SCOPE

Tourism

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Indonesia
Korea
Vietnam
Japan
Miyazaki
Surabaya
Busan Jung-gu
Hanoi

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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 40 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.
I browsed through a guidebook to look for travel information about Surabaya, the second city of Indonesia, located at East Java, only to find three to four pages about the city in it before leaving to the city. My worries and suspicions over whether the city has things to see has changed after the one-week travel to Surabaya. Rather I was sorry for the people who could not recognize its value.
Hanok, a traditional Korean house, has its own charm and attractiveness that can never be felt in modern architecture such as tranquility and coziness despite the small size. The smooth and elegant curves on the roof and in the eaves, roof tiles in male and female configurations and formative beauty are created by roof-end tiles. To experience hanok and feel the true warmth and generosity, I have visited the Jeonju Hanok Village.

From Tradition to Modernity
Hanok
The name Hanok refers to a building with a traditional Korean wood-frame construction. These traditional buildings took the form of palaces (pyung-jo), temples (jeol-ji), and houses (bultan-ji). Depending on the social status of the owners, houses were made with tiled roof (omoj-jo), thatched roof (choga-jo) or wooden roof (neowa-jo). The glass (pil-je) roof is the most popular and representative type of Hanok house. Hanok is special and distinctive with its ondol (hot floor) for heating and the maru wooden roof (neowa-jip). The giwa-jip (tiled-roof house) is the most popular and representative type of Hanok house.

The Finest Example of Hanok
Jeonju Hanok Village
Jeon Hanok Village situated across Gyo-dong and Pungnam-dong (http://hanok.jeonju.go.kr, available in English, Japanese and Chinese) is a special traditional cultural zone in which about 700 traditional Korean houses are preserved. Here, you can find many cultural heritages (ex: Gyeongji Jeon, Jeondong Cathedral, Pung Nam Gate, Omokdae Shelter, Han Ji Center, etc.) and meet traditional craft studios including Hapjukseon and Tanggokseon, traditional tea houses and traditional Korean restaurants. Among them, Hanokdang stands out the most. This traditional Korean mansion used to have 99 quarters in the past. Now, only the banchae (main quarter), haenglang sarangchae (servants’ quarter), front gate and the byeonlo (annex building) remain on the 1,716m² land. In the beginning, it was a great mansion as large as 6,600m² in terms of site area. In addition, you can actually experience a traditional Korean life and spend the night in this Hanok village (specifically at the Jeonju Hanok Living Experience Center, Dongsanjeon Hall, Jeonju Hanok Museum, Gyeongji Jeon, Jeondong Cathedral, Pung Nam Gate, Omokdae Shelter, Han Ji Center, etc) and meet traditional craft studios including Hapjukseon and Tanggokseon, traditional tea houses and traditional Korean restaurants. Among them, Hanokdang stands out the most. This traditional Korean mansion used to have 99 quarters in the past. Now, only the banchae (main quarter), haenglang sarangchae (servants’ quarter), front gate and the byeonlo (annex building) remain on the 1,716m² land. In the beginning, it was a great mansion as large as 6,600m² in terms of site area. In addition, you can actually experience a traditional Korean life and spend the night in this Hanok village (specifically at the Jeonju Hanok Living Experience Center, Dongsanjeon Hall, Jeonju Hanok Museum, Gyeongji Jeon, Jeondong Cathedral, Pung Nam Gate, Omokdae Shelter, Han Ji Center, etc) and meet traditional craft studios including Hapjukseon and Tanggokseon, traditional tea houses and traditional Korean restaurants.

Nature and Art
Yufuin
Yufuin is a leading hot spring village in Oita Prefecture. In the beginning, this beautiful and romantic village was famous for its abundant hot spring water. Now, it has been particularly popular to women because of its artistic and fancy streets. Located in a basin, the village is often completely covered by thick fog early in the morning, creating a mystic atmosphere. It is recommended to tour around this picturesque town on foot or by bike. A variety of unique and interesting shops such as Tonoko character goods stores and ethnic shops are lined along narrow streets. You can get a tourist map and pamphlet and rent a bike (JPY 200 per hour) at the Yufuin Tourist Information Center. Access: JR Express Yakumo-maru Train runs 6 times a day Tel 0-977-85-4464 Website www.yufuin.jp

Jeonju Hanok Village Dullethi Trail
Under the name of ‘Cheonnyeon Godo’, are many fascinating places in Jeonju. In particular, do not forget to walk along the Dullethi Trail at Hanok Village Trail. The 7.9km long trail route is as follows:

1. Galsan Park
2. Omokdae Shelter
3. Gyeongji Jeon
4. Jeondong Cathedral
5. Pung Nam Gate
6. Haenglang Sarangchae
7. Galsan Rock
8. Omokdae Shelter
9. Jeonju Hanok Village

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Don’t Miss
Kinniklo Lake
Kinniklo lake has the most beautiful landscape in Yufuin. As a landmark of Yufuin along with the Yufuin Station, this lake stays warm all year round because of its natural hot spring. Surrounded by thick forest, thick fog is often formed in the morning in winter, creating mystic atmosphere. You can watch large carpets and flocks of ducks swimming around. It is recommended to visit the public open-air hot spring (LPP 200) next to the lake. Access: 20 minutes walk from JR Yufuin Station Tel 0-977-84-3111

Don’t Miss
Beppu Jigoku-Meguri (the Hell Tour)
Hot and steaming ground, bloody water and eerie crocodile. You can watch and experience a hell-like place that might have existed in your imagination. If you are interested in this phrase, ‘You will be Enchanted with the Charm and the Mystery of Hell,’ do not hesitate to visit Beppu. ‘Jigoku-Meguri (the Hell Tour)’ is the most popular route through which you can watch a very unusual and unique hot spring. You will be stunned by a variety of magnificent and frightening scenes of Umijigoku (jadeite lake Sea Hell), Onihibachi Jigoku (Mori’s Hell with boiling mud poole), Yama Jigoku (Mountain Hell), Kamado Jigoku (90°C Oven Hell), Onizama Jigoku (Drain’s Mountain Hell home to about 100 crocodiles), Shinkai Jigoku (White Pond Hell of steaming water), Chinoike Jigoku (Blood Pond Hell of red hot water), Tatsumaki Jigoku (Water-Spout-Hell). Where else in the world can you find this wonder of nature?

Access: JR Beppu Station, B1 Kusakabe Park, Beppu Expressway Beppu IC Tel 0-80-877-84-1577 Operating Hour 08:00~17:00 Admission Fee Adult 2000 Yen, Student 900~1300 Yen Website www.beppu-jigoku.com

Oita, Japan
Kyushu is a place famous for its high-quality natural hot spring in Japan. At this island, Yufuin and Beppu are particularly famous for its hot spring. The two cities in Oita Prefecture, Kyushu, are awaiting you with unique and special experiences which can be more memorable than a cherry blossom tour.
The success or failure of the tourism industry lies in the tourists’ willingness to revisit. Attracting tourists once just by chance can be possible, but it is not easy to make them come back again. It is important to develop famous tourist attractions. However, it is also essential to discover and develop tourist resources. For this, we need to come up with a new idea on the development of high-quality tourist resources.

Necessities of Development of New Cultural Contents

In 2009, the world travel industry was very sluggish because of the world economic downturn. Furthermore, political conflicts, natural disasters and the outbreak of H1N1 Flu worsened the situation. International tourist arrivals decreased to 4% in 2009, but the 2% spasing in the last quarter of the year indicates a change of trend after the drop of 10%, 7% and 2% in the first three quarters respectively. Asia and the Pacific and the Middle East led the recovery with positive growth in both regions in the second half of 2009, according to the January edition of the UNWTO (World Tourism Organization) World Tourism Barometer. As shown in the numbers above, the tourism industry has rapidly recovered in the Asia-Pacific area. Many cities have focused on tourism marketing and promotional activities in a belief that 2010 would be a turning point to boost the current depressed tourism industry. Tourism is an important industry which could eventually promote national economy in a long-term perspective. As a result, it has become increasingly important to develop new tourist resources such as unique local cultures. But unless the local tourism industry rebounds first, the total tourism industry will not be able to make a step forward. The contention that we need to develop ‘new culture’ means that we should discover and develop a widely known (or almost unknown) conventional culture as a brand, improve local awareness and develop places into new tourist destinations.

Development of Versatile Cultural and Tourist Resources

In general, cultural resources not known as a famous tourist destination mostly remain undeveloped. In other words, historical resources, intangible cultural heritages, famous people and natural and artificial landscapes have traces of the original form. It is necessary to develop and commercialize these resources. In case of the leading cultural industry or product of the region, it could have a positive effect on local economy. To develop new cultural resources, it is necessary to set development directions depending on local cultural images. In case of an area which has a cultural image to a certain level, it is a good idea to strengthen the current image and develop surroundings at the same time. In a region in which a native image prevails even though a cultural environment is established, it is required to introduce and develop cultural contents.

The most successful story can be found in cultural recycling in Essen, a former coal mine area in Germany. The coal mining industry started in the 19th century and flourished until the World War II in the German Ruhr industrial area. Since the emergence of a new industrial paradigm, the rusty machine and equipment were abandoned for a long time. In particular, the Ruhr industrial area had a very negative impact on the local image because of its disused mining facilities and enormous piles of wastes. No one ever imagined that this filthy place would be transformed into a famous tourist destination. About a decade ago, the local government (Nordrhein Westfalen) established an International Construction Exposition Firm and launched a redevelopment project. A total of 120 areas from 17 cities including Essen were redeveloped and improved for almost a decade. Zeche Zollverein, a former colliery and highly visible landmark in Essen, has been designed in Bauhaus style by Fritz Schupp and Martin Kremmer. Because of its comprehensive remodeling, the disused mine was reborn into a new cultural space. It may just look like a huge machine which can be seen in an industrial area, however this colliery has been transformed into an industrial museum in which a variety of beautiful artifacts are showcased. It has even been designated a UNESCO World Cultural Heritage. Playing a central role in the local economy, this place has grown into a renowned tourist attraction in Europe, hosting a variety of design exhibitions and workshops.

In Korea, Gwangju is the city which has developed art and culture to a tourist resource to boost the local economy. In fact, before the city had no differentiated cultural image compare to the other cities. Because of the pro-democracy movement, many people would see Gwangju as a political center. However, things started to change thanks to the Gwangju Biennale (Biennale is a biennial modern art exposition. The Venice Biennale is the world’s oldest art festival and started in 1895), an art festival which was launched in 1986 to celebrate the 50th anniversary of the national independence. This year, the 8th Gwangju Biennale takes place from September until early November (almost two months). A variety of exhibitions and events will be held. Since the launching of the Gwangju Biennale, many art and cultural facilities and cultural and green spaces have been developed. In addition, people started to see Gwangju as ‘A City of Art and Culture’.

Brandization and Commercialization of Regional Culture

Commercialization of regional culture through local festivals and events is one way of developing tourist resources. The Yosakoi Festival in Kochi Prefecture has become one of the famous festivals among young Japanese people. During the festival, local folk music is played in rock, reggae and jazz style, and participants are encouraged to put on traditional or interesting costume. In addition, a device which would be used to drive away birds in a farm, has been developed into a musical instrument. Now, many people get this unique item as a souvenir. Thanks to the festival, after all, Kochi has overcome its stale and stagnant image and developed into a dynamic and vibrant tourist attraction.

In case of the U.K., a Great British Heritage Pass has been operated for over a decade to efficiently advertise its historical heritages and use them as tourist products. With this pass, tourists can tour about 600 historical sites such as castles and gardens at low prices. Because of this new system, sales have increased by 50% for the past three years. The 15-year-long 7-Day Pass is especially popular in Europe. It has been successful in attracting tourists to revisit the U.K. Many other historical cities have benchmarked this system.
Second, we are going to build a brand for our rich and abundant tourist resources, and globalize them. No matter how good tourist resources are, it would not be easy to attract tourists without developing a brand for them. Third, it is necessary to scatter the holiday seasons. In Japan, many people tend to go on a vacation during the same period. To expand tourism market, it is necessary to make people go on a trip in a different time and give them more diverse travel opportunities. Travel is a big part of our lives. In fact, travel makes our lives richer and happier and broadens our perspectives in life. With this kind of theme, we plan to promote our campaign across the nation since April.

Speaking of building a brand for tourist resources, could you be more specific?

Yes, we are going to develop a brand for travel. We need to develop a variety of fun and exciting tourist resources such as medical tourism, sports tourism and eco tour instead of just traveling around. We should enhance the awareness of local tourist resources as well by designing and packaging them. As a result, we will be able to increase revisit rates and improve local image as a tourist attraction. Therefore, it is essential for us to build a brand for tourist resources.

Japan has rich and abundant tourist resources across the nation. However, tourism development has been intensive in some famous tourist spots only such as Tokyo, Osaka and Kyushu.

That’s why we keep emphasizing the importance of public relations. It is important to effectively advertise tourist resources after investigating their potential to evolve into a tourist attraction. First, we plan to promote leader nurturing and training activities after developing a platform in order to aggressively advertise local tourist resources with great growth potential. In general, most first travelers to Japan take the Golden Route which covers Tokyo, Hokkaido, Kyushu and Okinawa. On the contrary, re-visitors and FITs mostly intend to visit other places, but it is hard to get practical information on these destinations. Hence, we are going to promote diverse marketing strategies to improve local awareness through leader nurturing and training activities and provide sufficient practical information to travelers.

Is there any project you have prepared for ‘The Year to Visit Japan’?

This year, we are going to prepare various mega events such as a film shooting and citizens’ marathon. Some of them will actually take place. For example, film business exchange was mentioned in the 4th China-Japan-Korea Ministerial Conference on Tourism which was held in Nagoya in October 2009. According to this project, Korea and Japan jointly choose and sponsor a film. For example, Japan supports a film which would enhance friendship between the two countries and location-hunting costs in Japan and promotes marketing when the film is released. I hope that we would be able to create more opportunities for local cities to develop into a tourist attraction through diverse cultural exchanges such as film and sports.

Early this year, Mizohata Hiroshi was nominated as the commissioner of the Japan Tourism Agency. With a goal of attracting 10 million tourists in 2010, he has aggressively promoted marketing against cities around the world. Let’s hear about Japan’s tourism industry from him and his future plan.

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**Bangkok, Thailand**

**Venue:** 23 September Park

**Date:** Apr. 13 to 15

**Songkran Festival**

Songkran is a traditional New Year which starts on April 13 every year and lasts for 3 days. Songkran means “clear water” or “change place” as it is the day when the sun changes its position in the zodiac. It is also known as the “Songkran Festival” as people believe that water will wash away bad luck. The value of water is to provide the opportunity for family members to gather in order to express their respects to the ancestors by pouring scented water onto the hands of their parents and grandparents and to give them gifts including making merit to deduce the risk to their ancestors. Thescenestillremainswiththeprotiregardsandprosperity. And people from all parts of the country come to enjoy the water festival to switch the Mill Songkran Costum and beautiful parades.

**Gangneung, Korea**

**Middle Apr.**

**Geongseong Dea Cherry Blossoms Festival**

Geongseong Geongseong Dea Cherry Blossoms Festival is a spectacular of the Geongseong Dea with 600 cherry blossom trees. This festival is held every April around the Geongseong Lake. The festival starts when cherry blossoms are blooming for one week. The festival is a representative festival in the region where tens of thousands of people come to enjoy the beauty of spring. It is open to the public for free. The festival features music and art performances throughout the year and the Acacia Festival is one such festival.

**Dalian, China**

**May. 1 to 31**

**Dalian Arirang Festival**

Dalian Arirang Festival is a number of important festivals throughout the year and Arirang Festival is one such important festival. This is one of the most important festivals in Dalian.

**Bangkok, Thailand**

**Venue:** Sanam Luang

**Date:** May 1

**Royal Ploughing Ceremony**

Sanam Luang

The Annual Ploughing Ceremony usually takes place in May every year at Sanam Luang near the Grand Palace in Bangkok. The ceremony has been performed since ancient times and designed to give an auspicious beginning to the new planting season. The ceremony is an ancient Brahminical rite which is carried out in this hope of providing a bountiful crop come harvest time. This ceremony is held at Sanam Luang (the Royal Grounds) and begins with a rite which determines how much rain will fall between now and harvest time. Grain of rice or used in the ceremony are usually offered after the event and kept as a symbol of good luck. This event is a prestigious occasion which is usually attended by members of the Royal Family.

**Fukuoka, Japan**

**May 2 to 4**

**Hakata Dontaku Minato Matsuri**

The Hakata Dontaku Minato Matsuri is a traditional and ancient festival with a history of approximately 780 years. During the Dontaku Festival, many people, the young and the old, parade through the streets in various costumes, some playing the Shamisen or beating drums, others singing wooden spoons for scenery. The whole city eagerly awaits the start of one of the most exciting events in Japan. In this event, participants in traditional costumes parade the streets while singing shamisen. It is one of the largest festivals held in the middle of the Golden Week, attracting around 5 million people.

**Manila, Philippines**

**May, 1st week**

**Vivaldi Festival of Arts**

In an effort to increase public awareness of Vigan as a unique historic town to be conserved and protected, a local non-government organization involved in the conservation of Igman held the 17th Viva Vivaldi Festival in Art in May 1993. Encouraging public response has made festival an annual event. It has also proven to drive tourism to the local tourism industry. Over the past years, the Viva Vivaldi Festival has become one of the largest cultural events in the north, attracting domestic and foreign visitors who come to Vigan on pilgrimage to its heritage by UNESCO as one of the World Heritage sites. The food, the people, the churches, the many sons and daughters the rich history the city can boast of Vigan is truly one memorable place to go.

**Busan Jung-gu, Korea**

**May 15 to 16**

**Joseon Tonginsa Korea-Japan Cultural Exchange Festival**

**Venue:** Hanshin

The Joseon Tonginsa Korea-Japan Cultural Exchange Festival is a cultural exchange festival for Korea-Japan friendship. It is held every year to enhance mutual understanding and to contribute to peace. The huge festival with 952 participants from 15 cities of Korea and Japan and 1110 participants in a matching parade also is a venue for private exchanges. Visitors can enjoy performances representing a multicolored parade, Korea and Japan traditional performances and photo exhibition. One of the events includes the colorful folk arts of both countries and the festive atmosphere.

**Hanoi, Vietnam**

**May 27 to 29**

**Chin Temple Festival**

**Venue:** Chin Temple

There is a great legend attached to the Chin Temple. The Chin Temple is located in the Thuy Phuong village in a hamlet’s suburb district of Tu Lien. It is dedicated to Ly Ong Tong, aka Ly Than, a legendary figure during the reign of the King Hung. Ly Ong Tong was a ruler of the ChimREA. When the Chinese Han dynasty started to expand its territories, Ly Then made a great contribution to this victory. Ly Than’s last of arts was duly rewarded by the Emperor, who gave him one of his princesses, Bach Ly G, to marry him. When he grew old, his statue was put at the entrance of the Chin-Kong fortress as a deterrent against Mongolians invaders. The Chin Temple Festival is a big festival in the area of former ChimREA just after the Lo Co and Dan festivals. It is one of the most important festivals in the area of former ChimREA. The last day of the festival is the most important. The festival is a part of the festival, an official day on an official day. Visitors can drink all the traditional liquor and tea at the festival for free.

**Shanghai, China**

**Early Apr.**

**Shanghai International Tea Culture Festival**

**Venue:** Zhabei

**Date:** Early Apr.

**Shanghai International Tea Culture Festival**

Shanghai International Tea Culture Festival is held annually in April and last for about one week. It is a traditional and great festival for Shanghai people to promote Chinese national culture and develop friendship with people from all over the world. Millions of tea lovers, experts and tea producers make it to Shanghai for the international tea culture festival. With many impressive tea ceremonies, exhibits, gardens to taste famous tea. 

**Danang, Vietnam**

**Apr. 1 to 3**

**Axiadilecanna Festival**

**Venue:** The Marble Mountains

Axiadilecanna festival is celebrated every year at the beautiful landscape of the Marble Mountains of Danang city. The festival held at great natural places has attracted many tourists.

**Bangkok, Thailand**

**Venue:** 23 September Park

**Date:** Apr. 1 to 3

**Danang, Vietnam**

**Venues:** The Marble Mountains

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Shanghai, China
Jun. 14-15
Shanghai International Film Festival
This competitive feature film festival kicks off and ends with a closing celebration shining the red carpet for viewers who aren’t quite famous enough to afford the opening and closing ceremonies, the film screenings and host events. Across Shanghai! The Shanghai International Film Festival is hosted by the State Administration of Radio, Film & Television and Shanghai Municipal Government and organized by Shanghai Municipal Administration of Culture, Radio, Film & Television and SISFF. Compared to other competitive feature film festivals accredited by FIPF such as Cannes and Berlin, the Shanghai International Film Festival is much younger. After being successfully established, the festival was soon accredited by FIPF as one of the competitive feature film festivals.

Ho Chi Minh, Vietnam
Jun. 1 to 7
Southern Film Festival
Venue: Suoi Tam Theme Park
The festival originated as an annual market, which began ten years ago, and has grown into a festival embracing the entire southern region. This year, the festival will be organized on a larger scale, including activities as arts, fruit productions, exhibitions, food and drink week, art performances and folk games. The festival this year, with various activities, is expected to attract many domestic and international tourists, contributing to promoting the tourism of Ho Chi Minh City and Ninh Kieu River delta provinces. Fruit trees which have won national and international prizes, new varieties of fruit trees, collections of scents of fruits and flowers of Vietnam will also be on display at the festival. The most exciting and attractive activities of the festival are fruit productions and fruit contests.

Daegu, Korea
Jun. 12 to Jul. 5
Daegu International Musical Festival
Venue: Daegu and the surrounding area
This Daegu festival this month presents its only festival of musicals in the nation as it aspires to become the equivalent to the Edinburgh Festival in the United Kingdom or the Avignon Festival in France. It aims at developing musical theater into an industry through negotiations. And the “Litchi Cup” competition for amateur singers is held. Other activities include fine arts, calligraphy, photo and book exhibitions, sports competitions. The sole goal of the day is to have fun and entertainment and usually comes on tail in the right.

Shanghai, China
Jun. 16
The Dragon Boat Festival
On the fifth day of the fifth lunar month, and together with the Chinese New Year and the Mid-Autumn Festival it forms one of the three main Chinese holidays. Since the summer is a time when diseases most easily spread, the Dragon Boat Festival began as an occasion for driving off evil spirits and pestilence and for finding peace in life. The celebration began in the 3rd century B.C. in protest against the corrupt emperor. The legend says that people attempted to prevent fish from eating his body by throwing rice dumplings wrapped in bamboo leaves into the river to frighten them away by housing down. Today cuts in main dragon boats race to the finish line, and rice spewed in bamboo leaves is consumed.

Surabaya, Indonesia
Jul. 1-15
Cross Culture Festival
This Cross Culture Arts Festival is an annual event held in Surabaya to bring various cultures from many cities in Indonesia and many countries in the world. This event is to preserve and develop traditional arts of Surabaya and other cities in Indonesia, as well as various international arts. This festival as an arts show that can be enjoyed by public from different parts of Indonesia and international countries who visit the 2010 Cross Culture Arts Festival. The show will present the Rome Dance Festival and Yokohama Dance Festival in a competition.

Jakarta, Indonesia
Jul. 1 to Aug. 31
Jukaku Street Festival
Venue: Jukaku (located as Ji. Jukaku) is a short street approximately 400 meters long in central Jakarta. It is located about four hundred meters from the national museum, west of the Bundaran HI main road, and sits opposite the train station. The Coordinator for Ji. Jukaku area is 6.16 East and 116.40 East. The origin of the street name dates back to the Dutch era, when students of the Nego (Islamic) Blajaka (Jukaku) Law Academy. Because of this the street otherwise known as Jukak, the Indonesian word for Проектор, Jukaku is the main thoroughfare and central street of Jakarta, with many chic shops, budget restaurants and trendy bars. Each year, Jukaku is celebrated with a festival with the annual Ji. Jukaku Street Festival, which includes music, food, Indonesian art exhibitions, stall sales and cultural performances. The main goal of the day is to have fun and entertainment and usually comes on tail in the right.

Fukuoka, Japan
Jul. 1 to 15
Hakata Gion Yamakasa Festival
Venue: Kusakari Shrine
Hakata Gion Yamakasa brings a sense of summer in Fukuoka. It is a shrine festival dedicated to the Kusakari shrine, the grand temple shrine of Hakata, with a 160-year-old history. On the 1st of July, people of Hakata parade their displays of deities called “Yamakasa” (a kind of portable shrines with wheels) around the streets of the town, all people in Hakata and Fukuoka are in a festive mood. This is the beginning of a spectacular festival to play to opposite two kinds of boats that’hool for hold 15 days. “Kusakari-no-yamaokasa” is to be carried in the festival by leavers wearing sarongs, while using water on their bodies in spirited manner, they carry 10 boats while pubsing each other a shout. “Sakurakasa” running through the streets of Hakata while pushing the float from behind. The festival culminates with “Ujigisai” held on July 14, and there will be backgrounds created around the town. Heartbeats and the enthusiasm of “Yamakasa” movement gives the audience the most inspirational sensation.

Ipoh, Malaysia
Jul. 5
Ipoh International Run 2010
This event was later taken over by Ipoh City Council in 1991 with about 3,400 participants. In 2003, the Ipoh International Run fit a record of 5,000 participants. The race encourages both local and international runners to come and experience Ipoh’s beautiful terrain. To date, the run has seen 15,000 runners participating in the last race. In 2008, the Ipoh International Run hit a new record with 7,000 runners participating in both the 10km and 21km. Over the past events, the Ipoh International Run has raised funds for various non-profit organizations such as the Ipoh Children Home, southern charity, and local charity. The Ipoh International Run began in 1985 organized by Ipoh Rotary Club, a non-government organization based in Ipoh. The race was later taken over by Ipoh City Council in 1991 with about 3,400 participants. In 2003, the Ipoh International Run fit a record of 5,000 participants. The race encourages both local and international runners to come and experience Ipoh’s beautiful terrain. To date, the run has seen 15,000 runners participating in the last race.

Nagasaki, Japan
Jul. 24 to 25
Terujin Festival (Boat Parade)
Venue: Tanura Beach in Toyohashi
Terujin Festival is Japan’s second largest city, and the heart of one of the largest metropolitan areas in the world. The Terujin Festival is the traditional festival of the city of Nagasaki, located about 1km south of the national museum, west of Jalan Jaksa. Jalan Jaksa is a short street approximately 400 meters long in central Jakarta. It is located about four hundred meters from the national museum, west of the Bundaran HI main road, and sits opposite the train station. The Coordinator for Ji. Jukaku area is 6.16 East and 116.40 East. The origin of the street name dates back to the Dutch era, when students of the Nego (Islamic) Blajaka (Jukaku) Law Academy. Because of this the street otherwise known as Jukak, the Indonesian word for Проектор, Jukaku is the main thoroughfare and central street of Jakarta, with many chic shops, budget restaurants and trendy bars. Each year, Jukaku is celebrated with a festival with the annual Ji. Jukaku Street Festival, which includes music, food, Indonesian art exhibitions, stall sales and cultural performances. The main goal of the day is to have fun and entertainment and usually comes on tail in the right.

Nagasakai, Japan
Jul. 22 to 25
Nagasakai Tall Ships Festival
Venue: Nagasakai Port (Mintei No Min) Park, Mitsuogawa International Wharf and Nagaoka-Dolphin Wharf area
Tall ships from Japan and around the world gather in Nagasakai Port and take part in various events such as the Port Opening Parade, opening of ships to the public, sea trials, coastline experiences and more. In the evening the ships will be illuminated under fireworks displays.

Osaka, Japan
Jul 24 to 25
Tenjin Festival (Boat Parade)
Venue: Tanura Beach in Toyohashi
Tenjin Festival is Japan’s second largest city, and the heart of one of the largest metropolitan areas in the world. The Tenjin Festival is the traditional festival of the city of Nagasaki, located about 1km south of the national museum, west of Jalan Jaksa. Jalan Jaksa is a short street approximately 400 meters long in central Jakarta. It is located about four hundred meters from the national museum, west of the Bundaran HI main road, and sits opposite the train station. The Coordinator for Ji. Jukaku area is 6.16 East and 116.40 East. The origin of the street name dates back to the Dutch era, when students of the Nego (Islamic) Blajaka (Jukaku) Law Academy. Because of this the street otherwise known as Jukak, the Indonesian word for Проектор, Jukaku is the main thoroughfare and central street of Jakarta, with many chic shops, budget restaurants and trendy bars. Each year, Jukaku is celebrated with a festival with the annual Ji. Jukaku Street Festival, which includes music, food, Indonesian art exhibitions, stall sales and cultural performances. The main goal of the day is to have fun and entertainment and usually comes on tail in the right.
Deputy Director General of Shandong Provincial Tourism Administration
Wang Yuansheng

Shandong is situated in the eastern part of China on the lower reaches of the Yellow River. A lot of tourist cities belong to this province which is located between Beijing and Shanghai. Thanks to abundant fresh marine products along the 3,100km coastline and thousand-years-long history and culture, Shandong always attracts many tourists from around the world. We have heard the past and present of the Shandong Province from the Deputy Director General of Shandong Provincial Tourism Administration Mr. Wang Yuansheng.

In 2009, six more cities including ‘Zaozhuang’, ‘Dongying’, ‘Binzhou’ and ‘Heze’ were included on the list of China Excellent Tourist Cities. As a result, Shandong is the highest (35 cities in total) in terms of the number of China Excellent Tourist Cities’. As a result, Shandong is the highest in terms of the number of China Excellent Tourist Cities.

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Shandong Province created the ‘Friendly Shandong’ slogan. Please tell us the meaning and what was at the background of the creation.

From 2007, we began to think about a brand new slogan that can put the abundant tourism resources, cultural resources and new tourism market of Shandong in a short phrase. After much deliberation and solicitation of ideas from the public, we came up with ‘City of Cultural Heritage, Heavenly Holiday Destination’ and again shortened it to ‘Friendly Shandong’. Everybody knows that Shandong is the home town of Kongzi, the Confucius, the origin of Confucianism and that Shandong is always friendly to its visitors. Kongzi said in his famous book ‘The Analects’ that ‘Is one not happy when friends come to visit from afar?’ The friendliness of Shandong didn’t change for the last 2000 years, so we looked for ways to put the cultural aspect and modern aspect together. In the end, by merging the culture and modern, we came up with ‘friendly’, which best represents the people of Shandong and the Shandong province. At the same time, we created the outstanding ‘friendly emblem’ which is the combination of wonderful English letters, color and ‘Shandong’, the Chinese character itself. Therefore, the ‘City of Cultural Heritage, Heavenly Holiday Destination’ slogan came from our own experience and it clearly shows that Shandong is a holiday destination. We blended the foreign language to demonstrate the special attraction of Shandong as a holiday spot. Combination of Friendliness, honesty, justice-Friendliness and courage of Shandong people sums up into global mindset. The symbol that demonstrates the especially kind character of the Shandong people creates a strong impression. Through different angles and dimensions the special character of Shandong people already created a wide impact.

Following the 2008 Beijing Olympic Games, the Expo 2010 is scheduled to be held in Shanghai. What influence have these international events had on the number of tourists to Shandong? And is there any plan or project in progress to attract more tourists?

The world expo is the Olympics of economy, science and culture. It is an event of the world. People are excited to see the World Expo firsthand and are proud to participate in the Expo. To help Shanghai Expo visitors to travel to Shandong easily, Shandong Provincial Tourism Administration will do its best to collaborate with travel agencies at Shanghai and Shandong to provide tour products under the motto of ‘Visit Expo, Travel Shandong’. From May 1st to October 31st, the Shandong Province will promote the ‘Visit Expo, Travel Shandong’ campaign. On April 28th, Tai’an city at the Shandong Province will host the kick off ceremony of ‘Visit Expo, Travel Shandong’ campaign. We will utilize the Shanghai Expo as a springboard and grasp opportunities to make the world know about Shandong to enhance the tourist environment. We will also put the Shanghai Expo at the center when expanding foreign and domestic tour markets. Korean and Japanese markets will be our targets. We will encourage travel agencies that sell ‘Visit Expo, Travel Shandong’ products and pay 100 yuan per tourist to travel agencies that send foreign visitors to Shandong to stay more than one day during the Expo season.

The number of tourists to Shandong has annually increased. How many tourists visited Shandong last year and how much growth do you expect in the number of tourists this year?

In 2009, the Shandong attracted 3.1 million foreign tourists, which was 22.14% growth compared to last year. We hope we can attract 3.5 million tourists and raise the percentage by 15% in 2010. At the same time, there were 268 million domestic tourists in 2009, which was 20.1% the year to year. We are anticipating 15% growth of domestic tourists and the number is expected to reach 330 million in 2010.

What do you think is the attraction of Shandong Province? And as the Deputy Director General of Shandong Provincial Tourism Administration and a resident of Shandong, why do you think people should visit Shandong? Please tell us the beauty of Shandong as tourist spot.

Shandong is a romantic modern city with distinctive four seasons, country landscape, well-known mountains, beautiful rivers and lakes, unique folk culture and delicious food from China and other countries. All these make varied tour products and enables to meet the different needs of tourists. Shandong is a big tourist city with mountains and rivers, harmonious sea and land, wonderful nature and culture and existing history and modern aspects. Mountain Tai is a World Natural Heritage while Qufu has Confucius temple, Residence of Confucius descendants and Confucian forest. Furthermore, there are Jinan – city of springs, Zibo – old capital of Qi dynasty, Liaocheng – city of rivers, Pengxi – city of angels and 14 other historical sites. Still there are beautiful Qingdao, Yantai, Weihai and Rizhao that connects the 3000 km of gold coast. Qingdao is near water and has mountains, red roof tiles, green trees, blue sea, clear sky and 2008 Beijing Olympics sailing game was carried out in the city. Mysterious under-the-sea world, romantic beer festival held people from going back home, so it is an attractive city. Yantai is called the world’s top 7 coastal wine production sites with exotic buildings and abundant sea life, so it is a unique city. Weihai is surrounded by mountains and waters, beautiful and elaborate and it is the most exquisite place where people would like to live.

Tourism infrastructure is concentrated in some famous areas such as ‘Qingdao’ and ‘Qufu’. Is there any plan or project in progress to cooperate with other cities for balanced regional development?

Jinan, Tai’an and Qufu made ‘Scenery and saint tour road’ while Qingdao, Yantai, Weihai, Rizhao made ‘Gold coast tour road’. These projects helped the tourism industry of the region to develop for the last few years. Shandong province is actively promoting cooperation of the cities to encourage tourism co-projects and realize balanced growth of cities in the region. For example, Qingdao, Zibo, Tai’an, Qufu made ‘Qi dynasty and Lu dynasty tour road’ while Zibo, Binzhou, Dongying, Laiwu made ‘Wonderful tour road’, Dezhou, Liaocheng, Jinan made ‘River culture tour road’ and Jinan, Heze, Liaocheng, Tai’an made ‘Water margin culture tour road’. These efforts added more beauty to the scenarios of Shandong and attracted more tourists.

Let us know if you have any suggestions or projects in your mind for tourism promotion in the Asia Pacific region. Since the 1990s, North America and Western Europe created the biggest number of tourists and received the biggest number of tourists. So, the region naturally stood as the top tourist region. However, thanks to the fast economic development of the Asia Pacific region, the region has turned into the East and the region’s tourism business has been growing at an unprecedented and rapid advancement. The international tourism industry is gradually widening to include the Asia Pacific region along with the Europe and the U.S. The Asia Pacific region needs to sustain its growth in tourism industry. To that end, the region needs more cooperation and collaborative operations. Intensified competition of the tourism market makes it hard for a single country to maintain its position in the market. Many countries understand the need for cooperation and proactively sought alliance with other countries and achieved notable success. ‘All-in-one tour’ of 5 ASEAN countries is an example. Therefore, the Asia Pacific region formed a cooperative relationship to advance the tour market together and to better the tourist environment by multiplying reciprocal advantage and mutually supplementing weaknesses. At the same time, the region is co-marketing the tour products of the region. The region’s alliance is formed because of geographical contiguity and resources that can be shared. So, when co-developing the international tour market and co-advertising the tour products of the region, it is necessary to cooperate to make the region’s tourism market more diverse.
I browsed through a guidebook to look for travel information about Surabaya, the second city of Indonesia, located at East Java, only to find three to four pages about the city in it before leaving to the city. My worries and suspicions over whether the city has things to see has changed after the one-week travel to Surabaya. Rather I was sorry for the people who could not recognize its value.

Editor: Su-Jin Kim  Photo: Choong-Keun Oh
City of History and Heros, Surabaya

Let me exaggerate, every road and intersection has a statue or monument of a hero for national independence. The existence of many statues and monuments is based on the sad Indonesian history. They had been colonized by the Netherlands for 350 years and then by Japan for three years and suffered with the Pacific War. They had to stand against the colonization of the Netherlands again, therefore, it is natural that heros appeared. They respected their heros and had to live with the times of struggle and resistance.

First Impression is not What It’s All About

Surabaya people in East Java have distinctive traits which distinguish them from West Java People. Unlike rough and fortis intonation, fast-speaking and wild-looking first impression, one or two words in their local language are enough to feel their innocence as they treat even strangers as an old friend. Surabaya people who live in the hottest region in Indonesia live a busy life with warm heart.
Surabaya Touring

1. Go Shopping
What we should do during overseas trips is shopping. You will have various shopping experiences including modernized shopping malls, local markets, souvenier shops which uses a traditional textile dying technique, Batik. You can spend your afternoon at item-specific shopping streets such as flower, furniture, shoes, jewelry in Surabaya.

2. Indonesian Traditional Food
Indonesian traditional food which include various types of food with rice as a staple and noodle, chicken and vegetables as a main ingredient. Along with them, various international restaurants including China, Europe, Japan and Singapore will please your palate. If you love spicy food, you must try Sambal sauce.

3. Get Cultured
You can experience the unique East Java culture in Surabaya, which is located in East Java. People can enjoy modern and traditional performances, artworks and exhibitions all year long at the French Culture and Language Centre (CCCL). And the East Java Art & Culture Center (Taman Budaya Jawa Timur) and Youth Hall (Balai Pemuda) also provide permanent performances.

4. Night Life
There is of course a night life in Surabaya. You can’t find them during day time, but after the sun goes down, sparkling lights and flashy signboards lure tourists. Pubs and clubs, performances of live bands and cocktail shows are on every night.

Mt. Bromo
A caldera which is called ‘Sea of Sand’, a huge 10km radius crater created at an altitude of 2200m east of Indonesia Java Island. Bromo Volcano (altitude of 2391m) which is spewing acrid smoke through a towering crater in the middle of the huge crater is busy even before the sun rises at around 3 am. Most of the people are here to see the sunrise at the Surabaya Observatory or to climb Mt. Bromo. Most of them stays one night at a hotel near the national park and leave at around 3:30 am. After one hour ride in a Jeep on a rough mountain road, we arrived at the observatory which was already filled with more than 200 people. Regrettably, October through April is wet season, so what we had was an unclear sunrise surrounded by clouds. But don’t be disappointed, the highlight of the tour was still left, Bromo Volcano. Even in tropical Indonesia with the average temperature of 28–30 celsius degree, here the temperature is only 3–15 celsius degree. So, thick clothes are needed as you will feel chilly when you spend a long time outside. Coming back from the observatory and taking a car for 40 minutes through the caldera, you will arrive at the Bromo Volcano. You can ride a horse or walk to reach the volcano. It’s your choice. After going up 245 stair, you can reach the peak of the volcano which is spewing murky smoke. From the top, you can see the peaks nearby the Mt. Bananjakan (2693m) which is spewing acrid smoke through a towering crater in the middle of Sumer Timur and Mt. Batok (2970m), etc. Also, you can see the crater of the Sunsurge (3676m), the highest peak of the Java Island spewing white smoke at the same time far from the peak. You can meet merchants who sell Edelweiss which grows only high in the mountain. It is said that if you throw a bunch of flowers into the crater, your wishes will come true.

Entrance Fee 20,000 Rupiah

Tip Unique Experience, Horseback Riding
The horses are not slender and shapely but these small horses are rather strong. You can rent a round-trip or one-way trip at a large stable on a caldera to the Bromo Volcano. For beginners, a horsemanship can lead a horse or you can ride your horse on your own if you are experienced.

Price (Round trip) 100,000 Rupiah, One-way trip 50,000 Rupiah

Bromo Volcano Tracking
If you miss the Bromo Volcano when you travel Surabaya, its seems that you miss the beauty of the world. With a sunrise at around 5 am, adventure trips such as jeep-riding / horseback-riding, volcano tracking start. Even in a middle of Surabaya, it is cold at the Bromo Volcano thus you should put on some thick clothes.

Indonesian Traditional Dance
In Surabaya, there are not many places to see as Indonesian traditional dance unlike other places in Indonesia. So, Reog dance and traditional dance Indonesian traditional dance unlike other places in Surabaya. So, Reog dance and traditional dance are a must‑to‑see in the morning on Indonesia. Walking the street or riding a car, heritage track will solve your curiosity for free from Tuesday through Sunday.

Surabaya Heritage Track
Trails of the 350 year-long Netherlands’ colonization can be found today in Surabaya. If you wonder about European buildings while walking the street or riding a car, heritage track will solve your curiosity. Three times a day, the two-hour long bus tour going around the Surabaya downtown will solve your curiosity for free from Tuesday through Sunday.

SEE+DO
Cheng-Ho Mosque

Map-1

A round roof which looks like squeezed whipped cream, Koran resonating around the place and a man covered his hoby with white Kofia and a woman covered her body with Abaya are what people thing of when it comes to a Mosque, but the Cheng-Ho Mosque is painted in red so it feels like, if I am in a Chinese temple. Moreover, it has the same fence as a Chinese kindergarten and school. The explanation that the Mosque is in Chinese style is because it was built by the Chinese army who came to Indonesia on one side of the wall. Inside Koran bibles are neatly arranged on one side with a drum indicating the praying time and high ceiling and elaborate interior structures just like a ordinary mosque.

China Town

Map-2

It can be said the China Town in Surabaya, which is said to be found anywhere in the World. The bridge leading to Chinatown is decorated with red colors and red lights. Therefore you can find China Town without any sign post. As a temple built in the 16th century, it has traces of history. A big stage where a huge amount of money had been donated or a puppet show had been performed on anniversaries and a large candle which seems to touch the ceiling is now half melt or crumbled away. But, incense and yellow papers offered by those who came here to bow and Chinese characters on the papers show the today of Chinese living in Surabaya.

Suramadu Bridge

Map-3

In December 2009, when the ‘Suramadu Bridge’ was completed which connects Surabaya and the neighboring Madura Island, all Surabaya citizens gathered around the bridge to look at it. The 4km long bridge crossing the sea with 6 lanes has an exclusive road for motor cycles other than cars as a special bridge with various types. The Suramadu Bridge has a significant meaning as it opened a new trade between two areas. There is an episode when it was under construction. Both sides of the bridge was constructed starting from each side and did not match precisely over the sea at the end. So it opened later than scheduled.

Surabaya Traditional Dance

Map-9

If you want to experience something new and distinctive in Surabaya, you need to get up early in the morning and go to Bali Pemuda and the Surabaya Plaza Hotel. In Bali Pemuda, the Reog dance which symbolizes courage is given at 10 o’clock in the morning for an hour. A splendid and gorgeous performance by approximately 30 dancers who are wearing peacock feather hoods and tiger and devil masks! At the Surabaya Plaza Hotel, a colorful traditional Surabaya dance performance is given at 9:30 in the morning for 30 minutes.

Al-Akbar Mosque

Map-7

The Al-Akbar Mosque located at the outset of Surabaya is the biggest Mosque in Surabaya. Whopping 18,000 people can enter and pray at the same time. You get speechless when you take off your shoes and enter the beautifully decorated interior of the two-story Mosque. People walking and praying calmly look sacred. Entrance fee to the right spire of the Mosque is 3000 Rupiah per person. After and 20 second-ride of elevator, you can look down the peaceful Mosque and Surabaya cityscape. In the hot afternoon, a cool breeze on the observatory can be a good escape.

Kampung Arab

Map-8

In order to find traits of Muslim in the modernized cityscape, tourists go to the Kampung Arab area. When you enter the place, what you have seen in Dubai and Egypt overlaps. Unreadable Arabs and women who wear Abaya. The place is always crowded with people who pray at the tombs of nine saints. Non-Muslims cannot enter both mosques and tombs, but you can watch them from a distance. You can easily find a date palm which can be found only in the Middle East at the market where a line of people to mosque extends.

House of Sampoerna

Map-10

As entering the museum, there is a smoky smell coming from somewhere. This is because the place used to be a cigarette factory. Now it is merged into Philip Morris, it still manufactures quality and popular cigarettes. On the first floor, pictures and cigarettes which show the factory’s history are displayed. And on the second floor is a souvenir shop. Over the window is a still operating factory with hard working staff members. Surprisingly, each staff member manufactures 4000 packs of cigarettes a day. Backside of the factory is a unique gallery and cafe.

Tip Surabaya Tourist Information Center

Map-11

This is a must-visit destination for travelers to Surabaya. It is one of the two tourist information centers located in the downtown of Surabaya. You can get many useful information such as a tourist map in English and Indonesian, four brochures, two leaflets, and travel magazines.

Citra Land

Map-4

An apparent Singapore symbol, Merlion, is severely spewing water in the middle of Surabaya street. When you go to the new Singapore city, Citraland, you will see anything you can imagine about Singapore. Beautifully built houses, neatly arranged roads and street trees and a G-Walk which reminds people of Clarke Quay. Golf resort with a 18 hole-regular course, water park which are including a 480m river pool and wave pool and a 15m slide.

Ken Park

Map-6

To tours go to the Ken Park near the similar seas. To see the big statue of Buddha or to see the sea. Or to see motorcycle competition held on weekends and take a rest at the park. But, the latter reasons are more favored by the local people.

Operation Hour

08:00~17:00

Entrance Fee

2000 Rupiah

Editor’s Choice

Hotel Bumi Surabaya

Map-5

In Surabaya, a city of international business and trade with a lot of hotels, it is not easy to choose a right hotel for you. The Hotel Bumi Surabaya is one of the finest hotels, which meets travelers’ diverse needs and demands. It offers exclusive road for motor cycles other than cars as a special bridge with various types. It offers exquisite comfort and convenience with a variety of modern facilities such as 442 guest rooms, 6 conference facilities, Chinese, Japanese and Italian restaurants, three modern facilities such as 242 guest rooms, 6 conference facilities, Chinese, Japanese and Italian restaurants, three luxurious bars and modern spa facilities.

Address

Jl. Jend. Basuki Rakhmat 106-128 Surabaya

Tel.

+62‑31‑531‑1234

Website

www.bumisurabaya.com

House of Sampoerna

Map-10

As entering the museum, there is a smoky smell coming from somewhere. This is because the place used to be a cigarette factory. Now it is merged into Philip Morris, it still manufactures quality and popular cigarettes. On the first floor, pictures and cigarettes which show the factory’s history are displayed. And on the second floor is a souvenir shop. Over the window is a still operating factory with hard working staff members. Surprisingly, each staff member manufactures 4000 packs of cigarettes a day. Backside of the factory is a unique gallery and cafe.

Address

Tanom Sampoerna 6, Surabaya

Tel. +62 ‑31‑353‑9000

Operation Hour

09:00~22:00

Website

www.houseofsampoerna.com

Tip Surabaya Tourist Information Center

Map-11

This is a must-visit destination for travelers to Surabaya. It is one of the two tourist information centers located in the downtown of Surabaya. You can get many useful information such as a tourist map in English and Indonesian, four brochures, two leaflets, and travel magazines.
Surabaya Shopping

Mal Galaxy  Map-12
Luxury shopping mall which opened most recently are the second top together with the Tunjungan Plaza in terms of size and brand distribution. What is outstanding compared to other shopping malls is its specialized and sophisticated restaurant section, which can’t be called a food court. As it is slightly outside of the downtown, the mall is crowded in the evening with many people who comes for shopping and a leisure dinner.
Address Jl. A Yani 288, Surabaya
Opening Hour 10:00~21:00
Tel. +62‐31‑827‑5888

BG Junction  Map-13
While looking around the vibrant and interesting traditional markets in Surabaya, I think of a cool shopping mall. BG Junction caught my eyes while looking around. The six-story building has a high percentage of electronic appliances such as IT and computer products. Even though Carrefour located across the road, the mall shows a weird conflicting relations, you can buy fresh and delicious vegetables and fruits in both places.
Address Jl. Basuki Rachmat No. 8‑12, Surabaya
Opening Hour 10:00~21:00
Tel. +62‑31‑547‑1088

Surabaya Plaza Mall  Map-16
The four-story shopping mall, located across Surabaya Plaza Hotel. As many visitors are visiting the mall, it has various fast food restaurants and game centers such as KFC, A&D, Dunkin Donuts and Brieed Talk. Most, cosmetic shops, large bookstores are for adults.
Address Jl. Perumulya 1‑37, Surabaya Tel. +62‑31‑531‑5088
Opening Hour 10:00~21:00

CITO (City of Tomorrow)  Map-14
Located at north of Surabaya, it has a low accessibility, but tourists to Al-Akbar Mosque can drop by easily to shop. The CITO opened in December, 2001 is connected with the Mata Hari Department Store and the Hyper Mart, a large scale discount market. Traditional martial arts, line dances are performed at the center of the shopping mall.
Address Jl. A.Yani 201, Surabaya Tel. +62‑31‑627‑5899 Opening Hour 10:00~22:00

Pasar Alum Mall  Map-17
Traditional market, Pasar Alum and the Alum Mall create a synergy effect. Without a boundary between the traditional market and shopping mall, the other side of a glass door is Pasar Alum. Alum Mall has many jewelry shops compared to other places.
Address Jl. Satelit/Indo No.174, Surabaya Tel. +62‑31‑353‑7888
Opening Hour 10:00~18:00

Pasar Keputran  Map-20
Surabaya Plaza Mall's food court is not as well known as the Tunjungan Plaza's. Instead of many fast food restaurants there are only 4-5
Tip When you need something to eat?
● Apem  Indonesian food made with rice. Baked with a middle part finely. Eat it with cheese, nuts and various fruits on it.
● Nasiu Civai  Fried rice with chicken in a banana leaf. Must eat as a snack.
● Lemper Bakar  Glutinous rice which is wrapped with a banana leaf and then grilled again.
● Kue Tiko  Taste and chewy taste reminds people of jelly with fluffy colors which stimulate one’s appetite.
● Kue Kacang  Es’ means ice, delicious and sweet traditional Javanese beverage with jelly-like this grain made of glutinous rice on a hot summer day.

Surabaya Traditional Market

Pasar Kepikuran  Map-19
If you find fresh fruits and vegetables, going to Kepikuran Pasar is the right answer. It is a night market, opening from 6 pm to 5 am the next day. You can see people peeling coconut and grilled like a mountain and freshly picked various vegetables. But, you need to wear comfortable shoes which are okay to get dirty when you go there.

Pasar Blauran Baru  Map-21
If you are now in Northern Surabaya, go to Pasar Blauran. It has a modest building with great parking facilities for a traditional market. What you can find most frequently are cutting meat and general merchandises in Pasar Blauran. If you want to eat something, buy traditional snacks displayed on a table. They are mostly made of rice. It is very unlikely that you don’t like them.

Mirota  Map-15
Mirota is the best place to purchase the Batik-related products, handicrafts, and souvenirs in Surabaya. You don’t need to struggle to get a discount as the product prices are fixed and reasonable. Each floor of the four-story building sells different items. The first floor sells handicrafts, Batik clothes, the second floor sells porcelain, antique items, the third floor sells furniture made in Pasuruan and the floor between the second and the third floor sells nice Batik pictures.
Address Jl. Sudirman 24, Surabaya Tel. +62‑31‑501‑7928
Opening Hour 08:00~21:00

Tip When you need something to eat?
● Lemper  also made of glutinous rice seasoned with sweet and salty sauce, many people enjoy it.
● Gao  Coconut milk, vanilla, sugar and small and cute rice cake filled with beans.
● Es Gula  ‘Es’ means ice, delicious and sweet traditional Javanese beverage with jelly-like this grain made of glutinous rice on a hot summer day.

Tunjungan Plaza  Map-15
The Tunjungan Plaza is located at the very center of Surabaya. Because there are a number hotels around it, there are more foreign tourist customers than other shopping malls in Surabaya Plaza. Therefore, it has equipped with shopping mall maps and information centers. First and second basement floors through ground fifth floors are operated as a shopping mall and ground sixth and seventh floors are equipped with conference facilities, international brands and local brands are mixed properly to give enough pleasure of shopping.
Address Jl. Tunjungan 7, Surabaya Tel. +62‑31‑537‑1091 Opening Hour 12:00~22:00

Tip When you need something to eat?
● Apem  Indonesian food made with rice. Baked with a middle part finely. Eat it with cheese, nuts and various fruits on it.
● Nasiu Civai  Fried rice with chicken in a banana leaf. Must eat as a snack.
● Lemper Bakar  Glutinous rice which is wrapped with a banana leaf and then grilled again.
● Kue Tiko  Taste and chewy taste reminds people of jelly with fluffy colors which stimulate one’s appetite.
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Pasar Banja Kupu Kupu  Map-20
Pasar Banja Kupu Kupu is an old market established in 1650. You can easily find flower market which are mostly made here.

Tip When you need something to eat?
● Lemper  also made of glutinous rice seasoned with sweet and salty sauce, many people enjoy it.
● Gao  Coconut milk, vanilla, sugar and small and cute rice cake filled with beans.
● Es Gula  ‘Es’ means ice, delicious and sweet traditional Javanese beverage with jelly-like this grain made of glutinous rice on a hot summer day.

Pasar Blauran Baru  Map-21
If you missed the opportunity to taste Indonesian traditional food, go to Pasar Blauran Baru. Market is a heaven of traditional Surabaya food and beverages. You can buy various ice cakes, bags of fried chips and snacks, clothes and cosmetics.
When you are in Surabaya, an East Java city, you need to eat traditional East Java Food. Bumbu Desa is a buffet-style restaurant, but customers do not get the food themselves as staff members serve customers their food of choice. You don't need to struggle with hard Indonesian names on the menu but can choose food by looking at them in person. Therefore, you can choose the food that suits your taste with the help of staff members.

**Address**
Jl. Sumatera No.81, Surabaya

**Operation Hour**
10:00~22:00

**Website**
www.bumbadesa.com

**Price**
Adult 45,000 Rupiah, Children (13 and under) 25,000 Rupiah

**Map**
Map-23

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Even if it is a Muslim country, night life shouldn't be missed. ‘Colors Pub & Restaurant’ is an general entertainment spot where people can enjoy a light meal, liquor and performances. It starts at 17, but its peak time is around 23. Different event on meal, liquor and performances. It starts at 17, but entertainment spot where people can enjoy a light meal, liquor and performances.

**Address**
Jl. Dr. Mustopo 44, Surabaya

**Operation Hour**
10:30~22:00

**Website**
www.colorspubandrestaurant.com

**Price**
Hourly 28,000 Rupiah, Buffet 60,000 Rupiah

**Map**
Map-25

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Colors Pub & Restaurant Map-25

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Buffet‑style restaurant, but customers do not get the food themselves as staff members serve customers their food of choice. You don't need to struggle with hard Indonesian names on the menu but can choose food by looking at them in person. Therefore, you can choose the food that suits your taste with the help of staff members.

**Address**
Jl. Tanjung Perak

**Operation Hour**
11:00~23:00

**Website**
www.subudpub.com

**Price**
Buffet 45,000 Rupiah

**Map**
Map-24

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Bumbu Desa Map-23

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When you are in Surabaya, an East Java city, you need to eat traditional East Java Food. Bumbu Desa is a buffet-style restaurant, but customers do not get the food themselves as staff members serve customers their food of choice. You don't need to struggle with hard Indonesian names on the menu but can choose food by looking at them in person. Therefore, you can choose the food that suits your taste with the help of staff members.

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**Price**
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Map-24

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**Price**
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**Map**
Map-24

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Bumbu Desa Map-23
Finding Busan Jung-gu

Time to Bloom in Busan Jung-gu

Busan Jung-gu situated in the southeast of Busan is one of the 16 administrative districts of Busan. It is a hub of tourism with tradition and culture. When it comes to Busan Jung-gu, you may instantly think of the Jagalchi Market and vibrant other local markets. With a boat whistle, Jung-gu becomes bustling and dynamic with its own charm. Let's go on a tour to the attractive and vibrant Busan Jung-gu!

Editor Jin-Joo Shin  Photo Choong-Keun Oh
Historically, Busan was often exposed to external aggressions. The foot of Bosusan Mountain which faces the Busan Port was a strategic spot for external aggressions. In particular, the tower observatory has a shape of the roof of the Chosun Dynasty. The name ‘Commodore’ symbolizes Admiral Sun-sin Yi who saved the nation and Busan from the Japanese invasion. Besides the antique and impressive façade, the interior of the hotel is stunning. Once you enter the lobby, you will see a glittering lotus flower-shaped black marble floor and a traditional Korean lamp-shaped chandelier. The building had been used as a branch of the Oriental Colonization Stock Company. Because of its glorious history, the hotel is even more popular with tourists.

**Finding 01** Harmony between Culture and History

**Yongsudan Park**

Yongsudan Park is a symbolic place in Jung-gu. There is an entrance to the park on the Gwangbok-ro. A narrow escalator is connected to the top of the park. On your way to the park, you can watch a variety of beautiful art pieces at the Yongsudan Art Gallery. Don’t miss a visit to the 101m-tall Yongsudan Tower. From the tower, you will enjoy a great view of the entire city. In particular, the tower observatory has a shape of the roof of the Chosun Dynasty. The name ‘Commodore’ symbolizes Admiral Sun-sin Yi who saved the nation and Busan from the Japanese invasion.

**Old Bookshop**

It is an old used bookstore which is filled with antique books. It is so crowded with books that it is even hard to get into the store. A variety of old Korean books, philosophy books, and books in Korean studies are available. The people in a group picture near the signboard are the owners of bookstores on the Bosu-dong bookstore street.

**Book Village**

Among the crowded gray-colored stores long-lined along the narrow alley, a small bright-yellow bookstore draws attention. In terms of locale, it is equivalent to the famous bookshop ‘Shakespeare & Company’ in Paris. Here, you can find English language literature and classical Korean novels. You can also meet ‘City Spot’, a symbolic sculpture of Jung-gu, here.

**Bookstore Street in Bosu-Dong**

Narrow winding streets are seen next to the broad 8-lane road. If you follow one of the streets, piles of books are lined along the street. You would easily find people burying their noses in books. Here, you will not find a modern and stylish bookstore. Instead, you can meet antique and cozy second-hand bookstores along the narrow alley. In the 1950s, people came here and sold books to get some food. As more people visited, the number of bookstores started to increase. Poor kids and students also came here to get used books. At the entrance, school textbooks and periodicals are mostly on display. If you go down the alley, you can discover rare and unusual books such as photo books and art books. During the Bosu-dong Bookstore Street Festival in fall, diverse cultural events such as music concerts and public readings are held.

**Busan Modern History Museum**

Busan is a city that had to go through a lot of ordeals and sufferings during the Japanese colonial period. The Busan Modern History Museum is an instant evidence of the sad history of Busan. This building had been used as a branch of the Oriental Colonization Stock Company since 1929. Since 1949, it was used as the Busan Cultural Center of the Ministry of Information of America. Because of citizens’ continuous claim to return the historical building, it was finally returned back to Korean government in April 1949. Then, it was reborn into the Busan Modern History Museum in July 2003. Korean students keep visiting this historical place to learn correct history. Even though you are not interested in Korean history, it is a fun and exciting place to see the past and present of Busan. Since the historical data and resources are written in English, Chinese, and Japanese, it is easy to tour around.

**Gwangbok-Ro Shopping Street**

If you want to go shopping in Jung-gu, go to the Gwangbok-ro. Tons of global brand shops and Korea’s trend-making designers’ shops are clustered in this street. Because the street is spacious and well-designed, it is easy to shop. If you get tired, you can take a rest on a bench decorated with fancy sculpture. In addition, a variety of small shops are lined along the narrow streets. On weekends, it is more comfortable and exciting to shop because no cars are allowed. You can also meet ‘City Spot’, a symbolic sculpture of Jung-gu, here.

**Yongdusan Park**

Yongsu literally means ‘Dragon Head’ which originated from a dragon coming out of the sea. Yongsudan Park is a symbolic place in Jung-gu. There is an entrance to the park on the Gwangbok-ro. A narrow escalator is connected to the top of the park. On your way to the park, you can watch a variety of beautiful art pieces at the Yongsudan Art Gallery. Don’t miss a visit to the 101m-tall Yongsudan Tower. From the tower, you will have a great view of the entire city. In particular, the tower observatory has a shape of the roof of the Chosun Dynasty. The name ‘Commodore’ symbolizes Admiral Sun-sin Yi who saved the nation and Busan from the Japanese invasion. Besides the antique and impressive façade, the interior of the hotel is stunning. Once you enter the lobby, you will see a glittering lotus flower-shaped black marble floor and a traditional Korean lamp-shaped chandelier. The building had been used as a branch of the Oriental Colonization Stock Company. Because of its glorious history, the hotel is even more popular with tourists.

**Baeksan Memorial Hall**

The Memorial Hall was built on this spot where the patriot Baekson Hae-je Abn (1865~1943) established and administered the Baekson Company’ in order to generate funds to support the Korean Independence Movement during the Japanese Occupation. He raised 60% of the fund of the Korean Provincial Government in Shanghai. He worked undercover so no picture of him exists. As soon as you enter the memorial, you may be disappointed with the lack of data and resources. In addition, almost all explanations are written in Korean only. However, this is a great place to learn and understand Korean history. The memorial is located in the basement while the ground floor is a lounge. A Chinese quince which is said to be brought from his hometown stands alone at the entrance.

**PIFF-Plaza**

This is the 15th anniversary of Pusan International Film Festival (PIFF). Jung-gu is the place where this world-renowned film festival first began. In the PIFF-Plaza, you can find world celebrities’ handprints, movie posters and an open-air performance stage. For example, you can see the handprints of the Italian film composer Ennio Morricone and Chinese director Han Tsai. The pre-opening event is held here. It is recommended to try the savory Hotteok (Korean caramel pancake).

**Commodore Hotel Busan**

If you come up towards Jung-gu from Busan Station in a car, you will find a unique and magnificent building standing tall. This traditional architectural style Korean building has retained a royal palace during the Joseon period in fact. It is just like the Palace of the Japanese Dynasty except for its size. The name ‘Commodore’ symbolizes Admiral Sun-sin Yi who saved the nation and Busan from the Japanese invasion. Besides the antique and impressive façade, the interior of the hotel is stunning. Once you enter the lobby, you will see a glittering lotus flower-shaped black marble floor and a traditional Korean lamp-shaped chandelier and extravagant chandelier with a mysterious orange color on the ceiling. Furthermore, the elegant and refined ceiling interior in Daechangwon pattern which are easily found in Korean temples is also very unique and attractive. You will also be amazed by many other unique designs such as the tile-decorated wall of the hotel. Because of these unusual charms, many tourists visit again.

**Modern History Museum is an extant building of the Oriental Colonization Stock Company.**
Jung-gu was the most commercial district in Busan in the past. Many large markets are still connected to each other like a maze. While you shop around the Gukje Market, you will soon realize that you are at the Buyeong Market. Then, you will reach up to the shopping street Gwangbok-ro. At the dynamic and vibrant local markets, you will see the genuine side of Jung-gu.

Jagalchi Market
Jagalchi Market has been a symbol of Busan. ‘Jagalchi’ is the name of a fish in Korean. It also literally means ‘small pebbles’. Because this fish market was full of small pebbles in the past, it was called, ‘Jagalchi Market’. If you want to get fresh seafood in Jung-gu, Jagalchi market is the best choice. Because a port is located nearby, you can get fresh seafood at good prices. In addition, a lot of raw fish restaurants and dried seafood shops are clustered here. In the past, a variety of seafood including squid, sea slug, mackerel and whale was densely displayed on the street under a large tent. Merchants shouted to grab people’s attention. Now, everything is tidy and well-arranged in a modern building. It is more convenient for customers to look around with no worry about their shoes being stained. It looks like Jung-gu citizens are the loudest people in the world. Merchants pick up fresh fish right before your eyes. Some merchants even ask you try fresh raw fish. They have deep wrinkles on their face because of strong sea wind. However, they are very vigorous and energetic. Once you purchased fish on the 1st floor, you go up to a restaurant on the 2nd floor. If it is your first time to try Korean sliced raw fish, it may taste weird. However, once you get the savory and tender taste, you will become a fan of Korean sliced raw fish.

Address 37-1, Nampo-dong 4ga, Jung-gu, Busan  ❧ Tel 051-713-6803  ❧ Business hour 06:00~22:00 (Closed on every last Tuesday of the month)  ❧ Directions Nampo-dong Station, Jagalchi Station (Line 1), 1 minute walk distance

Bupyeong Market
Bupyeong Market has been called ‘Kkangtong (Tin) market’ because of the variety of canned products and liquor available at wholesale prices. Since the national independence and Korean War, this market has been naturally formed along with the Jagalchi Market. You can see a lot of stores inundated with diverse products. Because fine imported liquors are available at wholesale prices, many tourists visit here to buy them as a gift.

Business hour 09:00~21:00 (Closed on the 1st and 3rd Sundays of the month)  ❧ Directions Bus No. 8, 15, 40, 58-1, 81, 126, 135, 186

Jokbal (Pettitoes) Street in Bupyeong-Dong
Jokbal (Pettitoes) Street is one of the most favorite dishes in Korea. As Americans frequently order a pizza at night, Koreans enjoy Jokbal very often. If you have never seen this dish, you might be disgusted at the shaped pig feet. Once you try and get the juicy and savory taste, however, you will come again. The Jokbal Street is lined from the shopping street Gwangbok-ro to Bupyeong Market. You can try almost all kinds of Jokbal here.

Business hour 11:00~24:00 (Open throughout the year)  ❧ Directions Jokbal Station (Line 1), 5 minute walk distance

Food Street in Changseon-Dong
If you feel tired after shopping, go to the Changseon-dong Food Street. You can try a variety of delicious street dishes including gimbap (laver rice roll), sundae (Korean-style sausage) and gukso (noodles) at low prices (KRW 5,000 or less) in this 80m-long street. A sweet and refreshing lemon tea and coffee are available for KRW 1,500. Above all, you can experience true kindness and generosity here.

Directions Nampo-dong Station, Jagalchi Station (Line 1), 10 minute walk distance

Bupyeong Market (Kkangtong (Tin) Market)
Bupyeong Market has been called ‘Kkangtong (Tin) market’ because of the variety of canned products and liquors available at wholesale prices. Since the national independence and Korean War, this market has been naturally formed along with the Jagalchi Market. You can see a lot of stores inundated with diverse products. Because fine imported liquors are available at wholesale prices, many tourists visit here to buy them as a gift.
Busan is a city with delicious local delicacies. As a port city, Busan offers a variety of fresh seafood. You can also meet a variety of tasty dishes before, you may don’t like this liquor. If you have never tried Korean dishes before, you may don’t like the spicy and salty side dishes. However, most foreigners love the spicy and salty side dishes. Many Koreans still think that they have to serve a lot of food — enough to make the table bend — when they invite someone to their homes. In a Korean restaurant, you will be surprised twice with its huge amount of food and its stunning taste. The Youngbin Hanjeongsik serves a variety of cuisines such as bulgogi (beef in a soy sauce marinade), galbi (beef short ribs) and dolsot bibimbap (bibimbap in a hot stone pot) as well as fresh seafood. In particular, this restaurant has satisfied many people’s appetites with a variety of delicious kimpchi such as traditional spicy kimpchi and sweet and refreshing kimchi made of fruits. Address 8-1, Donghwang-dong 2ga, Jung-gu, Busan (Next to Busan Hotel) Tel 82-51-246-0328 Website oasebusan.co.kr

Oase Seafood Restaurant
Oase is a seafood buffet restaurant which serves a variety of delicious seafood cuisines. Located on the 5th and 6th floors of the Jagalchi Market, the Oase Seafood Restaurant is the largest seafood buffet restaurant (1000 seats) in Busan. You will be amazed by its more than 200 different menus as well as the size of the restaurant. About 70% of the menus are seafood while the rest includes other international cuisines such as pizza and pasta. Since all seafood is directly brought from a wholesale market, it is very fresh and safe. On weekends, advanced reservations are essential.

Address Jagalchi Market Bldg. 5F and 6F, 37-1, Nam-dong, Jung-gu, Busan Tel 82-51-448-7777 Fax 82-51-448-7778 Website www.oasebusan.co.kr

The Road to Pyeongsari
‘Pyeongsari’ is a small village in Hadong, Gyeongsangnam. Korea’s literary legend Kyung-Hee Park wrote ‘Tol (The Land), 2 volumes’ over 25 years based on this village. All the menus were named after the characters in the novel. For example, a womanly ‘Seohui’ Course Meal and a manly ‘Gilsang’ Course Meal is available. The cuisine of this restaurant is different from those of other ordinary Korean restaurants. However, green tea is added to all cuisines without use of any artificial flavors. The ingredients change by season. All the dishes are nutritious and colorful.

Address 83-1, Jungang-dong 3ga, Jung-gu, Busan Tel 82-51-411-0571

Jungang Momil (Buckwheat Noodles)
Korea is a rapidly changing society. Because everything in Korea changes very fast, you may even find it hard to go to a place you have been before. Hence, you will be lucky to meet a restaurant with a long history and special cuisine in Korea. Jungang Momil has been in the same place for 55 years. Even though this restaurant has no fancy modern interior design and no famous chef, a lot of people wait in line during the lunch time. If you plan to visit this place on a weekday, it is recommended to avoid the lunch time. You can have buckwheat noodles which are served in two dishes at KRW 2,000. An extra dish is available at KRW 3,000. You will be satisfied with the savory and refreshing without having a hangover afterwards. Price KRW 10,000 ~ 20,000

The Cafe : Coffee
This coffee shop is located across the street of the Yongdusan Park. You can see many people having a good time over a cup of coffee on the spacious terrace on a fine sunny day. An Italian restaurant and rice noodle restaurant are located next to the coffee shop. It is fun to tour around beautiful restaurants along the street. You can also take a good rest over a coffee with classical and romantic music. A cup of sweet coffee in a comfy couch under the comfortable and cozy atmosphere will wash away your fatigue from the journey.

Address 1F, Saebusan Town Bldg., 8-3, Sinchang 1ga, Jung-gu, Busan Tel 82-51-248-8366

Kongwonjib Hanjeongsik (Korean Regular Meal)
If you have never tried Korean dishes before, you may don’t like the spicy and salty side dishes. However, most foreigners love the spicy and salty side dishes. Most foreigners love the spicy and salty side dishes. If you have never tried Korean dishes before, you may don’t like this liquor. If you have never tried Korean dishes before, you may don’t like this liquor. If you have never tried Korean dishes before, you may don’t like this liquor. If you have never tried Korean dishes before, you may don’t like this liquor. If you have never tried Korean dishes before, you may don’t like this liquor. If you have never tried Korean dishes before, you may don’t like this liquor. The refreshing and comfortable interior design is also fascinating. You will also be satisfied by its abundant food and employees’ kindness and generosity.

Address 8-5, Donghang-dong 3ga, Jung-gu, Busan (Next to entrance of Yongdusan) Tel 82-51-243-5087

[man! Miss] Enjoyment to Drink Local Alcohol

C1 (Busan Soju)
C1 (Busan Soju) is very popular in Jung-gu, Busan. ‘C1’ stands for “Oase”. It is defined as the purest and clearest taste. The local liquor is mild and refreshing. Price KRW 1,500

Saengtakju (Makuly)
Saengtakju is the oldest traditional liquor in Korea. It is made from rice with 6~7% alcohol. It has a mild taste which accounts for about 90% of the total Makgeolli consumption in Busan. If you have never tried this liquor before, it may taste strange and weird. Once you get used to it, however, you will definitely love it. In addition, it goes well with traditional Korean dishes. If you want to try this local rice beer, go to a convenience store and ask ‘Saengtak, please’. Price KRW 1,500 ~ 2,000

Chunpyeongsook (Rice Wine)
This rice wine is made from P找准ntang rice. Instead of yeast, pyramid P找准ntang rice (C1) has been used to brew this rice wine. Therefore, Chunpyeongsook has been called ‘Yakju (medicinal liquor)’. This traditional wine was used to make a kind of the ARS 2005 formula. If you taste the smell of mushroom, you may not like this liquor. However, it tastes light and refreshing without leaving a hangover afterwards. Price KRW 10,000 ~ 25,000

Bon Appetit! Real Taste of Busan Jung-gu
Hanoi, the capital of Vietnam, offers a variety of fascinating things to see, buy and eat. The Hanoi Old Quarter known as a shopping district attracts a lot of tourists with its vibrant street in which the past and present of Vietnam coexist, museum, historic sites and exotic atmosphere from the colonial period. Hanoi is a city comprised of a river, fields and a lake without mountains. This year, it celebrates its 1000th anniversary.

Editor Young-Joo Yoon, Si-Won Kim
Place to Visit in Hanoi

Now, let’s take a close look at the fascinating tourist attractions that should not be missed in Hanoi. The Vibrant Old Quarter with 1,000-year history and Tam Coc which is as magnificent as the Ha Long Bay are about 2 hours away from Hanoi. These two places are a must-visit destinations.

Lang Chu Tich Ho Chi Minh (Ho Chi Minh Mausoleum)

The First Choice in Hanoi
The Ho Chi Minh Mausoleum is a large memorial where the Vietnamese leaders and founders of modern Vietnam are buried. In general, you need to wait in line for about 30 minutes to enter because every visitor has to pass through an inspection process. If you are wearing short pants or clothes with bare shoulders, you will be rejected. In the mausoleum, it is strictly forbidden to take pictures. You are not allowed to have a private talk or put your hands in your pocket either. This monument opens from December to September. It is also highly recommended to visit the Ho Chi Minh’s House and Presidential Palace (Một Cây Ho & Phu Chu Tich Nha) and Ho Chi Minh Museum (Bao Tang Ho Chi Minh) behind the Ho Chi Minh Mausoleum.

Address: Đìch Vịnh - Business Hours: 08:30~11:30 (Tue - Thu, Sat - Sun) + Admission Fee: Free (VND 10,000: Ho Chi Minh Museum)

Van Mieu (The temple of the Literature)

The Trace of Confucianism in Vietnam
This temple was built by Emperor Lý Thanh Tông in 1070. It is the first university in Vietnam. It was offered to Confucius to pay a tribute to scholars’ academic achievements. He was enshrined in the main hall. The 82 tablets on the stone turtle are the most important cultural heritages in this temple. The names of national civil examination passers are listed on the tablets by year. Traditional Vietnamese architectural patterns have been well preserved with beautiful landscape. It is recommended to visit this beautiful temple.

Address: 05 Lý Hán, Hà Nội. + Business Hours: 08:30~11:30, 13:30~16:30 + Admission Fee: VND 25,000

Van Mieu is at the entrance. Thanks to a beautiful garden, this temple has been popular among citizens. It is Confucius that is enshrined in this temple.

Hanoi Old Quarter

Backpacker’s Paradise
There are many antique and classical buildings from the colonial period in the Old Quarter which was a busy industrial area in the past. Because 36 different specialties are lined along the street, the Old Quarter has been called “36 Street” which is the best place for shopping. A variety of traditional Vietnamese items including souvenirs, musical instruments, Buddhist items, memorial service items are available. Window shopping is very interesting. Low-priced guest houses and restaurants for backpackers are also clustered. For a convenient tour, it is recommended to use a cyclo. You may find it exciting to tour around the Old Quarter in a cycle during hot weather. The basic rates are 2~3 dollars per 30 minutes. It is recommended to give the driver 1~2 dollars for a tip. Water puppet theater is also located in the Old Quarter.

Hanoi Alley Journey

Diverse and Vibrant Hanoi
The cities in Vietnam are bustling and busy. The loud motorbike horn irritates you all the time, and exhaust gas makes it hard to breathe. However, you may soon realize that it is fun and exciting to tour around the cities in a group of motorbikes. It is recommended to take narrow alleys instead of broad roads. Local citizens are very welcoming and friendly to tourists. From the alley tour, I discovered a yellow fence, shabby wooden door and past European-style apartments and saw a very old citizen (he looked 100 years old) fixing his bike wheels and an old tree in a Chinese-style temple. One crying baby saw me and surprisingly stopped crying. Young girls were busy playing with an elastic string. Even though I could not understand Vietnamese, I was able to sense the factory employee’s generosity when he lit the pipe tobacco for me and local citizens’ favor. If you want to avoid those who keep following you for a dollar (USD), take a narrow alley.

Chua Mot Cot (One-Pillar Pagoda)

Beautiful Pagoda Filled with The Scent of Refreshing Lotus Flowers
This pretty little pagoda was built by Emperor Lý Thái Tông to honor the Goddess of Mercy because she came to him in a dream in which she was sitting in the centre of a lotus flower presenting him with a sapphire. A lotus-flower-shaped Buddha statue is enshrined in the pagoda. It was destroyed by France in 1854 but restored by the Vietnamese government. You can visit this beautiful spot from the Ho Chi Minh Mausoleum on foot.

Address: Đìch Vịnh - Business Hours: 08:30~11:30, 13:30~16:30 + Admission Fee: Free (VND 10,000: Ho Chi Minh Museum)

Mua Roi Nuoc (Vietnamese Water Puppetry)

The origin of this traditional Vietnamese water puppetry dates back to 1121. It was first created by farmers. This performing art is closely related with farming conditions in Vietnam. The stage consists of a quadrilateral water tank which is filled with water up to waist level. The puppets are maneuvered on rods behind the stage. Because of skillful maneuvering and water, it looks like the puppets are living creatures from the audience. Under a theme behind the stage. Because of skillful maneuvering and water, it looks like the puppets are living creatures from the audience. Under a theme behind the stage. Because of skillful maneuvering and water, it looks like the puppets are living creatures from the audience. Under a theme.

The Thang Long Water Puppet Theatre

Address: 02 Đìch Vịnh, Hanoi - Tel: 84-4-824-9494 + Business Hours: 08:30~11:30, 13:30~16:30 + Admission Fee: VND 20,000

Mua Roi Nuoc is located in the Old Quarter.

Where to purchase stylish Ao Dai

To Uyen Silk

85 Hang Bac Str., Hanoi

Tel: 84-4-926-1383

Ao Dai Te Duyen Silk

Address: 05 Lý Hán, Hà Nội. + Tel: 84-4-4-626-1383

To Uyen Silk and Ao Dai Te Duyen Silk are recommended to give the driver 1~2 dollars for a tip. A water puppet theater is also located in the Old Quarter. Have a beautiful Vietnam tour experience and visit the areas of interest.
Finding Outside Hanoi

**Hanoi Lake Landscape**
Young Couples Flock Together around the Lake at Night! If you are in a place other than metropolitan cities such as Ho Chi Minh, it is hard to enjoy a night life. After all, entertainment business is not well established in Vietnam. In a cool place other than metropolitan cities such as Ho Chi Minh, it is hard to enjoy a night life. Traditional Vietnamese music is performed in the evening (19:30~21:00).

**Hoa Kiem Lake**
Peaceful and Romantic Lake in The Middle of Hanoi. This lake has been loved by almost every citizen. You can easily find people jogging and playing badminton in the morning and taking a rest on a bench under a tree in the afternoon. At night, many young couples visit here with their motorbike for a date. The lake is directly seen from the Old Quarter.

**Tam Coc**
Picturesque Landscape. Tam Coc is a must-visit tourist destination. Except for the fact that it is not in the sea, Tam Coc is just like Ha Long Bay. Thanks to its scenic landscape, it is called ‘Ha Long Bay in a rice field’. You can tour the splendid surroundings for 1~2 hour(s) in a bamboo boat. Don’t forget to use UV-blocking cream because you will get direct sunlight during the tour. You can also avoid the sunlight with an umbrella or non (conical hat). The caves (Tam Coc means three caves) that you will encounter during the tour offer a great shelter as well.

* Where to have a drink in Hanoi

Le Pub
Address: 25 Hang Be - Tel 84-4-3206-2104 - Website www.kiquan.org
Jazz Club Minh
Address: 31 Pho Lang Van Can, Old Quarter - Tel 84-4- 829-7080 - Website www.mitunajazzvietnam.com

**Enjoy Local Beer!**
It is also fun and fascinating experience to taste a variety of local beers such as 333, Hanoi Beer, Hoi Beer, Saigon Beer, Biere Laranx and Bia Hoi. Due to the hot and humid weather, you may want cold beer. Local beers are available for low prices (VND 26,000 at a luxury restaurant or club, VND 12,000 in coastal restaurants in Hua Trang). You can also get them on the street at a far lower price.

**Little Hanoi**
This restaurant is popular among foreign tourists than local citizens. You can often see foreigners checking their itinerary. Light meals, desserts and drinks are available. Vietnamese-style coffee with condensed milk is recommended. Address: 21 Hang Gai Street, Hoan Kiem District, Hanoi - Tel 84-4-386-333 - Business hours 17:30~23:00

**Nam Phuong**
This restaurant is the best choice to experience a genuine Vietnamese full-course meal. The elegant and extravagant interior design and refined atmosphere make your meal more delicious. Traditional Vietnamese music is performed in the evening (19:30~21:00).
Address: 19 Pho Phan Chu Trinh, Street Hoan Kiem, Hanoi - Tel 84-4-924-0926 - Business hours 11:30~14:00, 17:30~20:00

**Le Tonkin**
Traditional Vietnamese set dishes are available at relatively low prices. You can have a lunch special which includes nine dishes including appetizer and dessert at VND 20,000. A romantic open-air table is also available.
Address: 14 Ngo Van So, Hoan Kiem, Hanoi - Tel 84-4-843-3467

**Fancy Restaurants in Hanoi**
Another pleasure in travel is food. Here, let’s find out delicious local snacks and a refined full-course meal in Hanoi.

**Have a Nice Meal!**
A variety of delicious foods including baked, steamed, fried and raw food are available. Depending on recipe, Vietnamese dishes taste quite different. Fresh mint leaves create a unique flavor. In addition, unique dishes are made with ordinary ingredients. The street food which is served by wrapping steamed glutinous rice in banana or lotus leaves with addition of raw ginger is also very fascinating. If you want a spicy soup, ‘Luoi (hot pot)’ is recommended. This food tastes slightly different by region and restaurant. This soup is made with fresh seafood or meat with addition of fresh vegetables. You will be amazed at its deep savory taste. ‘Pho’, the world’s famous rice noodle soup, originated from the northern area including Hanoi. In the southern area, raw vegetables are popular. Anyway, it is a pleasant experience to taste a variety of local Vietnamese delicacies. Why don’t you try Hanoi’s cuisine which is made with traditional cuisine in the north and flavor in the south?

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Typical Beauty of Japan

As soon as I arrived at the Miyazaki Airport, I could smell the fresh sea. The subtropical trees such as palm trees well explain the warm climate of Japan. You don’t have to go up to Okinawa situated in the southernmost (westernmost) part of Japan to experience the beauty of tropical or subtropical nature. In particular, you can find genuine Japanese style in subtropical weather conditions. Without this traditional Japanese style, Japan would not be different from common tourist attractions in Southeast Asia.

Even though it is hard to describe unique Japanese culture and lifestyle with few words, let me try to explain them briefly. First, you can meet very clean and tidy streets, villages and houses. Even the fields and open spaces are very clean and well-maintained. If you walk along a remote street, you may feel that you are in a shooting location. Japan’s neat and tidy atmosphere is very different from the artificial cleanness in Singapore. Singapore is known as an extremely tidy and clean place in which citizens’ every movement is controlled. However, this country turns into a very different place at night with no government employees including police around. The streets are full of trash, and people jaundice all night. While Singapore is kept tidy and clean by force, Miyazaki’s cleanness is based on Japanese culture and customs. All places including street, village, downtown, suburb, kitchen and bathroom are very clean all the time. This neat and clean Miyazaki is very different from some European cities where you often see people littering cigarette butts on the street.

You can also find the charm of Japan in Japanese people’s kindness and generosity. In fact, it is hard to find the highly competitive side of the Japanese society from the frank and kind local villagers in Miyazaki.

Walking on Sunshine in Miyazaki

Miyazaki Prefecture is located in the south eastern corner of the island of Kyushu. Thanks to its warm weather, you can travel around in a sleeveless garment even in March. This prefecture is a very popular honeymoon destination in Japan because of the refreshing and pleasant weather. The unique and exotic atmosphere which can be hardly experienced across East Asia and Northeast Asia is also very fascinating. Come and experience the charm of Miyazaki Prefecture.
Make a Wish at the Udo Shrine

The Udo Shrine is the most famous tourist destination in Miyazaki. Located at the precipitous sea cliff, this fascinating tourist spot offers magnificent views and a stunning landscape. Many people are visiting this place and make a wish. They try to tell their fortune and guess if their wishes will come true by throwing a stone into a small puddle. It seems that people would throw a coin instead of a stone in the past. Because of environmental pollution and difficulty to pick up the coins, people started to throw a stone. You can buy the throwing stone at the Udo Shrine. However, it doesn't look like they try to make profits by selling the stones. The rules are that men should throw it with their left hand while women should use their right hand. There is also the Obi Castle and Castle Town near the Udo Shrine. Since the town looks like Kyoto, it has been called 'Little Kyoto'. Some people say that the clean streets and kind people are typical in Japan. Actually, objective and visual styles represents Japanese housing culture. Personally, I believe that a traditional Japanese house (modern traditional house) is one of the most beautiful houses to live in the world. Touring around the town, I was surprised to see very neat and tidy streets, old but clean stone fence and spotless walls, roofs and gates. In Castle Town many handicraft studios and restaurants are clustered. Once you buy a tourist map with coupons for JPY600, you can buy small fancy items and eat tasty snacks at five handicraft studios and restaurants are clustered . It is a part of tour promotion programs to attract more tourists. You can tour around the town and buy interesting items at good prices. It is highly recommended to try this package.

March is already spring time. In Miyazaki, spring generally comes a month earlier than other cities. From late March, various fun and exciting festivals begin with cherry trees in full blossom. It is a great place to enjoy the fragrance and beauty of spring.

Famous Tourist Attractions

There are several famous tourist spots in Miyazaki. One of the most impressive places is the Aoshima Island. This is a small island (1.5km in circumference) located in the northernmost of the Nishinomisaki Coastline. It is connected to the mainland with a bridge. Once you step on this island, you will be pleased with a sweet scent. The scent of flower in the sea wind makes you feel relaxing and comfortable. In the past, the public would be prohibited to enter into this island. Therefore, the island is densely filled with subtropical trees. The rare coastal rocks called ‘Devil’s Washboard’ are also very impressive. They look like artificial concrete structure even though they are shaped by sea waves. The entire island is surrounded by these unique rock formations. You can also find the Aoshima Shrine which stands tall in the middle of the island. Many wish notes are hanging around the sacred place.

The Sun Meesse Nichinan Moai statues which imitated Moai stone statues in Easter Island in Chile are also fascinating. You can instantly sense the typical Kitsch culture from these statues. You may wonder how the weird Kitsch culture has become so famous. A long time ago, a Japanese mason went to Easter Island and participated in a stone statue restoration project. As a token of their appreciation, Easter Island villagers allowed Nichinan Moai statues to be built in Japan. After hearing the origin of these statues, the seven Moai statues look somewhat different. Each statue has its own story. For example, it is said that the 2nd statue from the right will bring wealth.

This tourist destination would be a pasture in the past. Besides Moai statues, there are many fascinating places at this beautiful island. For example, you can find the Center Plaza around the peak. It has been said that you can see the Easter Island through a long and narrow crack in the middle of the plaza. It is like everything has a meaning. Even a fly has its own story at this island. Personally, I really liked the cool and refreshing sea wind. If you take a deep breath of the sea breeze, you may feel like you are an actor in a romantic TV commercial.
One-Day Trip to Miyazaki

Go further to find abundant nature and historical places of Miyazaki after spending some free time in Miyazaki city. Three places introduced below are perfect places to look around in one day. It is recommended to feel a flow of long time by staying one night in Nangoson (長尾村) which cherishes a long history between Korea and Japan.

Aya (額)
Aya (額), located west of Miyazaki, is a region of abundant nature with a wide area of evergreen broad-leaved forests and tasty water. It is famous as a village of crafts so that workshops for pottery or glass crafts can be easily found on the street. A swinging bridge of 250m height and 1.2m width, Teduha Ayacho (たではあや町), is impressive. It has open-air onsen and accommodation facilities.

Saito (西都)
Saito City (西都町) is abundant nature and history. As a city where ancient and middle age’s culture has blossomed, it is one of many historical sites including Saitobarakofun (西都原古墳) and Saito Museum, a general museum of the Miyazaki Prefecture. Saito City also has Kudaran Sato (百商の里, 南郷村) which has a splendid and beautiful pattern of Dancheong is well preserved and is the stage of Dunlop Phoenix Tournaments. The locality has been known as a place of exile by the royal family of Baekje, an ancient nation of Korea. Nishinom Shosoin (熊野正倉院) which houses cultural assets in the identical building with Shosoin (正倉院) in Nara (奈良) and ‘Baekje Exhibition’ which replicates the building at Buyeo, an ancient nation of Korea shows a long history of Korea-Japan exchange. It has open-air onsen and accommodation facilities.

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Pleasure of Eating in Miyazaki

Ramen
Japan’s representative noodle dish. Miyazaki is famous for Gamaage Udon noodle (釜揚げうどん) which is a hot noodle dish with sauce. You will regret it if you do not try the Ramen with the Kyushu (九州) style pork bone soup.

Miyazaki Beef
Enjoy premium Miyazaki beef itself without sauce. (Cattle in Miyazaki are raised in spacious, all-natural environments, which ensures a high quality, tender, and delicious meat.)

Native Chicken (地鷄, Jidori-momoyaki)
Jidori is a raised native chicken which are grazed, a Miyazaki’s special product. The dish boasting its great texture. Among Jidori, Jidori-momoyaki (たまゆら御膳) which is a set program of onsen and lunch, is receiving a lot of attention.

Miyazaki Resort Onsens, Tamayurano-yu (Miyazaki City)
There are 6 hotel-based onsen to choose from in Miyazaki City. All are located on the banks of the Oyodo river, which runs through the center of town. A free foot-only onsen is also available at the source of the hot spring, and has become a favorite of many Miyazaki locals.

Onsen Travel to Miyazaki
It is well known throughout Japan that bathing in an Onsen (hot spring), not only warms the body, but also is beneficial to one’s health. For this reason, they are popular all year round. Why don’t you try the ‘Onsen Experience’ whilst in Miyazaki?

Where to Stay
Miyazaki Tourist Hotel (Miyazaki Kanko Hotel)
Located on the banks of the Oyodo River, which flows through the center of Miyazaki City, the hotel also caters weddings or convention. The Miyazaki Kanko Hotel, celebrating its 56th anniversary in 2010, is a charming hotel with open-air onsen of the South flavor. Jaccuzi and Sauna are very popular and Damayuragozen (たまゆら御膳), a set program of onsen and lunch, is receiving positive feedbacks.

Enjoying Golf in Miyazaki
Phoenix Country Club
Established in 1974, this club is proud to be home to the annual Dunlop Phoenix Golf Tournament; the richest event on the Japanese golfing calendar. Some of the world’s best players, such as Tiger Woods, David Duval, and Jack Nicklaus have played in the tournament. International level course. Near resort beach but separated with pine trees, 27 hole course is composed of three courses, Takachiho, Sumiyoshi and Nichinan. Shusennomori (すし山の森) designed the course based on the concept of the golf course internationally accepted layout and conditions. Since 1974, it has become the stage of Dunlop Phoenix Tournaments.

Hotel Kanko Hotel
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Hotel Plaza Miyazaki
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Hotel Hamaso
Established in 1974, this club is proud to be home to the annual Dunlop Phoenix Golf Tournament; the richest event on the Japanese golfing calendar. Some of the world’s best players, such as Tiger Woods, David Duval, and Jack Nicklaus have played in the tournament. International level course. Near resort beach but separated with pine trees, 27 hole course is composed of three courses, Takachiho, Sumiyoshi and Nichinan. Shusennomori (すし山の森) designed the course based on the concept of the golf course internationally accepted layout and conditions. Since 1974, it has become the stage of Dunlop Phoenix Tournaments.

Hotel Kandabashi
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Sheraton Grande Ocean Resort
This is a 154 meter, 45 story, prism-shaped Resort Hotel. All rooms have a view to the ocean.
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 40 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

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Tourism Promotion Organization
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