed at 21:00) Admission Fee: free Website: www.gzstar.net.cn

Pearl River

Zhujiang is called ‘Pearl’ according to the following legend. The king of the kingdom of Nanyue’ had a rare pearl which had never been shown to anyone. After he died, the treasure was buried by his body. Years later, one scholar rescued a nymph by chance. She gave the scholar the pearl as a token of appreciation. He sold the pearl to a Persian merchant at high price. However, the merchant accidentally dropped the pearl into the river. Then, the river became as clean and beautiful as the pearl. Since then it was named ‘Zhujiang River’.

Famous Nightlife Spots in Guangzhou

- Night Tour: Fargun Promenade

It usually is a fun and exciting place to see the past and present of Busan. Since the historical data and resources are written in Korean, you are not interested in Korean history. It is a fun and exciting place to see the hardness of the city. The entrance stands the magnificent Admiral Yi Sun-shin Statue. There is also a bell tolling ceremony at this park on December 31.

Address (the gate is closed at 17:00)

Tel: 82-253-3845~6

Tip

What is ‘Kingdom of Nanyue’?

Nanyue was established at the final collapse of the Qin Dynasty by Zhao Tuo, who was the military commander of Nanhai Commandery at the time. In its glory, the kingdom even had Vietnam under control. It was conquered and absorbed into the Han Dynasty in 111 BC.

Guangzhou Tour by Subway

West Han’s Nanyue King Museum ➔ Yuexiu Park ➔ Liurong Temple ➔ Chen Clan Academy ➔ Pearl River-InBev International Beer Museum ➔ Beijing Road Shopping Pedestrian Street ➔ Pearl River Night Cruise

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Course 2  Let’s go to the outskirts of Guangzhou!

Baomo Garden → Nan Yue Garden → Yuyin Village → Conghua Hot Spring Scenic Spot (Bishuiwan Hot Spring Holiday Inn)

**Baomo Garden**

The Baomo Garden is known as the ‘Summer Palace in Guangzhou’ with a 100-year old history. It was built during the late Qing Dynasty but destroyed by the Red Guards during the Cultural Revolution. It was restored in 1995. The 6,000m²-wide garden is connected with red-roofed trails which are blocking rain and sunlight. It features a modern swimming pool, exquisite national treasure and charming antique architecture. You can also meet hundreds of thousands of goldfish. The famous 52m-long Ginger Ming scroll titled ‘Qingming Shanghe Tu’ is made of 1,320 ceramic wares. This masterpiece illustrates the bustling landscape along the river which flows through a capital city of the Northern Sung.

**Yuyin Village**

As one of the three most beautiful villages in Guangdong, Yuyin Village has been designated as a civilization preservation site. Even though it is hard to visit using public transportation, you may soon forget all your fatigue from the travel when you see the breathtaking garden. In this small village (less than 2000m²), an octagonal pavilion and an arch bridge at a pond in the west are especially eye-catching. They have been preserved almost intact even though other facilities were remodeled in 2006. Unfortunately, the bridge is under repair right now. Once the repair work is done, you will be able to see picturesque scenery created by the red arch bridge and lotus flower on the pond.

**Nan Yue Garden**

The Nan Yue Garden is situated next to the Baomo Garden. Even though it is smaller than the Baomo Garden, it has magnificent architecture, exhibition halls and 20 valuable spots. It is so beautiful that you may even want to own the garden in miniature. At the entrance, you may be amazed by the fancy red bathroom building. The artificial cave made of stalactites which were directly brought from Guilin looks very real. You can also go up to the observatory using an elevator in the back of an artificial stone mountain. The 3-story octagonal pavilion offers a spectacular view of the garden.

**Conghua Hot Spring Scenic Spot**

This historic hot spring was developed from the Ming to the Qing periods. A total of twelve springs are observed here. As a carbonated spring, it has no color and no smell. The hot spring water contains about 10 kinds of minerals such as calcium, magnesium, potassium, natrium and carbon dioxide. The water temperature is 60°C in average (in the range of 30 to 71°C).

**Bishuiwan Hot Spring Holiday Inn**

It is a multiple hot spring theme park located about 18km away from the Conghua Hot Spring. In three large hot spring swimming pools, a special show is performed for visitors twice a day. A total of 36 different baths such as a Bubble Bath, Tea Bath, Medicinal Herb Bath, Wind & Coffee Bath, Water-jet Bath and Dr. Fish Bath are available. The addition fee is discounted by CHY 50 for hotel guests.
Course 3 Fun and Exciting All Day Long! - Guangzhou Entertainment

Chimelong Paradise ➔ Chimelong Water Park ➔ Chimelong Safari Park ➔ Chimelong International Circus

Chimelong Paradise
Chimelong Paradise features more than 70 world-class amusement rides which have been imported from Switzerland, the Netherlands, Germany and the U.S. with an investment of CHY 1 billion. While many conventional amusement parks are developed in European style, Chimelong Paradise is well balanced between European and Chinese culture. Famous amusement rides include jet coaster, motor jet coaster, U-shaped coaster, Blue Dragon Train (the best in Asia) and indoor entertainment center (the largest in China).

Open Time 10:00~17:30
Admission Fee: CHY 90 (Adults) / CHY 70 (Children 110~140cm tall) / Free (Children 110cm or shorter)
Website: http://chimelong.com

Chimelong Water Park
If you want real thrill, try some scary amusement rides in Chimelong Water Park. A total of 8 fun and exciting rides including Super Boat Monster, Super Speaker and Jet Slide are available. River Rafting and Wave Pool are also available for children. If you have a package pass, you can also have a good time at the Chimelong Paradise, Chimelong Circus and Safari Park in the afternoon.

Open Time: 09:30~18:00 (Sun.~Thu.) / 09:30~21:30 (Fri., Sat.)
Admission Fee: CHY 90 (Adults) / CHY 70 (Children 110~140cm tall) / Free (Children 110cm or shorter)
Website: http://waterpark.chimelong.com

Action Arena
It is just like a stunt show at the Universal Studio. The Hollywood movie ‘Water World’ has been restored. It is fun and exciting to watch jet-ski racing in a Water World-like place. In particular, a scene a jet-ski falling into water at explosion of bomb is very thrilling. You can also watch sexy actors and actresses.

Dino Raider at 4D Theater
It is 4D not just 3D. Can you imagine? Chimelong Paradise added one more option to the conventional 3D screen. The seats move, spray water and push out the audience. This place is highly recommended for those who want something different and frightening. Do NOT enter here if you have a weak heart.

Chimelong Safari Park
The Xiangjiang Safari Park which makes visitors feel that they are in the middle of Africa not in a zoo is divided into Safari On-Wheels Safari On-Foot. In the former, you can tour around in a train, car or cart. In the latter, on the contrary, you tour around on foot. Safari On-Wheels will be much bigger than your imagination. It is also divided into an Asia Zone, Asian Forest Zone, Beast Zone, South Africa Zone and East Africa Zone. It is so large that it would take about 40 minutes to complete the tour by car. If you plan to visit the Safari On-Foot, it is recommended to wear comfortable sneakers. You can meet koalas and kangaroos at the New Australian Zone, baby the white tigers at the White Tiger Hill and cute monkeys at the Monkey Hill.

Opening Time: 08:30~17:30
Admission Fee: CHY 180 (Adults) / CHY 90 (Children 120~150cm tall) / Free (Children shorter than 120cm)
Website: http://xjzoo.ch.com

China Treasure Zone
Because of high rearing cost, it is very hard to see a panda in other countries but China. Once you are in China, it is highly recommended to see a panda in person. Panda Hill is decorated with bamboo which is the favorite food of panda bears.

Chimelong International Circus
The Chimelong International Circus is a pride of Chimelong Park. You will be stunned by the unbelievable acrobatic skills demonstrated at the performances. The circus is capable of accommodating 9,000 guests. The stage (100m in width, 50m in depth) is as large as an 11th-story building. Five different stages are available. You will be amazed by the huge scale. The mysterious and fantastic laser show which makes you feel if you are in a tropical rain forest, horse-riding show by beautiful ladies, Kenyan martial arts by muscular black men, acrobatic trapeze show by Russian acrobats and dangerous triangular windmill cylinder show by three Colombian acrobats will make you thrilled and captivated. Don’t miss the Pirate Ship Story performed by former athletes in swimming and synchronized swimming and High Dive from a height of 110m!

Open Time: 11:30
Admission Fee: CHY 180 (Adults) / CHY 90 (Children 120~150cm tall) / Free (Children shorter than 120cm)
Website: www.circus.com

Tip Chimelong Hotel Buffet Restaurant
An amazing restaurant is situated on the basement of the Chimelong Hotel. There is a miniature jungle enclosed by a frameless glass in the middle of the restaurant. In the jungle, three white tigers are seen. You can see the tigers during meal time served from the 2nd floor. A variety of dishes (ex: Chinese, Japanese, European, American, etc.) are served. Unlike other buffet restaurants, draft beer is free.

Tel: 020-8478-1910 Opening Time: 12:00~15:00, 17:00~20:00
Website: http://chhotel.com
Course 4  Mountain with 9999 Stairs

The Baishuizhai Scenic Zone

The Baishuizhai Scenic Zone in Guangzhou is about 40-minute away from the Baiyun Airport by car. Here, you can see the Baishuizhai Waterfall, the most magnificent waterfall in China. The drop in elevation reaches 428.5 meters. When you get closer to the waterfall, you would be frightened by the huge and powerful roaring. You need to hike up just 9,999 stone and wooden stairs to the peak. You can arrive at the 900th stair in an electric-powered car (CHY 10). The ship-wood walkway from the 299th to the 1,299th stairs is the most popular spot in Baishuizhai. It is a great photogenic place as well. The 2km-long smooth trail ensures a pleasant and enjoyable hiking.

Tel 020-8630-5080 
Opening Time 09:00~18:00 
Admission Fee CHY 60 (adults) / CHY 35 (adolescents)

Guangzhou 2010 Asian Games

The 16th Asian Games, an international sports event for 4 billion Asians, will take place in Guangzhou which is proud of its 2,200-year-old history from November 12 to 27. It is hosted by China which has emerged as a new sports superpower through the Beijing 2008 Olympics. Athletes from 45 countries are expected to compete in 42 sports. The 2010 Guangzhou Asian Games is expected to attract about 14,700 athletes, trainers and coaches, 6,300 technical engineers and nearly ten thousand news reporters. For this, the Asian Game Town (capacity of 40,000 guests), Asian Game Town Gym, Guangzhou Velodrome, Guangdong Olympic Aquatic Center, Nansha Gym, Guangdong Olympic Tennis Center and the Guangzhou Shooting Range have been newly constructed. In particular, people have great expectations for the new official events (Dragon Boat, Cricket and Dance Sports).

Website www.gz2010.cn
3 Days In Kumamoto

Spirit of **Forest and Water**

The relaxing and intimate urban landscape is viewed through high-rise buildings on the main street. A tram which smoothly circles the city brings nostalgia and romance. Kumamoto, situated in the middle of Kyushu, is a great place for ‘Time Travel’ and forget your daily routine for a moment. Here are the places you must visit during your three-day trip to Kumamoto.

Editor Sun-young Baek
Photo Hak-hyun Lim
Experience The History and Traditional Culture of Kumamoto

Let’s start Day 1 with relaxation by visiting historical sites and traditional culture. You can tour famous tourists attractions such as the Kumamoto Castle, Suizenji and Kawajiit which are located within a 30 minute distance from downtown. Public transportsations such as the tram and bus are very convenient. Don’t miss the local delicacies, Taipingjen and Bassai (raw horse meat).

Kumamoto Castle

One of the three most Impressive Castles In Japan  Kumamoto Castle is one of the three most famous castles in Japan along with the Osaka Castle and Nijo Castle. It was built between 1601 and 1607 by samurai lord Kiyomasa Kato who commanded the invasion of Korea together with Toyotomi Hideyoshi during the Shimabara rebellion. It is called, “Gionzumi” which means ginkgo castle. There had been 49 fortresses on the land that the Kumamoto Domain. It was returned to its original location and renovated. The house was built in the traditional “shoin-zukuri” style. You can imagine the life of a samurai during the Edo period because the facilities includes private library rooms, kitchen and household items have been well preserved. If you plan to tour around the city using a public transportation, go and get a one-day tram and bus pass. There are two different types of passes; unlimited pass (available in entire city) and limited pass (available in designated areas only).

Kumamoto Crafts Hall

Traditional Artifacts of Kumamoto. It is situated at the Kasashiki Street. The gallery showcases and sells a variety of antique artifacts of Kumamoto. They are somewhat expensive because every single product is handmade with a craftsman’s touch and attention to detail. You can meet the Ghost (a doll which sticks out its tongue if a string is pulled down) and cute Higo-koma. You can also make your own piece in person. The hands-on program (ex. stained-glass making, leather craft, bamboo craft, etc.) changes every day. You can also taste and buy distilled liquor brewed with traditional methods.

Suizenji Jojuen Park

A Beautiful Garden where You can meet Mini Mount Fuji. It is known as the most beautiful Japanese garden in Kyushu. It was built by the Hosokawa Tadatoshi Clan over three generations since 1632. The garden sculpture and pine trees are in perfect harmony, creating a calm and peaceful atmosphere. The beautiful pond in the middle of the park makes the garden more attractive. In the north of the pond is a Mount Fuji-shaped little hill. It is recommended to enjoy the restful and relaxing atmosphere over Japanese green tea and cookies at a teahouse (JPY 500 for the tea and cookies).

Former Residence of Hosokawa Gyobu

A fascinating glimpse into the life of a high-rank samurai. This residence was a vacation home of Hosokawa Gyobu, the younger brother of Hosokawa Tadatoshi, a Japanese daimyo of the early Edo period, who ruled the Kumamoto Domain. It was returned to its original location and renovated. The house was built in the traditional ‘shoin-zukuri’ construction style. You can imagine the life of a samurai during the Edo period because the facilities includes private library rooms, kitchen and household items have been well preserved. If you plan to tour around the city using a public transportation, go and get a one-day tram and bus pass. There are two different types of passes; unlimited pass (available in entire city) and limited pass (available in designated areas only).

Umezono (Japanese Apricot Garden)

Let’s learn how to make Japanese cookies from a craftsman. It is one of the six Japanese cookie shops in Kasashiki titled ‘Kawasiri Rokkasho.’ The shop has been operated by Katsutaro’s family over four generations. He has made traditional cookies when he was 18 years old. He is very famous among the Japanese cookie masters. Even people from Korea have visited him to learn his know-how and secret recipe. He makes delicious cookies in various shapes such as flowers, animals and fruits using colored red bean paste. You may be amazed at his beautiful and delicate cookies. If you want, you might be able to make cookies in front of him in person. Try the tasty Japanese cookies and green tea.

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Young and Energetic Busy Districts & Shopping Streets

There are a variety of fascinating streets in the downtown of Kumamoto such as Kamitori (roofed arcade shopping street), Shimotori, Sun Road Shinshigai, Namikita Street (a long street along clustered with many clothing shops are clustered) and Shower-dori which reminds of the narrow alley of Paris. Explore every corner of the streets and feel their energy.

**Must-Visit Shopping Streets and Shops**

**Sun Road Shinshigai**
An energetic and dynamic street where game centers and movie theaters are clustered

**Drug Eleven**
Drug Eleven is a leading Japanese health & beauty chain in Kyushu. It is open until late at night. Unlike drugstores in Korea, a variety of other products such as cosmetics, groceries, home products and kitchenware besides drugs are available.
Tel 096-312-4021 • Opening Time 10:00~20:30

**Kamitori Arcade Street**
A variety of shops from premium brand to cheap accessory shops are clustered along the street. The street stretches about 200m to the north from the end of the arcade. A lot of imported clothing shops are also clustered along the street. At the evening, you can often see an amateur guitar singing and meet young performers on the street.

**Kamitora Dor***
This street is located on the right side of Kamitori. Romantic cafes, distinctive and exotic bars, imported interior product shops and Asian-style accessory shops are hidden at every corner of the street. Because it looks like an ordinary street, you need to look around with your eyes wide open.

**Kamitori**
The street stretches for about 200m to the north from the end of the arcade. A lot of imported clothing shops are also clustered along the street. Do not miss this place if you are interested in fashion trend and style. Since there are beautifully tied along the street, it is a good place for a walk as well.

**Sun Road Shinshigai**
It is the starting point of the roofed arcade shopping street. The street stretches about 1.3km up to Shinmori. A lot of fun and exciting facilities such as game centers, karaoke bars and movie theaters are clustered along the street.

**Namikizaka**
The street stretches for about 200m to the north from the end of the arcade. A lot of imported clothing shops are also clustered along the street. Do not miss this place if you are interested in fashion trend and style. Since there are beautifully tied along the street, it is a good place for a walk as well.

**Map of Downtown Kumamoto**

**Kamitora Dori**
A variety of shops from premium brand to cheap accessory shops are clustered along the street. You can also enjoy first cozy and fascinating cafes. In the evening, you can often see an amateur guitar singing and meet young performers on the street.

**Cranberry**
A sweet rest and relaxation over a delicious and sweet dessert. A dessert shop in which a variety of desserts made of high-quality sweet potatoes produced in Miyazaki, Kyushu. Cheese Pie made of sweet potato and Sweet Potato with custard are especially popular. It offers a variety of snacks like unique spicy soy milk pudding and chou cream. Come and have a sweet rest and relaxation over a delicious and sweet dessert.
Tel 096-311-1000 • Opening Time 10:00~20:00 • Cafe 12:00~19:30 • Website www.cranberry.com

**Potefarm**
A dessert shop in which a variety of desserts made of high-quality sweet potatoes produced in Miyazaki, Kyushu. Cheese Pie made of sweet potato and Sweet Potato with custard are especially popular. It offers a variety of snacks like unique spicy soy milk pudding and chou cream. Come and have a sweet rest and relaxation over a delicious and sweet dessert.
Tel 096-323-3335 • Opening Time 12:00~20:00 • Closed on Wednesdays • Website www.potefarm.com

**Explore Unusual Interior Product Shops and General Stores!**

**Gecko**
A wide variety of mysterious and unique Asian-style items such as masks with weird faces, and unique piercing tools are available. The shop owner goes abroad (India, Nepal, Thailand, Indonesia (Bali), etc.) and brings the products three times a year. This shop is a perfect place if you are interested in unique and exotic items.
Tel 096-323-3335 • Opening Time 12:00~20:00 • Closed on Wednesdays • Website www.gecko.com

**Vines**
A wide variety of men’s items such as T-shirts, bags and belts are available. Imported products are mostly offered. You can get music and band T-shirts at relatively low prices. A clerk sometimes offers you the best selection.
Tel 096-312-3556 • Opening Time 12:00~20:00

**Cranberry**
A wide selection of unique and exotic items. Perfect place if you are interested in unique and exotic items. The shop owner goes abroad (India, Nepal, Thailand, Indonesia (Bali), etc.) and brings the products three times a year. This shop is a perfect place if you are interested in unique and exotic items.
Tel 096-323-3335 • Opening Time 12:00~20:00 • Closed on Wednesdays • Website www.vinesdesign.co.jp

**Potefarm**
A wide variety of mysterious and unique Asian-style items such as masks with weird faces, and unique piercing tools are available. The shop owner goes abroad (India, Nepal, Thailand, Indonesia (Bali), etc.) and brings the products three times a year. This shop is a perfect place if you are interested in unique and exotic items.
Tel 096-323-3335 • Opening Time 12:00~20:00 • Closed on Wednesdays • Website www.potefarm.com

**Potefarm**
A wide variety of mysterious and unique Asian-style items such as masks with weird faces, and unique piercing tools are available. The shop owner goes abroad (India, Nepal, Thailand, Indonesia (Bali), etc.) and brings the products three times a year. This shop is a perfect place if you are interested in unique and exotic items.
Tel 096-323-3335 • Opening Time 12:00~20:00 • Closed on Wednesdays • Website www.potefarm.com
**A Trip for Scenic Nature and Pleasant Hot Spring**

After seeing the tradition and modernity of Kumamoto, love the city and feel the genuine beauty of nature. The splendid Aso Mountain and Kurokawa Onsen are about 1 hour away from the downtown. These famous tourist attractions are highly recommended.

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**Kurokawa Onsen**

It is a typical hot spring town with the ryokans (Japanese inns) lined up and down the river. You can experience a variety of hot springs such as cave hot spring and sulfur hot spring. It is a good idea to spend the night at your favorite ryokan. You can get many useful information at the ryokan office.

**Directions** Get on the bus to Beppu at Aso Station and get off at Kurokawa Onsen

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**Yamamizuki**

Enjoy hot springs over pleasant winds and chirping of birds At three open-air hot springs (1 for both men and women, 2 for women only) located along the valley have a great view. You can also taste genuine Gokori cuisine. After the bath, have a good rest and relaxation at a café at the entrance. A shuttle bus stops at the information center.

**Tel** 096–744–0330 • **Opening Time** 14:00–21:00 • **Room Rates** [JYP 16,000–26,400] per person for two-bed rooms • **Directions** A shuttle bus from the information center • **Website** www.yamamizuki.com

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**Terakoya**

Enjoy sweet senbei (Japanese rice crackers) after a bath! This senbei store offers a variety of Japanese crackers from soy-sauce-taste senbei to sweet senbei. You can see the clerk baking senbei in person. It is highly recommended to taste skewered Kushi Senbei.

**Tel** 096–744–0412 • **Directions** A 5 minute distance by car from the information center

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**Oyado Kurokawa Ufufu**

Try Dagojiru, local delicacy of Kyushu! Here, you can taste the famous local delicacy named Dagojiru, a miso soup with dumplings made from wheat flour. Dagojiru Set Meal which includes Dagojiru, steamed rice, tsukemono (Japanese pickles), tempura and tofu is served only ten times a day. If you want to try this local dish, you need to hurry. A cozy ryokan with hot spring is also available.

**Tel** 096–744–0651 • **Opening Time** 12:00–14:00, 17:00–22:00, closed on Thursdays • **Directions** Approximately 5 minute distance from the information center

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**Nakadake**

A huge crater filled with sulfur smoke. This peak is still active among the mountain peaks at the Aso mountain. Once you arrive at the peak (1,506m above the sea level), you may be stunned by the magnificent crater in which a volcano seems ready to erupt at any moment. The sulfur smoke is observed throughout the year. It is forbidden to hike up the mountain during bad weather or at high smoke emissions. If you have a health problem such as a weak heart, you should not stay here for a long time because of the strong sulfur smell.

**Opening Time** 09:00–17:00 • **Directions** Get on the bus to Beppu at Aso Station and get off at Aso Mt. Nama Station. Then, up to the peak in open-air bus.

You can see an active crater filled with sulfur smoke, in which a volcano seems ready to erupt at any moment.

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**Yoh Shomei Aso Highland Museum Park (Picture Book Museum)**

A Fantastic World in the Picture of Yoh Shomei!

This gallery showcases the masterpieces of Yoh Shomei, one of Japan’s most famous picture book authors, who was born in Kumamoto prefecture. The museum has been decorated just like the open meadow of Aso Mountain, which often appears in his books. You can walk in a fairy land watching his pieces of works and take a pleasant walk along the beautiful trail. A little cafe is also available in the museum. You can also buy a variety of character items and picture books.

**Tel** 096–767–2719 • **Opening Time** 10:00–17:00 • **Website** www.yamamizuki.com

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**Aso Villa Park Hotel**

This hot spring hotel is a great place to enjoy traditional Japanese open-air hot springs in a cozy and comfortable atmosphere. It features a huge spa pool which has 16 different spa including open-air hot spa. A French cafe is also available for French teacup’s convenience.

**Address** 1230 Kurokawa, Aso city, Kumamoto

**Tel** 096–734–0811 • **Room Rates** JPY 15,000–23,000 • **Website** http://asovilla.jp

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**Directions** Get on the bus to Beppu at Aso Station and get off at Kurokawa Onsen
As the second largest island in Korea after Jeju Island, Geoje Island was a violent battlefield of Admiral Yi Sun-shin during the Joseon period and a place where the POW Camp was built to hold prisoners during the Korean War. Even though this island is a hub of immortal Korean heavy industries, you can meet the splendid Hallyeo Maritime National Park and thick forest once you leave the downtown area. An island with indescribable charm Let’s go to Geoje Island.

Editor Seon-Ae Yu Photo Choon-Kyu Oh

By Car
Gyeongbu Highway
Singal Junction and Daejeon Intersection
Tongyeong-Daejeon Highway
Tongyeong Intersection National Road 14 to Geoje (4-5 hour ride)

By Bus
*A Seoul Nambu Terminal
Geoje Gohyeon Bus Terminal
Fare KRW 23,700 (approximately 5 hour ride)
*
Seoul Nambu Terminal
Geoje Jangseungpo Bus Terminal
Fare KRW 28,300 (approximately 5 hour and 30 minute ride)

By Ship
Busan Ferry Terminal
Jangseungpo Ferry Terminal
Cruise every hour (40-minute ride)
Summer Days on the Beach

The splendid thick forest in Geoje Island makes the beaches more fascinating and you feel more excited. The scenic beaches in Geoje Island are must-visit destinations. Let’s take a close look at the beautiful beaches of Geoje Island.

Jangseungpo

40 41

Address

black pebble beach.

once you experience this amazing

you would start to think differently

may instantly think of white sand

of Korea.’ Speaking of beach, you

sound of rolling sea waves has

beaches in Geoje Island. The

Beach is one of the most famous

means ‘pebble’ in Korean. The

sand or pebbles. ‘Mongdol’ literally

The beaches in Geoje have either

Victory Commemorative Park, Daewoo Shipyard and Geoje Museum are located nearby. For those who want something thrilling and challenging, however, this peaceful beach could be boring.

Address

Tel

055-639-3000

Directions

National Road 14

Tel

055-639-3546

Directions

Dongbu Coastal Drive

Hallong Black Pearl Mongdol Beach

The beaches in Geoje have either sand or pebbles. ‘Mongdol’ literally means ‘pebble’ in Korean. The Hallong Black Pearl Mongdol Beach is one of the most famous beaches in Geoje Island. The sound of rolling sea waves has even been chosen as ‘the Sounds of Korea.’ Speaking of beach, you may instantly think of white sand beach. However, it appears that you will start to think differently once you experience this amazing black pebble beach.

Address

Tel

055-639-3546

Directions

National Road 14

Hallong Sea and Hamin Rock Beach, below your Feet. If you hike up a little more, you can reach the Sinseondae Observatory.

Address

Tel

055-638-3000

Directions

National Road 14

Tip 1

Most visit-able Islands in Geoje Island

Somaemuldo Island

Mongdol Peak, a natural observatory of Somaemuldo Island, from which a lighthouse can be viewed is one of the most favorite spots of photographers. The Somaemuldo Lighthouse standing tall on the hillside is famous as a filming location. You can visit the lighthouse when the tide is on the opposite side of the day. A tour boat is also available at the Mongdol Ferry Terminal.

Ferry Route

KRW 10,000 (one way)

Sculpture Park

Located at the tip of Jangseungpo Coastal Drive, this sculpture park has become a new fascinating tourist attraction in Geoje. After parking your car at the entrance, you walk up along the narrow trail for about 5 minutes. Then, you will meet a variety of beautiful sculptures. It is recommended to use a public bathroom here. The small-shaped bathroom is very cozy and comfortable.

Address

Tel

055-638-1670-1

Admission Fee

KRW 1,500 (children)

Opening Time

09:00-18:00

Website

www.hggmuseum.com

Haegeumgang Coastal Drive

Sineuondo

This scenic area is named ‘Sineuondo’ because it is said that mountain wizards would play here. Locals also call the rock as ‘Gatbawi’ because it looks like a (Korean traditional hat). From the rock, you can have a great view of Dado Sea and Hanmok Beach below your Feet. If you hike up a little more, you can reach the Sinseondae Observatory.

Address

Tel

055-639-3001

Directions

Jangseungpo > National Road 14 > Dadohep佰 > To the coast at Samgeori (3-way intersection)

Tip 2

Break for Busy Workers

Mt. Gyeryongsan Hot Spring

Mt. Gyeryongsan spring water is not a miracle maker, but it is effective in many different aspects. The mountain is located in Geoje Island and the alkaline spring water is known for anti-fat-loss efficacy while abundant calcium and magnesium protects the skin from getting oil and helps the carilage to get healthy. Close hot spring and saucers places is open to everybody and it is the good place for who wants to relax

Address

Tel

055-639-3000-3

Admission Fee

KRW 15,000 (day) 8,000 (night)

Tip 3

10 popular hot springs in Geoje Island

Admission Fee

KRW 4,000 (adults), KRW 4,000 (children)

Windy Hill

As you can guess with the name, this hill is very windy. You can see peaceful and friendly goats eating grass on the hill with the backdrop of the beautiful ocean. Because of the picturesque landscape, this place often appear in famous films and television productions. It is recommended to hike up the mountain. From the high hill, you can see the picturesque Dapjung Port and fishing village over the exotic windmill.

Address

Tel

055-638-4170

Directions

National Road 14

Jangseungpo Coastal Drive

Jangseungpo is a port located in the eastern coast in Geoje Island. On a clear day, Tsushima is even visible from here. Just like the Hallong Black Pearl Mongdol Beach, Mongdol Rock has been preserved intact in Jangseungpo. Pine trees are densely packed along the 2.5km-long coastal drive. From the road, you can see fishing boats returning home at sunset. A high-speed boat which can take you to Busan within an hour is available here. You can also tour neighboring islands such as Jumsa and Oedo in a tour boat.

Address

Tel

055-638-4170

Directions

National Road 14

Neungpo Yangsam Sculpture Park

This scenic area is named ‘Sineuondo’ because it is said that mountain wizards would play here. Locals also call the rock as ‘Gatbawi’ because it looks like a (Korean traditional hat). From the rock, you can have a great view of Dado Sea and Hanmok Beach below your Feet. If you hike up a little more, you can reach the Sinseondae Observatory.

Address

Tel

055-639-3001

Directions

Jangseungpo > National Road 14 > Dadohep佰 > To the coast at Samgeori (3-way intersection)

Tip 1

Most visit-able Islands in Geoje Island

Odo Island

About three decades ago, a married couple bought the entire island and developed it into a beautiful park. A tour boat for Odo is available in most ferry terminals in Geoje Island such as the Jangseungpo Ferry Terminal and Haegeumgang Ferry Terminal. Among them, it is recommended to get on the boat at the Jangseungpo Ferry Terminal because you can tour Odo Marine Park and Haegeumgang as well.

Admission Fee

KRW 8,000 (adults), KRW 4,000 (children)
Sense 3. Harmony between Culture and History
Throughout the history, Geoje was often invaded by foreign powers. It is a place where Admiral Yi Sun-shin defeated the invaders, and Korean War POWs were detained. Come and enjoy the perfect harmony between modern architecture and ancient fortress and explore the past and present of Geoje.

Oksan Geumseong Fortress
To get to the Oksan Geumseong Fortress, the last fortress of Joseon Dynasty, you need to arrive at Sujongbong Peak first. The ancient structure was named either ‘Sujongbong’ because of the well in the fortress, which is as clear as crystal (‘Suweong’ in Korean) or ‘Sujongbong Fortress’ due to the position on the mountain peak, which is as beautiful as crystal. The traces of the fortresses have mostly disappeared over time. However, you can see a beautiful pavilion, various wild flowers and open paddy field as well as a big weeping willow from here. Be aware that it is not easy to hike up the mountain.

Address Sangpyeong-ri, Geoje, Gyeongsangnam-do.
Tel 055-639-8625
Website www.geojedisland.kr

Sense 4. Local Market Tour
In Geoje, a lot of markets are formed around piers. A variety of just-caught seafood, Geoje dried liver and anchovy are displayed on the street. You can feel vigor, energy and great generosity from the smiling merchants. After all, you can see the true side aspect of Geoje here.

Gohyeon Market
If you wonder what a traditional life of Geoje would be like, go to the Gohyeon Market which is crowded with many people all the time. You can buy fresh vegetables, fruits and seafood at good prices. You can also get fresh raw fish in the raw fish area.

Address #968-5, Gohyeon-dong, Gyeongsangnam-do – Tel 055-633-8209

Tip | Geoje Delicacies

Most raw fish restaurants around Okpo coast own their own fishing boat. Therefore, they tend to catch and sell fish in person. You can tour around the port and buy fresh fish for low prices. If you become a friend with an angler at a breakwater, you may get a lot of fresh sliced raw fish. Be aware that the street becomes more vibrant and bustling in the evening.

Address Okpo-2-dong, Geoje, Gyeongsangnam-do

Okpo Coastal Pier Raw Fish Street

Most raw fish restaurants around Okpo coast own their own fishing boat. Therefore, they tend to catch and sell fish in person. You can tour around the port and buy fresh fish for low prices. If you become a friend with an angler at a breakwater, you may get a lot of fresh sliced raw fish. Be aware that the street becomes more vibrant and bustling in the evening.

Address Okpo-2-dong, Geoje, Gyeongsangnam-do

Jangseungpo Jisindo Ferry Terminal

Around a dock is a dried fish wholesale market. Once you are in Geoje Island, it is recommended to go shopping for dried seafood. Locals say that the Jangseungpo Jisindo Ferry Terminal is a great place to buy safe and high-quality dried seafood. If you are lucky, you can meet an anchovy fishing boat. Many raw fish restaurants are lined along the seawall from Jangseungpo to the red lighthouse.

Address Jangpyeong-ri, Geoje, Gyeongsangnam-do

Cheongmyeongbae (Korean Green Tea)

In commemoration of the memory of the famous poet Yu Chi-hwan who was born in Geoje, the Cheongmyeongbae (Korean Green Tea) Monument was built next to his birth home. Come to this small 2-story building and feel his legacy. It is also recommended to tour his birth home nearby.

Address #205-1, Bangha-ri, Dundeok-myeon, Geoje, Gyeongsangnam-do
Tel 055-636-3397
Website www.geojedisland.kr

Okpo Great Victory Commemorative Park
This park was developed to commemorate the great victory at the Battle of Okpo, which was Admiral Yi Sun-shin’s first victory during the Imjinwaran (Japanese Invasion of Korea in 1592). The park features a monument, war shrine and memorial. A variety of historic relics such as a map of the open sea and magnificent Daewoo Shipyard at sunset. Memorial services for Admiral Yi Sun-Shin are performed annually in the mid-June, Okpo Sea Battle Festival is held for three days.

Address #1, Okpo-dong, Geoje, Gyeongsangnam-do – Tel 055-639-8625 + Opening Time 09:00-18:00 + Admission Fee Free

Geoje City Tour
If you are getting tired of everything, just go out and get on the island tour bus. It is very comfortable with a guide in the bus. However, the island tour bus requires at least 10 participants. You need to contact the information center, one day prior to your departure.

Route Daewoo Shipyard > POW Camp > Hanging Black Pearl Mangoli Beach > Sinseondae > Haegungsung > Thama Museum > Windy Hill > Departure Time 09:00 (2-hour tour) + Place Jangseungpo Ferry Terminal parking lot + Rates KRW 20,000 (adults), KRW 15,000 (children) (admission fee and lunch, BGT included), Website www.geojecitytour.co.kr

Geoje Pyeonghwa Sikdang
If you get tired of sliced raw fish, it is recommended to try Haemul Sikdang (pork soup with rice), Haemul Jajangmyeon (pasta noodles with seafood), but Norma Jajangmyeon (pasta noodles with seafood) is a good delicacy as well. It is also available at good prices.

Address #276-1, Hakdong-ri, Dongbu-myeon, Geoje, Gyeongsangnam-do – Tel 055-633-2076

Jangseungpo Jisindo Ferry Terminal

Around a dock is a dried fish wholesale market. Once you are in Geoje Island, it is recommended to go shopping for dried seafood. Locals say that the Jangseungpo Jisindo Ferry Terminal is a great place to buy safe and high-quality dried seafood. If you are lucky, you can meet an anchovy fishing boat. Many raw fish restaurants are lined along the seawall from Jangseungpo to the red lighthouse.

Address Jangpyeong-ri, Geoje, Gyeongsangnam-do

Tip | Geoje Delicacies

Hanpo (vegetable soup)
If you want to try genuine Japanese cuisine, come to Hanpo Folk. You could have an enjoyable set meal served with a variety of side dishes. Keep in mind that the price is relatively high. If you want some Japanese dishes that are relatively cheap, it is recommended to visit raw fish restaurants around the port.

Address #968-5, Gohyeon-dong, Gyeongsangnam-do – Tel 055-633-8209 + Meal Time 08:00-22:00 + Price KRW 10,000 (soybean paste stew with seafood). Haemul Kalguksu (hand-rolled noodle soup with seafood) is also available at good prices.

Gohyeon Market
If you wonder what a traditional life of Geoje would be like, go to the Gohyeon Market which is crowded with many people all the time. You can buy fresh vegetables, fruits and seafood at good prices. You can also get fresh raw fish in the raw fish area.

Address #101-1, Gohyeon-dong, Geoje, Gyeongsangnam-do – Tel 055-633-8209

Suchang Raw Fish Center
It is the raw fish restaurant you may encounter first when you step into the raw fish area. All-age ladies welcome you with a big smile on their face.

In August, sliced raw sea bass and sliced raw gizzard shad are recommended. It costs KRW 30,000 or higher per kilogram.

Address #101-1, Gohyeon-dong, Geoje, Gyeongsangnam-do – Tel 055-633-2076

Tip | Geoje Delicacies

Dwaejigakbap (rice soup with rice)
In Geoje, Dwaejigakbap restaurant is the second most common one after raw fish restaurant. Dwaejigakbap (pork soup with rice) is served with sweet and refreshing Kludak (sliced radish kimchi). You will be able to taste genuine Dwaejigakbap here.

Address #18-18, Jangga-ri, Namni-myeon, Geoje, Gyeongsangnam-do – Tel 055-633-1270 + Price KRW 8,000 (Dwaejigakbap)
The Philippines is famous for its charming tourist attractions such as Cebu, Bohol, and Boracay. However, Manila, the capital city, is somewhat unfamiliar to us. Many people see Manila just as a stopover on their way to Boracay. That's why tourists who arrive at Manila often tend to be confused about what they should do there. They may visit popular tourist destinations such as Pagsanjan Falls and Hidden Valley. Where else can they go? DON'T Worry, any more! "TOURISM SCOPE" will guide you on your way to all the fun and exciting tourist destinations in Manila, where you can enjoy your time day and night.

The Night And Day Of Manila You Want To Know
Night  Sleepless In Manila
I arrive in Manila when the sun is going down. After unpacking my suitcase in a hotel, I have no idea what to do next. It is too late to go to the Pagsanjan Falls or Hidden Valley, but I am not willing to spend my valuable time in a hotel room. However, I am scared of going out at night. Can you recommend any attractive place I could go to at this hour besides just a bar or club?
Just leave your hotel room and grab a taxi. Then, say ‘Manila Bay, please!’ or more specifically ‘COP Harbor Square’ to the taxi driver. It is the most crowded and busiest street in Manila. What a waste of time if you just watch TV in a hotel room in Manila! You should not miss breathing fresh sea wind in one of 7,107 islands in the Philippines. Manila Bay is not as famous as Cebu and Boracay. However, this place is very peaceful and romantic enough to sooth and comfort weary travelers. You can get along with young people at a bar or restaurant around COP Harbor Square or watch the beautiful ocean from the seashore. If you are breathing wet and cold wind, seeing kind and generous smiles and listening to familiar amusing music, you know that you are definitely in Manila!
Can I enjoy cruise in Manila?
You cannot find a colossal cruise ship just like ‘Titanic’ in Manila. However, it is recommended to ride a tour boat at PHP 250 (KRW 6,600, PHP 495 if dinner is included). The boat is as large as a Han River tour boat in Seoul. You can have a delicious fish steak with a picturesque view on the downtown on the boat. A glass of icy beer is also great. You can also sing your favorite song on board.
Is there any place I can try local delicacies and go shopping at the same time?
Well, Eastwood City would be the best choice for you. This busy district features local delicacy restaurants, bars and clubs for young people, multiplex, accessories shops and fashion malls. A variety of fun and exciting events and performances are held at Fountain Square all day long.
I want to meet trendsetters in Manila at this late hour. Where should I go?
CIRCA in G6 Block of Eastwood City is the best choice for you. This busy district features delicacy restaurants, bars and clubs for young people, multiplex, accessories shops and fashion malls. A variety of fun and exciting events and performances are held at Fountain Square all day long.
Day  Do You Like a Refreshing Afternoon After Rain?
What is the vintage-style jeep on the road?
It is shame not to know ‘Jeepney.’ The uniquely shaped vehicle makes Manila differ from other cities in Southeast Asia. Hundreds of US-Military jeeps from World War II have been remodeled (roof, glittering ornaments and passengers seats). In fact, they are a symbol of the healing of war. The bus stops are displayed on the sides of the bus. You stop the bus by raising your hand at a bus stop and get on the bus. The fare is PHP 7, which you pay in cash to the bus driver. No change is available on most buses.
I got up early in the morning due to jet lag. Can you recommend a good place for a morning walk?
Rizal Park in Malate is the best place for a morning walk. If you don’t like the big park (approximately 330,000m²), it is a good idea to walk around Filipinas Heritage Library in Malate.
Intramuros is a 3.7km-long fortress which was built by Spanish soldiers to protect themselves from attacks of local tribes during the colonial period. I was surprised to know that Lonely Planet is one of the most famous tourist destinations in Manila as well. In fact, these places are the traces of tragic and painful history. Is it okay to just tour around these sites?
You may be amazed at how friendly and generous Filipinos are. While we have tried to eliminate the legacy of Japan’s colonial rule of Korea as much as possible, Filipinos have just accepted their sad history. They have transformed the U.S-Military jeep into an attractive means of transportation called ‘Jeepney’ and American WWII cemetery into a beautiful park named ‘The Fort.’ Intramuros is a unique fortress built 438 years ago. It has the beauty of traditional Spanish architecture during the middle ages.
If you are scheduled to visit UNESCO World Cultural Heritage San Agustin Church and Santiago Fortress, it is recommended to use a wagon instead of touring on foot. You can get kind tour guide service in English at PHP 90 (KRW 24,000). To avoid being overcharged, it is essential to bargain the fare before getting on the wagon.
It is not easy to visit famous tourist attractions and renowned museums in Manila. Depending on how you look at it, the places you visit can be very special or just boring. And the famously vast shoe collection of former Philippine first lady Imelda Marcos.

If you arrive in Manila at night, I recommend you to drink a icy San Miguel Draft (PHP 200 at a bar, PHP 21 at a mart)!

Please let me know the necessities for a trip to Manila!
The concept of ‘Geotourism’ was first introduced publicly in a report by the National Geographic Society which officially used the term first, geotourism was officially launched in 1987 on ‘Our Common Future’, a report by the World Commission on Environment and Development (WCED). It could be limited to the scope of economic sustainability. According to the United Nations Conference on Environment and Development (UNCED), however, it could mean sustainability of the entire ecosystem including natural resources. Then, what is ‘Geotourism’ which has recently been the hottest issue in travel industry as a typical form of sustainable development? The term sounds like a form of travel from a geological perspective.

The concept of ‘Geotourism’ was first introduced publicly in a report by the Travel Industry Association of America and National Geographic Traveler magazine. National Geographic senior editor Jonathan B. Tourtellot and his wife, Sally Bensusen, coined the term.

What Is Geotourism?
The term ‘geotourism’ was first introduced about a decade ago. According to the National Geographic Society which officially used the term first, geotourism is defined as tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents. The concept includes both ecotourism and fair travel. Basically, it means ‘keeping local life rich and abundant and free from external impact’.

From a long-term perspective, geotourism refers to a form of practical and responsible travel which ensures the base of life for next generation. In other words, the concept of geotourism includes all sectors such as culture, relics, history, art, music, food, craft and dance as well as environmental aspect. It implies an effort to develop a region into a more valuable place as a part of perfect balance between human and nature. It is not a matter of a place itself but an approach to the fundamental question on what makes the place so special. Geotourism incorporates sustainability principles, but in addition to the do-no-harm ethic, geotourism focuses on the place as a whole. The idea of enhancement allows for development based on character of place, rather than standardized international branding, and generic architecture, food, and so on. Sometimes, geotourism is also understood in terms of tourism geology only. Tourism geology offers a tour program which introduces geologically or geographically meaningful areas and helps tourists gaining a better understanding of the academic meaning and history of the areas. Instead of just sightseeing, geotourism is targeted to provide good guide and interpretation systems and guide service facilities (ex: seminar for tourists, installation of geological signs, audio guide service, etc.) to help tourists having a better understanding of geology. This concept is somewhat in common with geotourism defined in National Geographic. Basically, however, this approach is limited to geological areas. In this paper, geotourism is discussed from a perspective of sustainable tourism development as well as geological perspective in consideration of the next generation as well.

Power of Geotourism Resources

Jonathan B. Tourtellot, director of Center for Sustainable Destinations (CSD) of National Geographic, said ‘Tourism can reduce poverty, educate the mass and preserve cultural, natural and historical resources. If we do not properly handle it, we may fail to provide benefits to the local community and destroy distinctive regional assets.’ His contention is far different from the conventional concept that the tourism industry can bring economic benefits and development to the local society. According to his contention, tourism can destroy distinctive local assets. However, it could also mean that tourism can develop in a right direction for future generations depending on how we cope with it. In order to move geotourism forward towards a successful direction, the cooperation between the municipal authority and social enterprises as well as tourists’ consciousness is especially important. 3 Sisters Adventure Trekking, a travel agency in the Nepal, which won the title at the National Geographic Geotourism Competition 2008 is a leading social enterprise which has dutifully operated geotourism. 3 Sisters Adventure Trekking run by Lucky Chhetri is a socially-driven travel agency which was founded in 1994 by three Nepalese sisters (Lucky, Dicky and Nicy Chhetri) to give poor Nepalese women an opportunity to escape from poverty. The poor women are trained for a certain period of time and hired as a 3 Sisters Adventure Trekking guide. The company has spent a part of its revenue in educating and hiring the poor local women again. They receive useful education before being hired as a trekking guide. Even some people fail to get a job, they share what they learned with their neighbors in their hometown. After all, tourism has played a bridge role for poor Nepalese women to challenge a new world.

The mountain areas in the western part of Nepal have been rarely developed. A lot of women live a tough life due to inconvenient transportation and conservative culture. Then, what should be done to develop this underdeveloped area? Ironically, the locals around Everest are the highest in Nepal in terms of average wages. The tourism industry has been flourish in Himalaya thanks to abundant natural resources. However, it has caused...
sustainable development using geographical features and maintained good
The Black Sheep Inn in the Andes Mountains in Ecuador has promoted
Island. Jeju oreums are round and smooth. You can also find a crater at the
make profits by helping tourists gain better understanding of oreums and Jeju
geological tourist resources. With this, we would be able to preserve oreums and
though some oreums have been well preserved by pasturage and fire, most
In Korea, there are about 360 oreums (parasitic cones) at Jeju Island. Even
things in person. In fact, this place has become a role model for other cities.
In Korea, there are about 360 oreums (parasitic cones) at Jeju Island. Even
though some oreums have been well preserved by pasturage and fire, most
others have been abandoned. Therefore, it is necessary to discover oreums
which are valuable in terms of geological resources and develop them into
geological tourist resources. With this, we would be able to preserve oreums and
make profits by helping tourists gain better understanding of oreums and Jeju
Island. Jeju oreums are round and smooth. You can also find a crater at the
mountain peak at Jeju. After all, Jeju Island is a huge zoo and botanical garden
at the same time with various pyroclastic materials, numerous specific plant
unions called ‘Jeju Gidapjwa’ and a variety of insects and animals. Due to its own
uniqueness, nature has a great potential as tourist resources. Furthermore, it
could promote geological research activities and promote local economy.
The Black Sheep Inn in the Andes Mountains in Ecuador has promoted sustainable development using geographical features and maintained good communication with local residents. A lodge was opened in a small village
called ‘Chugchilan’ in 1994 by American backpackers Andres and Michelle. It is self-service operated under the name ‘Honor System’. Unlike ordinary hotels, things are available depending on circumstances. When they first opened the inn, the village was so remote that it was almost impossible to contact the outside world. Now, this place is used as a community center, school, hospital and performance hall. Here, villagers learn how to read and write, sing a song and get along with tourists. Tourists learn the local culture and change their attitude toward nature through exchange with locals. After all, they learn how to communicate with nature in a natural way.

The Geotourism Charter
The first step in geotourism is to get on the agenda. The wording of the
definition provides a convenient test for any community’s tourism development
project: “Does this Project sustain or enhance the character of our
destination?” That leaves plenty of room for discussion about types of tourism
and their effects. The important thing is that there is such a discussion. The
National Geographic’s Center for Sustainable Destinations has revealed the
Geotourism Charter that includes 13 principles for governments, cities and
tourism industry to protect geologically and ecologically valuable areas and
promote sustainable tourism development.

1. Integrity of place
Enhance geographical character by developing and improving it in ways
distinctive to the local, reflective of its natural and cultural heritage, so as to encourage market differentiation and cultural pride.

2. International codes

3. Market selectivity
Encourage growth in tourism market segments most likely to appreciate,
respect, and disseminate information about the distinctive assets of the locale.

4. Market diversity
Encourage a full range of appropriate food and lodging facilities, so as to appeal to the entire demographic spectrum of a geotourism market and so maximize economic resiliency over both a short and long term.

5. Tourist satisfaction
Ensure that satisfied, excited geotourists bring new vacation stories home and
encourage friends to experience the same thing, thus providing continuing
demand to the destination.

6. Community involvement
Base tourism on community resources to the extent possible, encouraging
local small businesses and civic groups to build partnerships to promote and
provide a distinctive, honest visitor experience and market their locales effectively. Help businesses develop approaches to tourism that build on the area’s nature, history and culture, including food and drink, artisanship, performance arts, etc.

7. Community benefit
Encourage small and medium size enterprises and tourism business strategies
that emphasize economic and social benefits to involved communities,
especially poverty alleviation, with clear communication of the destination
stewardship policies required to maintain those benefits.

8. Protection and enhancement of destination appeal
Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal,
and local culture. Prevent degradation by keeping volumes of tourists within
maximum acceptable limits. Seek business models that can operate profitably
within those limits. Use persuasion, incentives, and legal enforcement as needed.

9. Land use
Anticipate development pressures and apply techniques to prevent
undesired overdevelopment and degradation. Contain resort and vacation-
home sprawl, especially on coasts and islands, so as to retain a diversity
of natural and scenic environments and ensure continued resident access
to waterfronts. Encourage major self-contained tourism attractions, such
as large-scale theme parks and convention centers unrelated to the
character of the place, to be sited in needier locations with no significant
ecological, scenic, or cultural assets.

10. Conservation of resources
Encourage businesses to minimize water pollution, solid waste, energy
consumption, water usage, landscaping chemicals, and overly bright nighttime
lighting. Advertise these measures in a way that attracts the large,
environmentally sympathetic tourist market.

11. Planning
Recognize and respect immediate economic needs without sacrificing long-
term character and the geotourism potential of the destination. Where tourism
attracts imigration of workers, develop new communities that constitute

...
Public art has been taken as a solution to realize the dream of a cultural city. However, it is not enough just to install art designs at some places. We need to understand the time and history of the places and communicate with local residents. Whether or not we could develop a fascinating city which attracts more tourists by installing art sculptures which go with surroundings or just satisfy a better environment is depending on how we use the magical power of public art.

A New Approach to Public Space – Public Art

As fine art in a public space, public art includes various facilities on the street, wall paintings, fountains, landscape gardening, square, outdoor bathrooms, skyscrapers and outdoor lighting as we as art designs in front of buildings. While traditional public art sees a public concept in connection with a space, modern public art interprets a place as a space for social, cultural and political communications, encouraging local communities and tourists to participate. Above all, it transforms a dark and gray city into a refined and elegant city and attracts more tourists.
change starts from the places just around us

take a variety of fixtures (bench, pavilion, bathroom, trash can, road lamp, public phone, bus stop, roadside tree, etc.) on the street. As an urban space expands with the diversification of urban life, the necessities and types of street furniture have increased accordingly. In fact, it has become a basic element of urban service. Uniformity and harmony are what matters in installation of street furniture because it forms street image as a part of street.

for example, the City of Hanover in Germany asked world’s renowned architects and designers to design 9 different bus stops in the early 1990s with a goal of developing public facilities into an art form. It was the project itself that attracted tourists.

An outer wall is important in forming the image of architecture. It is a key element in creating diverse urban images. After all, urban colors are determined by these walls. Unfortunately, however, many of today’s architectures make urban environment uniform and sterile by focusing too much on functions. The outer walls of buildings are a good space for public art to create cultural and vibrant urban environment. Even though these walls are limited in creating fine arts, they are unique and special. In fact, many public art works are done on these walls.

A wall painting is a clear genre of art, different from graffiti art. While most graffiti are created impromptu and have the same image, a wall painting is created after a study on opinions from local communities and backgrounds. Therefore, it is easily accepted by the public. Now, a wall painting is created on an overpass, on the street and at school. It has been developing into a mosaic, landscape and spatial design.

Urban public art attract tourists

an improvement of urban image through art plays a big role in revitalizing an unknown region. For example, the City of Daegu has come up with a long-term project which will be continued by 2015 to revitalize the non-cultural and devastated city. In particular, urban environment has become more friendly and beautiful by putting modern fine arts on traffic signal systems. In case of Gateshead in North East England, in which art design has become a landmark of the city, Baltic Flour Mills was converted into the Baltic Centre for Contemporary Arts. As a result, the population decline finally stopped in three decades. Instead, more than 1 million tourists visit this town every year. The Guggenheim Museum in Bilbao, Spain shows that an art museum is a powerful engine for urban renaissance. From 1987 to 2002, 4,136 jobs were created, and 143 million euros were collected. It is estimated that the art museum created an economic effect of EUR 816 million. The Tate Gallery in London is also a good example of the impact of an art museum. The museum which was transformed from a power plant is located near the Thames River. The Shakespeare Theater has also been constructed nearby, and the street has been improved. A lot of galleries, restaurants and premium apartments have been developed along the river. The number of tourists visiting London has dramatically increased as well. For example, 4 million tourists visited the city in 2004. In particular, the number of visitors per hour reached 6,000 in July (higher than the Guggenheim Museum in New York and Centre Pompidou in Paris).

The Roppongi Hills which opened in 2003 is now the heart of Tokyo, Japan. It is the most popular destination among young couples in the city. It is a place for business, entertainment, shopping and tour with art and nature. It is a must-visit destination in Tokyo. This place is filled with street furniture, a treasure of public art. Beautiful benches, bus stops, smoking areas and fences designed by famous artists make passersby smile. They are the famous attractions of the Roppongi Hills and shows how public art should be developed.

The roadside facilities in Shanghai which hosted Shanghai 2010 Expo are the result of a harmony between Chinese tradition and high-tech products. In terms of color, red and gold which represent the red flag with five stars and the emperor’s authority respectively are mostly used. An achromatic color is also used to create a calm and relaxing atmosphere. In particular, road milestones have a compass direction in consideration of complex road structures. Thanks to new and convenient designs, tourists will never lose their way in Shanghai.

Münster in the northwest of Germany is a typical peaceful European town. It has hosted the International Sculpture Project every decade since 1977. The artists’ interpretation on various urban spaces such as shopping district, church, park and riverside area is as important as the aesthetic value of art design itself. Tourists can enjoy the beauty of space by observing sculptures scattered across the town. In 2007, 550,000 tourists visited the town. Among them, the number of Asian tourists is almost doubled while the number of tourists from the U.S. increased by 40%. More sculptures were released whenever the international event was held. As a result, the entire city has been turning into a gallery. At the time, the number of tourists has gradually increased.

Natural public art touches your soul

As the bright side of public art gets brighter, the dark shadow becomes darker. When you understand the dual aspect, a genuine balance of beauty can be achieved. Like an old saying, “All that glitters is not gold,” too much fancy and colorful public art designs could be nothing but pollution. It should be avoided to pursue my own pleasure by disturbing others such as infringement of privacy.

to develop tourist attractions which are fascinating enough to attract tourists from countries with high cultural levels, it is essential to avoid poor contents which are based on a particular ideology, populist policy which focuses on unrealistic popularity and one-time events. In particular, government and citizens must have a high level of aesthetic consciousness. After all, public art which naturally takes root in citizens’ consciousness will eventually survive as global cultural art and last for a long time by attracting and impressing tourists.
Qingdao, China

The 2010 Qingdao International Sailing Week 21~29 August 2010

In summer of 2008 when the five-ring Olympic flag was waving in Qingdao, a splendid chapter was written in the history of Olympic sailing sport, elaborating the excitement and passion of sailing. The Century-old Olympics joined hands with the Century-old Qingdao, injecting new vitality into the beautiful port city and taking this popular tourist destination on another journey to the “sailing capital” of China.

To carry on the Olympic spirit, enhance its global outlook and strengthen the intercommunication, the 2010 Qingdao International Sailing Week serves as an important event for cooperation and development of the sailing sport. Guided by the Scientific Outlook on Development, aiming at developing sailing as a mass sport and widely spreading sailing knowledge, the 2010 Qingdao International Sailing Week, by means of organizing high-level international and domestic events, will achieve the target of gradually enhancing its popularity and influence, ascending to a world-renowned sailing festival and laying a solid foundation to build Qingdao a city of international sailing center.

Osaka, Japan

New Energy Industry Promoting with Electric Vehicles (EVs)

The Electric Vehicles (EVs) require special parts peculiar to their design such as lightweight bodies/feet and high capacity motors, leading to the expansion/activation of participation opportunities for manufacturing companies, the forte of Osaka. First, EV dissemination is promoted through implementing preparation for the infrastructure/social system and advanced proven projects, aiming for accumulation of EV/new energy related industries in the future. In order to stimulate initial demand for EVs, it is important to provide an infrastructure whereby people will feel secure when using them. Therefore, for the moment, 20 rapid recharging stations for free battery recharge will be installed in optimum locations by FY2010. Also, an “Osaka recharging infrastructure network” is being set up where a communication function at rapid recharging stations shared by various manufacturers is being incorporated for a first-time trial in Japan.

Future plans also include a new research and development assistance system to encourage small and middle enterprises to join the new energy industry and an assistance system for the use of EVs as taxis, so that large numbers of people can experience them running in the cities of Osaka. In addition, an international convention of 10,000 participants, including associated enterprises, investors, and researchers from all over the world, will be held to establish a brand image of “You can see everything about New Energy in Osaka”.

Gyeongju, Korea

Come and Enjoy Cultural Art Performances at an Outdoor Pond Stage

Launched in 2004 to help promote local cultural activities and provide a diversity of cultural experience to tourists, Anapji Pond Performance Programs have been presented over 150 times, attracting unprecedented interest and love by the local community and visiting tourists to make the events recognized as one of the major art performances of the nation in the historical and traditional context.

This year’s program, held between 7:00 pm and 9:45 pm on May 22, was presented on a special stage set up within the compound of the pond. The opening performance of the program was an introduction, with a sword dance, activating of participation opportunities for manufacturing companies, the forte of Osaka. First, EV dissemination is promoted through implementing preparation for the infrastructure/social system and advanced proven projects, aiming for accumulation of EV/new energy related industries in the future. In order to stimulate initial demand for EVs, it is important to provide an infrastructure whereby people will feel secure when using them. Therefore, for the moment, 20 rapid recharging stations for free battery recharge will be installed in optimum locations by FY2010. Also, an “Osaka recharging infrastructure network” is being set up where a communication function at rapid recharging stations shared by various manufacturers is being incorporated for a first-time trial in Japan.

Future plans also include a new research and development assistance system to encourage small and middle enterprises to join the new energy industry and an assistance system for the use of EVs as taxis, so that large numbers of people can experience them running in the cities of Osaka. In addition, an international convention of 10,000 participants, including associated enterprises, investors, and researchers from all over the world, will be held to establish a brand image of “You can see everything about New Energy in Osaka”.

Iksan, Korea

Treasure-filled Bronze Bowls Unearthed from Mireuksa Stone Pagoda

During January 2009 excavation work of the Stone Pagoda of the Mireuksa Buddhist Temple (National Treasure No.11) located in Iksan, the team from the National Research Institute of Cultural Heritage (Director: Bang-Gun Kim) found a good number of ancient artifacts during preservation processes for the bronze bowls unearthed from the pagoda. The excavated bronze bowls were found to contain a variety of Buddhist offerings such as beads, gold ornaments, fabrics and other artifacts and the range of the diversity was an unprecedented one for the nation. The initial excavation work for the bronze bowls had to be temporarily postponed due to severe level of corrosion, until it was resumed with preservation works by the Institute’s Cultural Heritage Conservation Science Center, which helped unearth the artifacts contained inside the bowels. The six bowls unearthed had a shallow, round shape. The bowls, cast in bronze, are 5.9~8.3cm in diameter and 3.2~4.6cm in height. A majority of the bowls did not have any patterns, but the last one had flower and arabesque patterns.

From the bowls a total of 4,800 ancient artifacts were found including a number of gold artifacts such as 370 gold beads, gold rings and small gold plater, glass beads, pearls, comma-shaped jade pieces. The fourth bowl had 4,400 artifacts, and one jade piece drew particular attention as it had a golden cover on it. Other pieces found included fabrics and organic material assumed to have been scented powder at that time. Gold beads of the cast of the ceremonial walk of Queen Seondeok of the Silla dynasty, which was to later begin from July under the theme of The Spring of the Anapji Pond.

What particularly interested both the audiences and tourists this year was a variety of art performance that included Korean traditional music and its modernized fusion genre, orchestral music, jazz, popular music and other forms of art, and these performances, designed to fully take advantage of the seasonal characteristics of the pond, provided an opportunity for people to appreciate the beautiful night time scenery of the pond compound. In order to offer night time attractions to tourists, the organizers of the programs have installed a total of 400 spots of scenic beauty across the compound and presented nighttime performances every weekend starting from spring. These efforts have contributed to the attraction of more than 120,000 people to the Anapji pond for the weekend events, which have become one of the major cultural events representing Gyeongju. The performance program is staged every Saturday night until October this year.

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Irkutsk, Russia
350th Anniversary of Irkutsk in 2011

In 2011, Irkutsk will celebrate its 350 year anniversary. By that time they will install some significant objects to decorate the Irkutsk region’s capital. One of the most important projects is the reconstruction of the central quarter of Irkutsk, which is supposed to become a key tourist area of the city. The quarter will be reconstructed with historical accuracy—from granite paving stones and traditional Irkutsk wooden flooring on the streets to public locations peculiar for that time. Along with dwellings, small hotels and business centers it is planned to create taverns and bars, museums, workshops of craftsmen, galleries and expositions, souvenir stores. Moreover the plan of preparation for the 350th-anniversary of Irkutsk contains the restoration of Irkutsk temples, creation of a new building of the State regional library, reconstruction of the Angara River’s banking, full repair of central city streets and planting of greenery at parks and squares. Such a great reconstruction devoted to the jubilee will be the starting point of the formation of the brand of Irkutsk as an international tourist center, which opens the gates to the purest and deepest lake in the world– Baikal.

One of the world’s largest shipping companies (FESCO shipping company) is located in Vladivostok. Princess cruise ships with foreign tourists on board regularly come to Vladivostok. The city possesses two ports, Vladivostok’s commercial port and the Vladivosok’s fishing port. The transportation industry is also developed in the city. Special attention is paid to tourism development. Advantageous geographical location and mild climate, exciting historical and cultural sites coupled with a wonderful nature and tremendous recreational potential of the city, as well as the residents provide a firm basis for international tourism development in Vladivostok. Nowadays construction is the main industry in Vladivostok. Various 2012 APEC Summit objects, as well as a new world-class airport and several 5star hotels are under construction in Vladivostok. All foreign delegations when visiting Vladivostok usually wish to go to Russky Island to examine the site where two bridges over Zolotyi Rog Bay (going to be the tallest in the world and the one joining downtown Vladivostok with Russky Island are being constructed. The latter’s expected length is 3.3km, with the world’s longest stay cable span.

Danang, Vietnam
Danang Will Hold Roadshows in Tokyo and Osaka
Danang will contribute U.S. 50,000 together with Vietnam Airlines holding two roadshows in Tokyo and Osaka, Japan in September 2010 during the annual JATA tourism fair held in Japan at the same time. Mr Nguyen Duc Quang, Deputy Director of the Center for Promotion Tourism in Da Nang said the city decided to participate in joint activities following the proposal from Vietnam Airlines. Beside the introduction of Vietnam Airlines’ operations to Vietnam, the program will focus on introducing the destinations through the gateway in central Da Nang city. “This is also a promotion for flights from Da Nang to Japan, scheduled for this year” Mr Quang said. Japan is the second largest tourism market in Da Nang after Thailand. The tourism industry hopes that direct flights will help the city to attract more visitors from this important market.

As reported from the Department of Culture, Sports and Tourism of Da Nang, about 840,000 international tourists arrived in the first six months of 2010, up 38% over the same period last year. Among them are more than 210,000 international visitors.

Ho Chi Minh, Vietnam
Tourism Promotion Campaign of ‘Vietnam -Your Destination’

The Vietnam National Administration of Tourism (VNAT) will launch a national marketing campaign called Vietnam – Your Destination, to attract both local and foreign travelers, after the success of last year’s Impressive Vietnam project. The campaign’s activities would promote the country to tourists by implementing promotion programs, designing new products and improving service quality. After the launch of the first tourism stimulus campaign called “Impressive Vietnam” last year, authorities and businesses of Vietnam’s tourism industry have announced the second tourism stimulus campaign of 2010 named “Vietnam – Your destination” with the hope to attract more domestic travelers as well as foreign tourists from Vietnam’s main tourism markets. The target is to welcome 4.2 million international arrivals and 27–28 millions of domestic tourists. This year campaign includes new programs which are designed in an effort to push sales of low season. Such as the are “Impressive Vietnam Grand Sales 2010”, “Friendly Vietnam welcomes you” – an on-point tourism promotion program and countryside program for Vietnamese who live overseas. The stimulus is a diversified campaign with the focus on “Impressive Vietnam Grand Sales 2010”, a tourism sales program which generates promising income for the entire industry. “Impressive Vietnam Grand Sales 2010” campaign is scheduled to take place during August-September or September-October and include activities such as a sale program which will offer the domestic and international tourists chance to buy goods at discount prices during the low tourist season in Hanoi, Ho Chi Minh City and Danang and domestic tourism promotion program on the occasion of big festive days.
The 16th TPO Executive Committee Meeting in Guangzhou, China

The 16th TPO Executive Committee meeting was held at Bayion Hotel, Guangzhou, China on March 24. Executive Committee members from Guangzhou City (China), Busan City (Korea), Fukuoka City (Japan), Ho Chi Minh City (Vietnam), Jakarta City (Indonesia), Ipoh City (Malaysia), Vladivostok City (Russia), and MCM Group Holdings, Ltd. (U.S.A) attended the meeting. Mr. Li Zhixin, Deputy Director General of the Tourism Administration of Guangzhou Municipality and the newly appointed Chairman of the TPO Executive Committee, presided. Major resolutions made at this meeting including the approval of two membership applications from Harbin City (Russia) and Busan Tourism High School (Korea), the budget plan adjustment for 2010, the financial audit plan for the TPO Secretariat, and the development direction of BrighT VisioN 2020, TPO’s strategic plan for the future 10 years. Representatives from Sanya City (China) also attended the meeting as the city is a newly nominated executive committee member; the other two nominated executive members are Jeonju City (Korea) and Kobe-shima City (Japan). Their executive membership approval will be discussed at the next Executive Committee meeting, which will be held in several months in Vladivostok, Russia.

TPO Member City Travel Package Receives KTO Supports

News from the CITS Guangdong Co., Ltd., TPO’s travel agency partner in Guangzhou, China, says that the travel package covering TPO Korean member cities of Busan, Gyeongju, Hadong, and Namhae recently was selected as the best Korean Tourism Organization (KTO), a government-funded cooperation concentrating primarily on promotion of Korea as a tourist destination. As a result, for a whole month – from March 15 to April 15 – the KTO will provide financial supports for the travel package to be advertised on subway trains in Guangzhou, one of the largest outbound travel markets in China. According to CITS Guangdong, the main reason for the support from the KTO is that the package presents a new perspective of Korean attractions to Chinese tourists. A joint effort between the TPO and CITS Guangdong, the travel package was created last year under a TPO overseas joint marketing project, which aimed to develop tourism products and attract more foreign tourists to TPO member cities.

TPO News

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China >>

Hangzhou
Song Cheng
Song Cheng is a recreation village built with Song Dynasty streets and architecture. It is located just 30km outside Hangzhou. The main attraction of the village is the Song Cheng Show which promises to give you 1000 years if you give them a night. There were 6 scenes and each of them is from a historical event or folk lore of the Chinese history. The show consisted of flashy costumes, magic lighting effects, dance, acrobats, Peking opera and international flavors made into a light hearted entertainment. The show is very popular in summer so that they perform twice each day. The best time to watch the show however is in winter (off peak) season. When there are hardly any visitors, the 100 RMB entrance fee will allow you to sit at a front row seat.

Chinese Taipei >>

Kaohsiung
Tuntex 85 Sky Tower
Tuntex 85 Sky Tower is the tallest skyscraper in Kaohsiung. Until the completion of Taipei 101 it was also the tallest building in Taiwan. It stands at a height of 347m (1,140 feet). At the top of the building is an antenna that extends its height to 378m (1,240 feet). The dramatic design of the Tuntex 85 Sky Tower is said to have been inspired by the Chinese character Kao (or Gao), which means tall. The skyscraper comprises a pair of twin towers that are joined at the 39th floor to rise as a single tower the rest of the way till the 85th floor. Tuntex 85 Sky Tower houses business offices, some upscale residential units, a department store and a hotel, the Splendor Kaohsiung, which occupies the 37th to the 70th floor. The skyscraper is served by the third fastest elevator in the world, which will allow you to sit at a front row seat.

Qingdao
Tsingtao Beer Museum
Tsingtao Beer Museum, located East of the Chu Shui Shan Children’s Park and south of Taidong on the Tsingtao Beer Street, is China’s oldest brewery (1903) and a favorite tourist destination. A trip to Qingdao would not be complete without a Tsingtao Brewery tour where one can observe the oldest working Tsingtao Brewery in action as well as taste fresh brew straight from the production line. Experience the long and rich history of Tsingtao beer and observe beer production techniques and machinery in China’s first and oldest beer factory. You can also try different varieties of Tsingtao beer or drink beer that’s fresh off the production line. After the museum tour, you can walk east along the main road (Gong Zhou Road) to experience the cluster of bars and restaurants at the Qingdao’s Beer Street.

Indonesia >>

Jakarta
Jalan Glodok
Jalan Glodok is a fascinating street in the city of Jakarta, Indonesia. It is located in the heart of the city and is a popular destination for tourists and locals alike. The street is named after the name of the Chinese district, Glodok, where it is located. Jalan Glodok is known for its vibrant atmosphere, unique architecture, and delicious street food.

Yogyakarta
Prambanan Temple
The Prambanan temple is the biggest and the most beautiful Hindu temple about 20 minutes away from Yogyakarta city. 17km east of Yogyakarta, the temple is believed to have been built by King Baitursu Maha Sambu in the middle of the 9th century. Its panels are adorned with a bar-reefs depicting the famous Ramayana story. It has eight shrines, of which the three main ones are dedicated to Shiva, Vishnu and Brahma (all are manifestations of God in Hindu). The main temple of Shiva rises to a high of 130 feet and houses the magnificent statue of Shiva’s consort, Durga. The biggest temple dedicated to Shiva (one of manifestation of God) with two other smaller ones, on its right and on its left, dedicated to Brahma and Vishnu (manifestation of God) respectively. Reliefs decorating the walls of the temple depict the story of Ramayana.

Bangkok
Suan Lum Night Bazaar
Suan Lum Night Bazaar is one of the most popular and vibrant night markets in Bangkok. It is located south of the city and is easily accessible by public transportation. The market is open from dusk until late and offers a wide variety of goods ranging from clothing, accessories, souvenirs, and local handicrafts.

Thailand >>

China >>

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This entertainment city is always full of life and energy. Canals, various performances and music shows are held almost every day. The Samurai spirit in the Edo era. Furthermore, the Samurai house is structured to enable a dweller to recognize the division during the Edo era because of a power struggle and the safety of villages. The Hahoe Folk Village in Andong is a one-clan community. Families of the Pungsan Yu clan settled here one after another from the 16th century, in the mid Choson Dynasty. Their time-honored residences, Confucian school, and many other ancient buildings are preserved intact, together with their unique folk arts, including the Hahoe Mask Dance Drama, called ‘Pyolshingat’, a shamanistic rite venerating the tutelary communal spirits. The Hahoe Folk Village contains rare and invaluable cultural vestiges that need to be preserved in good condition in this ever-changing era. Today, the Hahoe Folk Village is home to two branches of the Pungsan Yu clan. One is the main branch, Kyomampa, led by the 14th direct descendant Kyomam Ullyong, Yu. The other is the secondary branch, Soaepa, which stemmed from Soae (pen name) Songnyong, Yu (1542-1607), a noted prime minister and scholar during the reign of the Choson Dynasty’s King Sonjo. 

The Sumiyoshi-taisha Shrine was built in the 3rd century. Located in Sumiyoshi-ku, Osaka and it is devoutly cherished by the people of Osaka as the guardian deity for sailors and deity to bring prosperity. The headquarter of over 2,000 Sumiyoshi-sha Shintos nationwide. Some 3 million people visit this shrine at the beginning of a new year. Each sanctuary is built in the Sumiyoshi-zukuri style with straight roofs, the oldest shrine architecture style. They are all designated as national treasures. In the precincts surrounded with woods, over 600 stone garden lanterns stand in a row, and a red arched bridge spans over the pond.
in a land 400 million years old is now open to Homo Sapiens. When the Spaniards first arrived, they built in this manner. This had to be revised though because it could not withstand earthquakes. Neither could inhabitants of such structures.

Philippines >>

Manila
Casa Manila
Casa Manila, a "colonial lifestyle" museum, is only a section of Plaza San Luis Complex, a commercial cultural complex. As with all new structures built within the walls of Intramuros, facades here are based on colonial period designs. The walls of the ground floor are made of adobe stones. In the Spanish colonial period (late 16th century to late 19th century), "adobe" or volcanic tuff was quarried from Makati and Meycauayan, Bulacan for building material. The stones in Casa Manila were quarried from Bulacan. The uppermost floor, the living quarters, was made of wood. Since wood was lighter than stone, it was less hazardous during earthquakes. Notice that the uppermost floor extends outwards, helping to shade pedestrians during the day. Its real use though was for the stability of the living quarters during earthquakes. One will find the structure adjoining Casa Manila is stone on both floors. When the Spaniards first arrived, they built in this manner. This had to be revised though because it could not withstand earthquakes. Neither could inhabitants of such structures.

Malaysia >>

Ipoh
Sunway City Ipoh
Time stands still in this Malayan civilization where ancient man hunted, gathered and built their temple. Now amidst the gigantic ruins are the five elements of fun rides and sights. Wet park, amusement park, twin waterfall sandy beach, natural hot springs and the home to a family of big cats. But the highlight is the Sunway City Ipoh, a theme park in a land 400 million years old is now open to Homo Sapiens.

Kota Kinabalu
Museum Sabah
The Sabah Museum is the most prestigious museum in Sabah and is the State’s showcase of its rich cultural heritage and exhibits Sabah's history, culture, social and natural history in one place. The flagship of the Sabah Museum is the Sabah Museum Complex which is sited on 43.3 acres of lush green natural and planted jungle and is located at the Old Palace Hill (Bukit Irama Lama) in Kota Kinabalu. This complex is unique in Malaysia as it houses in one place the museum proper, an ethnobotanic garden, a zoological garden and a heritage village. The main building itself, the architecture of which is inspired by traditional buildings and costumes, comprises of the central exhibition hall and six galleries. In these are located the Islamic Civilization Gallery, the Archaeology and History Gallery, Natural History Gallery, Art Gallery, Ceramic and Brassware Gallery, Traditional Costumes and much more. An annex building is the Science and Education Centre which houses the Geology Gallery, the exhibition on oil industry, the exhibition on copper mining in Sabah and a current exhibition on broadcasting technology. Next to the Science Centre is the Multivision Theatre (Wacana Room) and the Sabah Art Gallery which is operated by the Sabah Cultural Board.

Russia >>

Irkutsk
Triangle of Three Churches
Irkutsk is an administrative center of Irkutsk Oblast. It is situated on the Angara River, 600km from Baikal. The name of the city originates from its location near the Irkut River. The population of Irkutsk is 600,000 people (data of 2002); the city occupies 31 thousand hectares. Irkut appeared on the map of Siberia in the middle of the 17th century. The historical center of the city is the square of three churches. Perfectly preserved and presenting a real pleasure to the eye there is a magnificent church of the Saviour and Epiphany Cathedral. The church of the Saviour is almost 300 years old, the cathedral is about 250. They are remarkable with the harmony of dimensions, whiteness of the walls, intricate decorations of the windows and portals, inevitable and fancy stone decorations. The facade of the church of the Saviour is decorated with fresco ‘Icon Made without Hands’. The third church is a Polish Catholic Cathedral, built in 1881. This neo gothic construction, restored in 1978 now houses an organ hall.

Vietnam >>

Danang
Son Tra peninsula
Son Tra peninsula, while earmarked for major tourism development, Son Tra peninsula for the time being remains a perfectly sleepy little getaway spot for those in need of exotic exploration. The peninsula rises up to 600m above the sea level. While it has long been an improving sight from the city, it has remained relatively unexploited as a tourism spot, despite grand plans on the drawing board. From the top of the mountain is a breathtaking panoramic view of Danang city, the sea and more than 30km of the beach which stretches all the way to the Cua Dai beach nearby Hoi An. It is a 2hours tour around the Son Tra peninsula with some sightseeings such as the DRT radio station, Radar Station, old helicopter airports and the one thousand year old tree. Visitors can enjoy fresh air and seafood in any number of small restaurants set up by locals. Grilled shrimp, fried squid and roasted thousand year old tree. Visitors can enjoy fresh air and seafood in any number of small restaurants set up by locals. Grilled shrimp, fried squid and roasted crab are the perfect choice after bathing in the deep blue sea. It is so majestic and so romantic, really beautiful. Only one day stay at Son Tra, we can enjoy living in the rippling flow of dawn and the quietness of twilight at this fascinating landscape. And that makes us realize the value of each and every moment and the true calling of our hearts.

Ho Chi Minh City
100 Excitements: All the Must Do, See And Taste
Nowadays, visitors to Ho Chi Minh City would find it easier to experience the city in their own ways, whether it comes to culture, cuisines, entertainment, and shopping. The City Government has run a tourism program called ‘Ho Chi Minh City—100 Excitements’ which selects 100 best tourism brands including the best Vietnamese boutique service hotels, excellent Vietnamese restaurants, best shopping places for tourists, unique Vietnamese souvenirs and gifts, exciting entertainment venues, stylish coffee shops, Vietnamese must taste and must see, favorite city tour and most prominent cultural, sports and tourism event. The top two landmarks are markets – An Dong in District 5 and Ben Thanh in District 1. They are followed by Can Gio District’s Eco Park, ‘Chimia Tower’ in District 5, the Cu Chi Tunnels, Vietnamese History and War Remnants Museums, the Reunification Palace, Central Post Office, and Notre Dame Cathedral.

TPO News
Best Tourism Product
Tourism Promotion Organization for Asia Pacific Cities

TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism. It serves as a centre of marketing, information and communication for its member cities. Its membership includes 65 city governments and 36 non government members representing the private sector, educational institutions and other tourism authorities. TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.

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

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

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

To join the TPO, please contact the TPO Secretariat:
- Tel: 82-51-502-1967  Fax: 82-51-502-1968
- E-mail: secretariat@aptpo.org

City Member

Russia
- Vladivostok
- Irkutsk

Japan
- Fukuoka
- Kagoshima
- Kitakyushu
- Kumamoto
- Miyazaki
- Nagasaki
- Osaka
- Sasebo
- Shimomoriki

South Korea
- Andong
- Busan
- Busan Jung-gu
- Buyeo
- Changwon
- Chuncheon
- Daegu
- Daejeon
- Donghae
- Gangneung
- Gwangju
- Geoje
- Gimhae
- Gyeongju
- Hadong
- Iksan
- Incheon
- Jeju
- Jeonju
- Namhae
- Pohang
- Sokcho
- Seongsan
- Tongyeong
- Ulsan
- Yeongju

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- Guangzhou
- Hangzhou
- Qingdao
- Sanya
- Shanghai
- Shenyang
- Suzhou
- Tianjin
- Urumqi
- Wuhan
- Xian
- Xining
- Yantai
- Yinchuan
- Yunnan
- Zhuhai

Korea
- Buyeo
- Daegu
- Daegwan
- Donghae
- Gwangju
- Gimhae
- Gyeongju

Malaysia
- George Town
- Johor
- Kota Kinabalu
- Melaka

Thailand
- Bangkok

Vietnam
- Danang
- Hai Phong
- Hanoi
- Ho Chi Minh

Indonesia
- Jakarta
- Surabaya
- Yogjakarta

Philippines
- Manila

NGO/NPO Member

China
- Fukauka Convention & Visitors Bureau
- Kagoshima Convention & Visitors Bureau

Korea
- Busan Tourism Association
- Busan Tourism High School
- Daegu Tourism Association

U.S.A.
- Hawaii Visitors & Convention Bureau

Vietnam
- Haiphong Vocational College of Tourism

Business Member

Korea
- AB Road Co., Ltd.
- Aesthetics Travel Service Co., Ltd.
- Asiana
- Busan Convention & Exhibition Bureau (BEXCO)
- Busan Tourism Association
- Busan Youth Hotel ARIPNA
- Cheongpoong Travel Service Co., Ltd.
- Hansolde Con章 Hotel
- Inter Hotel
- J.B. Travel
- Korea Geographic Network (KGN) Inc.
- Lee Convention
- SR Company
- TourJapan Co., Ltd.

Japan
- JTB Corp. (Fukuoka Office)
- Kirin Nippon Tourist Co., Ltd.

Malaysia
- Sabah Hotel Association
- Sabah Tourism Association
- Sabah Travel Association
- Tourism Tropical Association

China
- China Comfort Xian International Travel Service Co., Ltd.
- China Travel International (Xinjiang) Ltd.
- Guangzhou Star Cruise Co., Ltd.
- Shanghai International Travel Service Ltd.
- The Garden Hotel, Guangzhou

U.S.A.
- MCM Group Holdings, Ltd.

Vietnam
- Haiphong Vanhoa One Member Limited Corporation
- Vietravel