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Tourism Promotion Organization
for Asia Pacific Cities

Tourism Promotion Organization for Asia Pacific Cities

We'd like to invite you to TPO, the Tourism Promotion Organization for Asia Pacific Cities.

TPO is a network between cities in Asia Pacific region, and is an international tourism organization, established for the development of the tourism industry. TPO exchanges tourism information between member cities to promote the tourism industry, and also carries out projects including tourism products development, joint marketing projects, tourism industry education, as well as human resources development. 70 city governments and 32 private organizations in 11 countries currently participate as members of TPO. Private organizations consist of travel industry related associations, research institutes, and destination marketing organizations (DMO), etc. TPO strives for the development of sustainable tourism and city tourism within Asia Pacific region.

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Contents

-
- | | |
|-----------|---|
| 02 | TPO FOCUS CULTURE
Andong, Republic of Korea
Enjoy a Stylish and Traditional Taste |
| 04 | FESTIVAL CALENDAR |
| 05 | SPECIAL TOUR
Space of Penang in Malaysia
City of Coexistence |
| 12 | CITY TOUR
Treasure Hunting – Kaohsiung
A Trip to Kaohsiung |
| 16 | CITY THEME TOUR
Travel Environment-Friendly City Kitakyushu, Japan
Hello, Kitakyushu! |
| 20 | TREND & ANALYSIS
New Proposal for Travel Asia
Outdoor, Eco, & Green in ASIA |
| 24 | TPO NEWS |
| 26 | TPO ISSUE
Tourism Universiade 2012
The Future of Tourism Industry is Up to Us! |
-



Andong, Republic of Korea

Enjoy a Stylish and Traditional Taste

Three hours from Seoul by car, Andong is located to the north of Gyeongsangbukdo. Located on the Nakdong River, Andong is famous for its traditional culture and various architecture: in particular, Hahoe Village, designated UNESCO World Heritage Site, and Dosan Seowon (lecture hall), known for its training of great scholars are the most representative. Let's take a look at the background of noble scholars who lived honest lives, and taste Andong's healthy and simple food.

Editor Ha Sun-mi Photographer Oh Chung-geun

GLIMPSE INTO THE LIVES OF NOBLE SCHOLARS

SOUTH KOREA'S 10TH WORLD HERITAGE SITE, HAHOE VILLAGE

The term Hahoe is derived from a branch of the Nakdong River that flows around the village, which is also known as the village of the Pungsan Ryu family, who lived there for 600 years. According to fung-sui, the place is a good location to live, which is why it thrived for such a long time. Ryu Seongryong, a member of the Ryu family and Yeonguijeong (advisor to the king) in the Jeoseon Period, is the most famous and also many other family members held positions of power within the contemporary hierarchy. This place was even able to avoid the Imjinwaeran (Japanese invasion), allowing folk traditions and houses to remain intact and well preserved to this day. This explains the joint designation of Andong's Hahoe Village and Gyeongju Yangdong Village as world cultural heritage sites by UNESCO in August 2010. As you enter Hahoe Village, the first things that stands out are the over 130 thatched houses and 100 tiled houses jostled in between. As you walk around, it's easy to get confused by the similarity of neatly-arranged alleys. The main road running east to west through the center divides the village into Bukchon (north village) and Namchon (south village). The largest house,



FIND GOOD FOOD IN ANDONG

Andong has three books called ‘Sooun Japbang’, ‘Eumsik Dimibang’, and ‘Onjubeop’ that tell of the culinary culture of Korea. Get a sense of the food enjoyed by the nobles as well as how the Andong region has cherished local products. The food of Andong is not something magnificent or sumptuous, but rather simple and modest, as if to reflect the austere life of its scholars.



- 01 Neat and tidy tiled roof in perfect harmony with surroundings
- 02 A complete view of Hahoe Village from Buyongdae Peak
- 03 Beautiful and fascinating landscape of Dosanseowon
- 04 Chunghydang Hall, head family estate of Ryu Seong-yong who served as Yeongujeong (advisor to the king) during the Joseon Dynasty

Hwakyeongdang, sits in the Bukchon part of Hahoe Village. Over four buildings cover an area of 1700 m²: Anchae, Sarangchae, Sadangchae, and Daemunganchae form a large estate. Noble Ryu Seongryeong's Jongtaek (first son's house) called Chunghydang is located in Namchon. There is one thing you get to know by looking around Hahoe Village!

The houses of the nobles are always slightly higher than where servants stayed. It is a vivid demonstration of the rigidly-enforced social hierarchy that it even extended to the location of houses. These days, Most of the houses in Hahoe Village are occupied by descendants of the families still living there. It is important to have manners for residents who welcome tourists with their generosity and endure inconvenience for the sake of visitors.

Address 749-1 Hahoe-ri, Pungcheon-myeon, Andong-si, Gyeongsangbukdo **Phone** 054-853-0109 **Opening Hours** summer 09:00~19:00 winter 09:00~18:00 **Admission** adults 3000won, adolescents 1500won, children 1000won

PATH TO THE LECTURE HALL, DOSAN SEOWON

Dosan Seowon stood 27 km away from the center of Andong and was where famous Joseon Period scholar and servant of the king Toegye Lee Hwang established a lecture hall to teach his students. From the ticket office, walk 300 m up the hill to the lecture hall - this path is the heart of the site. Looking down the Nakdong River, take a quiet walk and flash back to the past, as a student walking to the lecture hall to study in the Joseon Period. Let's look at Sisadan, built on the opposite side of the river. It is a place where the students of Toegye took a special examination called ‘Dosanbyeolgwa’.

Address 680 Togyo-ri, Dosan-myeon, Andong-si, Gyeongsangbukdo **Phone** 054-840-6599 **Admission** Adults 1500won, adolescents 700won, children 600won

CONTEMPORARY STUDENT SNACKS, HEOTJAESETBAP



Andong, Mecca of Confucian culture, is where ancestors are regarded with reverence, and guests received hospitality.

People sitting together and sharing food after the ancestor

ceremony is known as Eumbok. Then, what is ‘Heotjaesatbap’? It means consuming the food of the ancestor ceremony although it is not the day of ceremony. Students at that time who were hungry from studying late into the night ordered their servants to bring them the leftovers from the ancestor ceremony to save face, i.e. due to embarrassment about admitting hunger. Heotjaesatbap consists of various kinds of vegetables, fish, meat, soup and stews.

A characteristic of this food is that red pepper powder is not used, so it is not spicy.

ANDONG SEASONED MACKEREL, A LUXURIOUS DISH OF SCHOLARS



Since the Joseon Period, mackerel has been brought to Andong from the nearest sea, Yeongdeok. Due to poor transportation, delivery within a day was difficult, which is why mackerel underwent a

three-stage curing process to prevent it going bad. This was a time before scales or measuring spoons. Nevertheless, Andong citizens developed refined seasoning skills to create deliciously seasoned mackerel using an appropriate amount of salt. Andong's representative food, mackerel, was a luxury for scholars of the period. A crisply-grilled piece of mackerel is sufficient accompaniment to a spoonful of rice.

SWEET AND SOUR DESSERT, ANDONG SIKHYE (TRADITIONAL SWEET RICE PUNCH)

Sikhye is usually just a sweet traditional beverage. However, Andong sikhye is different. A vivid red, even its color stands out. Daikon (white radish), red peppers, ginger juice and water are combined and fermented to produce its spicy and refreshing taste. It provides particular refreshment and aids digestion after meals as it is a fermented drink.



9 September. 2012



Daegu, Korea | September 1-2
The International Body Painting Festival DIBF 2012
Location Kolon Field Concert Hall in Duryu Park

A festival of brilliant colors will be painted on the bodies of participants. The DIBF award, in which artists demonstrate their creativity, is the highlight of the festival. Freely participate in face painting, nail art, and belly dancing, and magic shows, put on for the benefit of visitors. Don't miss the fantastic fireworks following the closing ceremony.



Ho Chi Minh, Vietnam
September 13-15
International Tour Expo, Ho Chi Minh ITE-HCMC 2012
Location Saigon Exhibition and Convention Center

The International Tour Expo is held annually in Ho Chi Minh City to promote exchange and development of the tourism industry. This year, the 8th anniversary will show more diverse tourism resources of Vietnam, Laos, Cambodia, Myanmar under the slogan 'Four Countries-One Destination'. A tourism industry worker meeting, workshop and travel awards are scheduled.



Gyeongju, Korea | September 9-15
International Pen Congress
Location Gyeongju Hyundai Hotel, Gyeongju area

A grand festival of world literature will be held in Gyeongju. It is hosted by the UK literature group 'The International Pen Club', of which 114 countries are members from all over the world, bringing authors and the general public together. During the event, lectures with the theme of literature, media and human rights will be held with Nobel Prize winner in literature, Orhan Pamuk, Le Clezio, and guest speaker Lee Mun-yoel, Ko Un.



Bangkok, Thailand
September 10 - October 14
International Festival of Dance and Music
Location Thailand Cultural Center

Opera, ballet, modern dance, classics, and jazz concert will be held in a single festival. This festival consists of various performances as it is supported by the Royal Thai Princess. Artists invited from 13 countries including Europe, Asia, and America will perform various dance and music acts. Enjoy the festival with family and friends.

10 October. 2012



Ho Chi Minh, Vietnam
October 5-6, 9-13
Oktoberfest Vietnam
Location Jade Ballroom at Windsor Plaza Hotel

The festival held Ho Chi Minh, Vietnam, perfectly recreates the atmosphere of Oktoberfest in Munich, Germany. It provides a good and unusual opportunity to experience German beer and traditional food. German folk music will be played by an invited band to enhance the experience. However, people over 18 are allowed only.



Surabaya, Indonesia | September 15
Full Moon Festival
Location Sky Dom, Kenjeran Ken Park



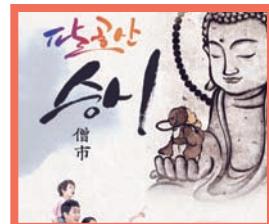
Dalian, China | September 11-18
Dalian International Garment & Textile Fair
Location World Expo Plaza



Jeonju, Korea | September 13-17
Jeonju International Sori Festival
Location Sori Arts Center of Jeollabuk-do, Jeonju Hanok Village



Vladivostok, Russia
September 22-28
Pacific Meridian Film Festival
Location Vladivostok area



Daegu, Korea | October 12-15
Seungsi (traditional marketplace) of Palgongsan (Mountain)
Location Cine 80 drive-in theater

The most attractive full moon of the entire year presents itself in mid-September, in a magnificent annual full moon festival to indicate their appreciation to God. Eating mooncakes with friends and family is traditional, and at Ken Park with an open view of sea, you can watch fireworks beautifully painted across the sky as well as a traditional lion dance (dance with lion masks).

See the latest trends in the fashion and textile industries at Dalian International Garment & Textile Fair. Famous national and international fashion accessory brands, designers, textile and fabric manufacturers, and sewing machine companies will attend. Exchanges of creative ideas and business cooperation in fashion and textiles will also take place.

Korean Pansori, Gukak, and other world music will make the festival more enjoyable. 'Full of Sori on the Table' is the theme of the festival, presenting a variety of performances highlighting the diversity of the region's culinary culture. Creative Pansori drama '2012 Clown's Song' will open the event, followed by five magnificent Pansori, Korean opera, as well as a fusion of percussion and flamenco.

Russia's international film festival 'Pacific Meridian Film Festival' celebrates its 10th anniversary. Short and long films and documentaries of the Southeast Asian region as well as various other genres will be presented all over the city of Vladivostok. It is also an occasion to develop the film industry of the Asia-Pacific region as film makers, distributors, director, actor, and critics come together. A traditional Buddhist marketplace where monks of the Goryeo Dynasty traded. The written and oral traditions of Seungsi are recreated in the Daegu Palgong area to pass down the generations. The event consists of an exhibition, sale of monk artifacts, cultural event showing Buddhist artifacts, and performance of Korean folk music and pop. The 2 km-long Mandeung (Lantern) Tunnel is a pure spectacle.

11 November. 2012



Nagasaki, Japan | October 7-9

Nagasaki Kunchi

Location Suwa Shrine, Nagasaki

This annual festival of the Nagasaki Suwa Shrine has a 370-year history and provides a great deal to see for citizens and tourists alike. The highlight of the festival is the dance performance by Nagasaki's performance team. See not only traditional Japanese dance, but also Chinese-influenced lion dance. Upon seeing the street match with a boat-shaped cart, an irresistible urge to cheer will overcome you.



Tainan, Chinese-Taipei

October-November

Tainan Food Expo

Location Tainan area



Daejeon, Korea | October 12-15

2012 International Food & Wine Festival

Location Daejeon Convention Center, Expo Science Park area

Visit the food expo in Tainan, the Paradise of Gourmands, if you wish to round off your trip with a delicious feast. Tainan Gourmand package and healthy food dishes to stave off the winter are available during the expo period, and a stamp rally and raffle are available. Experience the history and various cultural aspects of one of the oldest cities in Chinese-Taipei; it's not something to be missed.

Feast in an autumnal style, unfolding in Daejeon. The International Food & Wine Festival is the place to enjoy wine, food, and music. This year, 14 countries are to participate with the introduction of their traditional food and drinks. Various events including wine art experience, wine concerts, sommelier competition, and street art performances contribute to the diversity of the festival.



Shanghai, China | November 15-18

China International Travel Mart

Location Shanghai new international Expo Center SNEC



Daegu, Korea
October 12 - November 10

Daegu International Opera Festival

Location Daegu Opera House, Suseong Artpia



Bangkok, Thailand | November 28
Loy Krathong Festival

Location Chao Phraya River

This annual tourism exchange event is the largest scale in Asia. Tourism agencies, hotels, airlines, and domestic and foreign tourism industry workers gather together to stay abreast of the latest trends in tourism and establish their visions. A tourism exhibition and conference as well as a variety of cultural performances by several countries will be provided for public participation for those involved in travel.

Daegu International Opera Festival is celebrating its 10th anniversary this year. To celebrate the event, the creative and ambitious opera project 'Cheongra Eondeok (Hill)' will be shown to the public, and Wagner's 'The Flying Dutchman' will be performed for the first time in Korea. A special concert by world-reknown soprano Shin Young-ok, and Opera Ensemble of the Moscow National Chamber of Opera Theater are ready for the event.

Loy Krathong, meaning 'Casting off on a raft' is one of Thailand's three traditional festivals. Thais set rafts to float on the Chao Phraya River to express their thanks to the God of Water at night with a full moon in December of the lunar calendar (November in the solar calendar). Rafts made of bread or Styrofoam are decorated with banana leaves, flowers, and a candle. Around the river is packed with people making wishes as they watch their raft floating on the river.



Gunsan, Korea | November 21-25

Gunsan World Migratory Bird Festival

Location Bird observatory, Geumgang-ho (Lake), Ecological Park, Saemanguem area



Jeju, Korea | November 18

2012 Jeju Mandarine International Marathon Race

Location Jeju World Cup Stadium

Geumgang-ho (Lake) is the ecological treasure of Gunsan where many thousands of migratory birds can be seen soaring through the sky. The festival is celebrating its 9th anniversary this year. See over 800,000 migratory birds of 50 different species including the internationally-protected spectacled teal, natural monument whooper swan, Chinese geese (swans), mallards (ducks), and bean geese.

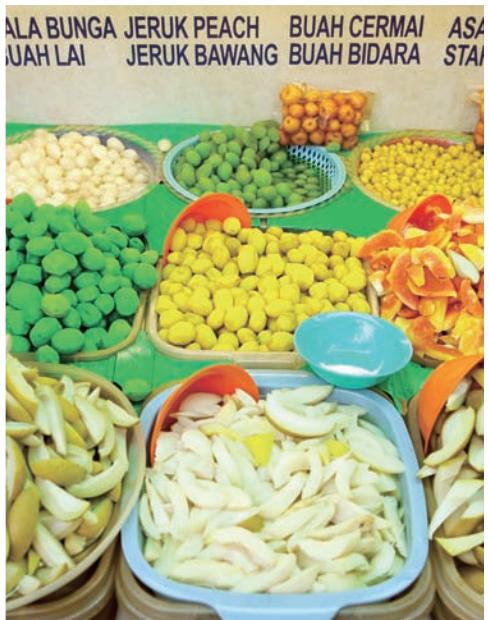
Jeju Mandarine International Marathon Race is celebrating its 10th anniversary. This will feature 5 km, 10 km, half course, and full course races. The route of the full course race starts at the World Cup Stadium and passes through Cheonjiyeon Waterfall, Swaesogak, and Namwon in a round-trip. You'll never tire of the beautiful green seas of Jeju Island's and mysterious Oreum landscape during the race. Upper-ranking athletes will receive a trophy and prize money, while participating families with over three members (the first 30 arrivals) will receive a family unity prize and souvenir.



Space of Penang in Malaysia **City of Coexistence**

Everything was in perfect harmony. Houses surrounded by trees were neatly lined, and magnificent skyscrapers were standing tall by leaving the dark history in the past. Chinese-style luxury was seen, and little India and genuine taste of Thailand were experienced. Penang –A city hard to describe with a single word! Here, the space of Penang flows.

Editor Jung Su-mi **Photographer** Kim Jae-wook(Studio 10+SIM) **Coverage support** City of Penang www.mppp.gov.my





ANOTHER WORLD – PENANG!

Hot and humid air, tall palm trees under the misty sky, unique fruits are hanging on wild tropical trees, and monkeys are playing on the roof. You may feel wildness even in gardens and farms where people are around. The locals describe Penang as ‘jungle’. However, there is something neat and tidy in this jungle city. Skyscrapers and luxurious European-style houses are lined along the coast. There is more in Penang. Clean modern architectures coexist with old buildings in harmony. For this, George Town (the entire city was listed as UNESCO World Heritage Site) has played a leading role. While you walk around the labyrinthine street, you can have unique experiences such as hearing people praying from a mosque and having a strong smell of incense from a Chinese temple. You can see many people bustling around here, praying for the Controller of Time from India. It may be a little confusing, but the locals have created this kind of unique atmosphere. In terms of population, Chinese is the largest (more than a half of the total population), followed by Malaysian and Indian. As a result, you can taste a wide variety of food. The local food tastes unique and delectable with the mixture of Chinese, Indian and Thai recipes. Even though everything is mixed (ex: jungle-city, the past-the present, country-religion, etc.), the life here is simple. Everything looks natural in perfect harmony with surroundings, and the locals live a peaceful life. Penang is a space in which coexistence creates another coexistence. After all, the continuously changing Penang is a city of coexistence.

SPACE 01

Well-made Jungle

Garden and farm which reveal one aspect of jungle. You can have a better understanding of various tropical rainforest animals and plants when accompanied with a tour guide. Four fascinating urban jungles in Penang!



WILDLIFE VARIETY TROPICAL SPICE GARDEN

You may frequently see various spice trees such as ginger, lemongrass and cinnamon. There are over 500 different tropical animals and plants in the garden. It may feel like walking in a thick forest. You can also see monkeys staring back at you on thousands-years-old trees and salamanders crawling fast between the leaves. Three hiking trails in different colors are available for more efficient tour; Spice Trail, Ornamental Trail (exploration of the beauty of foliage plants) and Jungle Trail (exploration of wildlife). You can also meet a cooking school in which you can cook in person using various flavors and herbs and a Thai restaurant which offers a spectacular ocean view.

Address Lone Crag Villa Lot 595 Mukim 2 Jalan Teluk Bahang 11100 Penang

Tel 604-8811797 **Open Hours** 09:00~18:00 **Admission Fee** Adults MYR 15, Children(age 4-14) MYR 10 (conducted tour: MYR 5-10 additionally charged)

Website www.tropicalspicegarden.com



CHILDREN'S PLAYGROUND PENANG MUNICIPAL PARK

Penang Municipal Park is a perfect destination for a picnic with children. Here, you can meet a well-designed playground, spacious grass and green

pond. In particular, there are two free swimming pools for children. In addition, you can have a pleasant walk along various trails and enjoy baseball, volleyball and roller skate.

Address Persiaran Kuari 10450 George Town Penang **Tel** 604-2263051

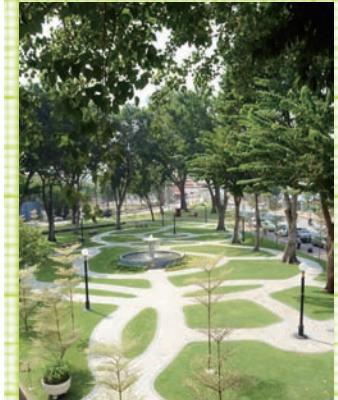
Open Hours 07:00~19:00 **Admission** Free

PLUS SPECIAL PARK

TPO Friendship Park

In celebration of the 5th TPO Forum which is scheduled to be held in George Town from September 17 to 20, a special park named 'TPO Friendship Park' will be built. A mayors attending the forum will plant a tree which is named after each person on September 19.

Location Around the Lebuh Farquhar Road



SWEET AND SOUR TASTE TROPICAL FRUIT FARM

Tropical fruit trees grow in a thick forest. About 100 different species grow here and there across the farm. Besides Malaysian tropical fruit trees, you can see unique tropical fruits from India, Brazil and Mexico. Being accompanied with a tour guide for about an hour, you can meet over 20 different tree species. You can pick up and taste the sweet fruit on the spot. You can also enjoy fresh fruit juice in an outdoor café in the corner of the farm.

Address Batu 18 Jalan Teluk Bahang 11100 Penang

Tel 604-8665168 **Open Hours** 9:00~17:00

Admission Fee Adults MYR 35, Children MYR 28

Website www.tropicalfruitfarm.com.my



Tropical Fruit Best 5

Durian Durian is called the King of fruits. It is expensive, but it is the most popular fruit in Penang. What is inside (the yellow one) is what you should eat. You may find it hard to eat this fruit because of the bad smell.



Star Fruit Star Fruit is named after the fruits unusual shape, for when you cut it you get a star shape. It is very good in quenching thirst. It has a strong sour taste with rich vitamin C content.



Nutmeg In general, fruits are available in various usages. Nutmeg has been fine as a spice. Thanks to its spicy and sweet taste, it has been used in various cuisines.



Miracle Fruit This fruit is effective in removing a sour taste. For example, if you take a bite of fruit with a strong sour taste after eating this fruit, you can enjoy a sweet taste. You can have this mysterious experience in the fruit farm.



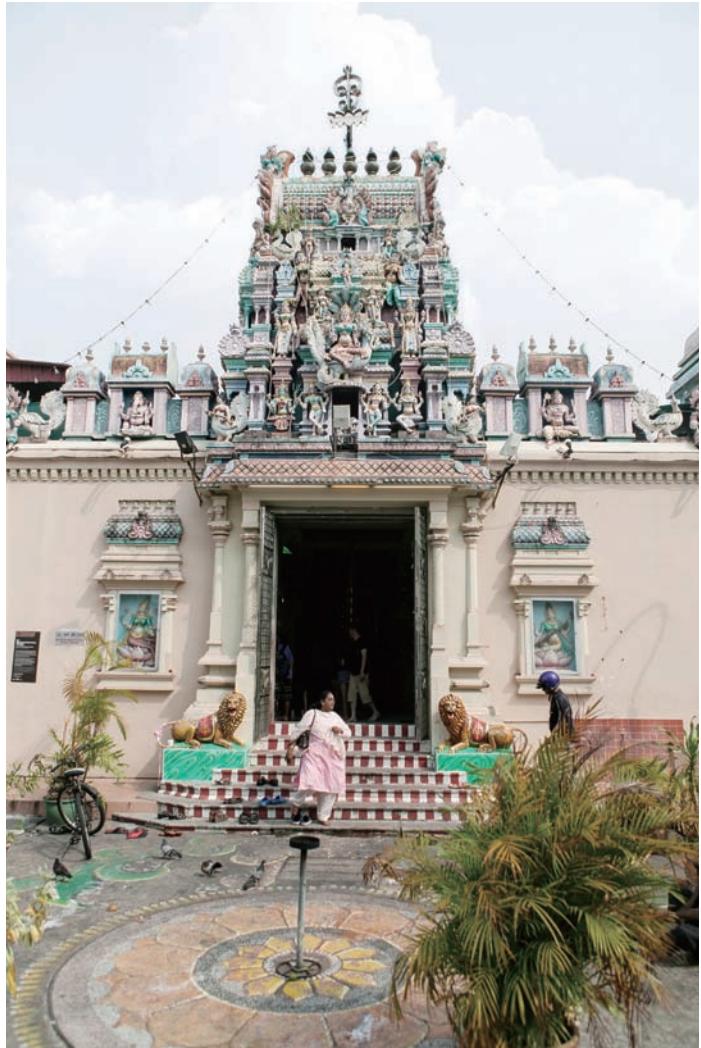
Araca Boi Araca Boi is a mixture of mango and guava. Because of its bright yellow color, you may guess it would taste sweet. However, it tastes very sour.



SPACE 02

Oh! My God

Mosque, Hindu temple and Chinese temple are situated on the narrow street of George Town. With trust and respect for each other, different kind of religions coexist in the same space.



MOTHER OF HINDUISM

SRI MAHAMARIAMMAN TEMPLE

The patterns of the god and goddess of Hinduism are very fascinating. This temple is the oldest Hindu temple which was built in 1883. Sri Mahamariamman has been called 'The Mother of Hinduism'. 'Mari' and 'Amman' literally mean power and mother respectively. Sri Mahamariamman refers to the power of beloved mother. This temple looks extravagant, but it is small. Once you take off your shoes and enter the hall, you can see a ritual ceremony in front of the images of deities. The candle light and flower leaves create a sacred and solemn atmosphere.



Address Lebuh Queen Pulau Penang *Tel* 604-2643494

MAGNIFICENCE OF ISLAM KAPITAN KELING MOSQUE

More than a half of total population of Malaysia is Muslim. The magnificent and dominating Kapitan Keling Mosque is the oldest mosque in Penang. This white building decorated in gold has a grand black dome. It was built in 1801. Since Islam is not familiar to most Korean people, you may hesitate to enter into the building. However, tourists are welcomed anytime except for prayer time. If you are wearing short pants, you need to borrow decent clothes at the entrance. In the temple, there is a spacious prayer's space with tall pillars lined in a row. If it is not prayer time, you can get a taste of Islam in a relatively comfortable atmosphere. At night, it is turned into a romantic place.

Address Jalan Kapitan Keling Pulau Penang *Tel* 604-2643494



CHINESE GODDESS OF MERCY KUAN YIN TENG TEMPLE

This temple is the most popular Chinese temple in Penang. It welcomes visitors with a strong incense smell. With the lion monument and green dragon on the red tiled roof, this sacred place is always crowded with believers. This is the oldest Chinese temple in Penang, but it is small. In this temple is enshrined 'Kuan Yin', Goddess of mercy and symbol of fortune, peace and abundance. Therefore, it is also called, 'Goddess of Mercy Temple'. The construction of the temple was first started in 1728 by Chinese immigrants and completed in the 19th century. There are a lot of street vendors in the inside and outside of the temple. You can buy incense from them. Once you entered the temple, you may be able to see people bowing with incense sticks. In the evening, unique traditional Chinese performances are run sometimes. There will be an interesting event on the 19th day of February, June and September in celebration of the Goddess' birthday. *Address* Lintang P Ramlee Pulau Penang *Tel* 604-2643494

SPACE 03

Small Country

A small country in Penang, which keeps adhering to its own culture. You could see people living a calm and sometimes vibrant life there.



INDIAN GROCERIES LITTLE INDIA

India in Penang! Little India is a miniature of India in Penang. You can get everything about India such as clothes, accessories, spice, music, film and food. You can see ladies in traditional silk-sari walking by on the street, and street vendors are busy in cooking. You can meet a variety of dynamic Indian music and films and hear your future from a fortuneteller on the street. This place is always crowded with a lot of people and cars, but do not just pass by. Take time and observe the surroundings. Then, you may be able to find a hidden charm of Little India.

Location Around the Lebuh King Road in George Town

Essence of Indian curry Karai Kudi Restaurant

Speaking of Indian food, curry always comes first! Karai Kudi Restaurant is famous for delicious curry in Penang. Chicken Biryani is served with fried rice is topped with the curry which is made of chicken, beef and fish. A special menu for vegetarians is also offered. Lassi which is made by blending yogurt and fruit with water, and sweet vanilla chocolate ice cream which is served in a hot bowl are also recommended.

Address No.20 Market Street 10200 Penang
Tel 604-2631345 **Price** Chicken Biryani MYR 9.50
Website www.karaikudi.com.my



SMALL AND SIMPLE TRADITIONAL VILLAGE BALIK PULAU

Once you enter Balik Pulau after getting off from the hustling and bustling downtown, everything is slow. In this calm and simple village, you can get a glimpse of traditional Malaysian houses. Tall palm trees are lined along the dirt trail, and small and cute houses are seen. You may be able to see laundries hung on the worn clothesline and sense humanity from people pedaling a bike. Most houses have a lifted floor to prevent dangerous animals such as snake from entering. In Bahulu Mak Tam, you can taste a variety of fresh-baked traditional cookies and jellies.

Bahulu Mak Tam Address Belakang Sekolah Keb. Sg. Korok 584 Jin. Bharu Balik Pulau Penang



HOUSE ON WATER CHEW JETTY

In Penang, Chinese immigrants live in stilt houses, having the same family name such as Chew, Lee, Lim and Tan. Chew Jetty is the largest stilt house village having the family name of 'Chew'. The houses started to be built since the 19th century, and the village was completed in 1918. At that time, a lot of people worked as a trading merchant or fisherman. Now, most people work in different occupations. Water flows under the wooden path, and houses are clustered along the path. You may hear sad music, cooking sound and children's shouting from these houses. In particular, the House 59A operates a home stay program named 'My Chew Jetty Homestay' for travelers. It is a great place to experience a stilt house and the locals' life in person. You can book a room through the hotel websites such as Agoda and Hotels Combined.

Location Around the Pengkalan Weld Road in George Town

SPACE 04

Real Local Taste

If you want to try genuine local delicacies in addition to unique Malaysian food blended with Chinese, Thai and Indian food, don't miss this place!



STREET RESTAURANT GURNEY DRIVE

If you go on a genuine delicacy trip, Gurney Drive is essential. If you go into the narrow street with the backdrop of beautiful beach, a variety of snack stalls are lined along the street. This place opens at 18:00 and is closed at midnight. It has been popular among the locals as well as tourists. Here, you can taste a wide variety of delicious local food such as noodles, skewers, fried rice, fritters and grill. This place is pretty busy but well under control. Most menus are offered at low prices about MYR 10. *Location* Around the Persiaran Gurney Road in the northeast of Penang

Delicacies you must try in Gurney Drive

Penang Laksa

Refreshing seafood noodle soup with unique flavor. Fresh fish is boiled with an addition of spices. Then, tender noodles and fresh vegetables are added into this spicy soup.



Ikan Bakar

Ikan Bakar literally means 'grilled fish'. A ray is grilled wrapped in banana leaf with an addition of salty sauce. It tastes savory and refreshing.



Char Koay Teow

It is stir-fried rice noodles with shrimp, clams and mung bean sprouts in soy sauce and chili sauce. The tender shrimp tastes perfect with the crunch mung bean sprouts.



Sotong Kangkung

Fresh squid and Water Morning Glory are boiled and served with sweet chili sauce. This dish may look strange, but it tastes crispy and savory.



This noodle soup is originally popular in the southern part of China such as Hong Kong and Guangzhou. It is enjoyed by many people in Penang as well. It tastes pretty spicy and refreshing.

BRAND-NEW PICKLES CHOWRASTA MARKET

Pickles in various colors are a good dessert in Penang. Local people enjoy the pickles made of durian, papaya, nutmeg and onions as snacks. Because of a sour but sweet taste, they often lure birds. You can easily find pickle stores around the entrance to Chowrasta Market. They also sell many other snacks such as bread and jellies. If you walk into the market, you can see fresh fish and meat. If you want to take a look at the genuine lifestyle of the locals, don't miss to visit this fun and exciting market.

Location Around the Jalan Penang Road in George Town



ISLAMIC TASTE FESTIVAL

PASAR RAMADAN

Ramadan is one of 'The Five Pillars of Islam (five ritual duties)' which are considered the foundation of the Islamic faith. Muslims fast during the daylight hours from dawn to sunset during Ramadan. Once the sun sets, you can eat food and enjoy festival. For this, Pasar opens every corner of the street. In fact, Ramadan is a great chance to taste a wide variety of local delicacies. Ramadan is the ninth month in the Islamic lunar calendar. It lasts for a month, charted by the moon as Islam uses a lunar calendar of 354 days. This year, Ramadan is already over. However, it is a good to check the exact date because it occurs every year.

Treasure Hunting – Kaohsiung

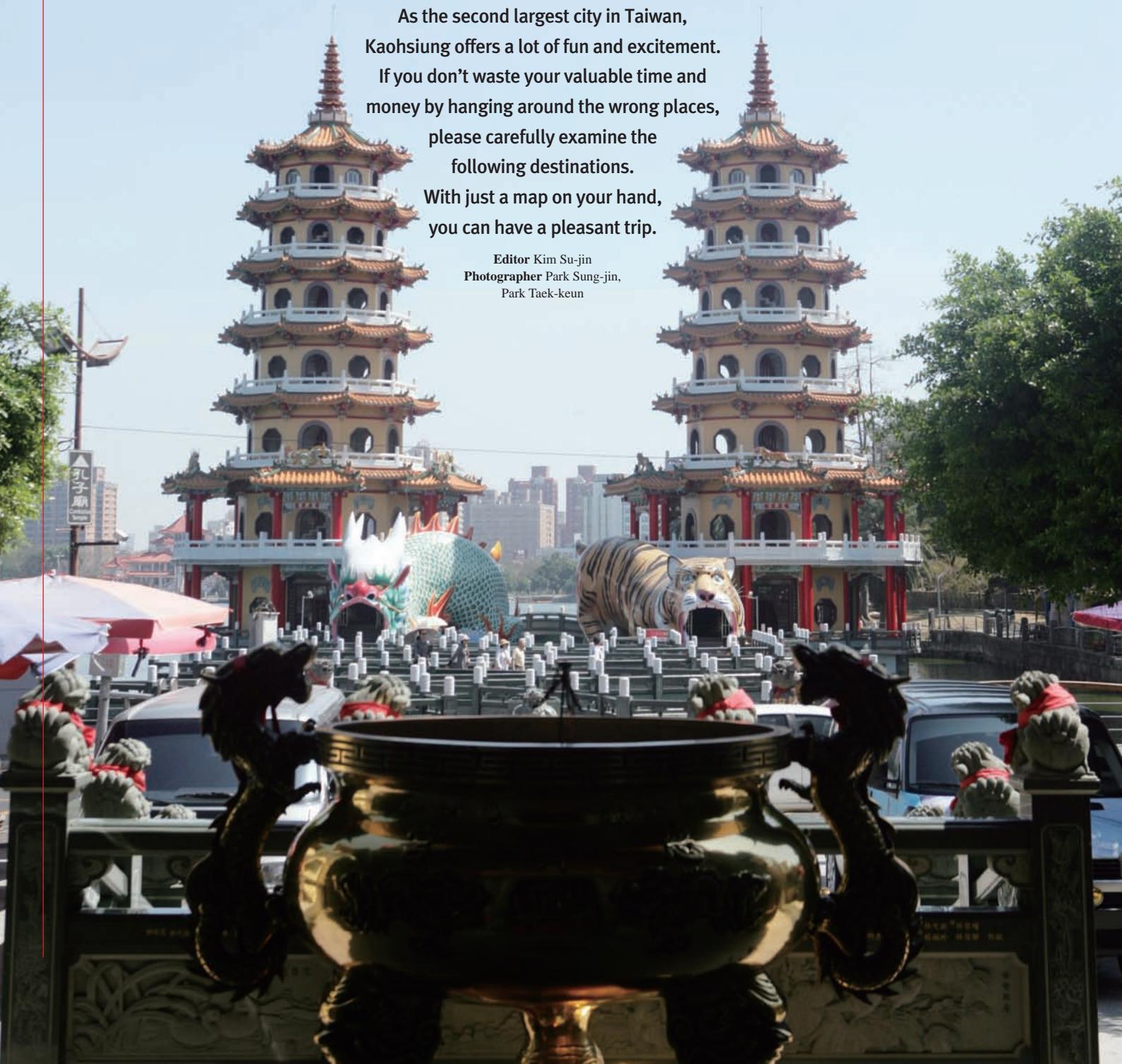
A Trip to Kaohsiung

As the second largest city in Taiwan,
Kaohsiung offers a lot of fun and excitement.

If you don't waste your valuable time and
money by hanging around the wrong places,
please carefully examine the
following destinations.

With just a map on your hand,
you can have a pleasant trip.

Editor Kim Su-jin
Photographer Park Sung-jin,
Park Taek-keun



KAOHSIUNG 1ST STREET SANDUO SHOPPING DISTRICT

The most popular and busiest streets for young people in Kaohsiung are Sanduo Shopping Street and Shinkuchan Shopping District. Along the Sanduo Shopping Street are lined department stores and shopping centers including Shin Kong Mitsukoshi, SOGO, Daimaru, FE21 and MEGA Department Store. On weekends, it is always crowded with a lot of people. In Shin Kong Mitsukoshi you can watch an exciting puppet show in a traditional costume. In Shinkuchan Shopping District which is located just about 5-minute distance from Sanduo Shopping Street, a variety of clothing shops and restaurants from Korea and Japan are clustered. You can also enjoy a wide variety of street vendor food at low prices. *Directions* Get off at Sanduo Shopping Street Station (MRT).



THE LARGEST SHOPPING MALL IN KAOHSIUNG DREAM MALL

Dream Mall looks like a dolphin when it is viewed from the side. As a landmark of the southern part of Taiwan, this shopping mall has often appeared in various TV series and films. This 10-story building with 3 basements has a Ferris wheel on the roof. The Ferris wheel decorated with Hello Kitty & Sanrio friends is popular to all people. It features multiplex cinema, international brand shops & cafes, restaurants, baby & sporting goods stores and food court. It is a great place to avoid sizzling heat in the afternoon. Also recommended to visit this place at sunset.

Directions Get off at Kaisyuan(MRT) (Exit 3) and get on the shuttle bus. **TEL** 07-973-3888

Open Hours 11:00-22:00 (Mon. – Thu.), 11:00-22:30 (Fri.), 10:30-22:30 (Sat., Sun., Holidays)

Ferris Wheel NTD 150 **Website** www.dream-mall.com.tw



Kaohsiung's SHOPPING



ONE OF TAIWAN'S TOP THREE NIGHT MARKETS LIOUHE NIGHT MARKET

Liouhe Night Market is the most famous food street in Kaohsiung. Here, you can have a wide variety of Taiwanese and other food. You can also see Japanese-style Catch Doll Machine quite often. It is not hard to see a young couple working on catching a doll on the street. You can also see a huge crowd in front of a storekeeper shouting loud. If you feel empty in your stomach, you can enjoy delicious noodles, fritters and fresh fruit. It is also recommended to have a foot massage and buy a souvenir T-shirt. If possible, it is okay to negotiate the price.

Directions Get off at Sanduo Shopping Street Station (MRT).





PRIVILEGE OF PASSPORT KAOHSIUNG FILM ARCHIVE

Here, you can get all information about Taiwanese movies you may know such as 'Taipei Exchanges' and 'Secret'. Kaohsiung Film Museum is more than just a museum. Actually, it is a cultural space where citizens can rent a DVD and movie magazine. In addition, the two halls can be rented anytime. With just a presentation of passport, tourists can also get access to books, film and computer free of charge in the museum. On the lounge, exhibitions are held throughout the year (different exhibition in every four months). There is a pleasant promenade in front of the museum. Here, you have a pleasant walk along the peaceful river. Spending time with the Taiwanese films of the past and the present is extraordinary experience.

Address No.10, Hesi Rd., Yancheng District, Kaohsiung
TEL 886-7-551-1211 **Open Hours** 13:30-21:30 (Tue. – Sun.)
(Closed on Mondays) **Admission Fee** free
Website <http://kfa.kcg.gov.tw/>

TAIPEI 101 AND BROTHERS BUILDING TINTEX SKY TOWER

A skyscraper which can be seen from anywhere in Kaohsiung. It looks like Taipei 101 because it is designed by the same architect. The observatory which consists of Splendor Hotel and observation platform is as high as 74 stories, not 85. As soon as you get on the express elevator, the ceiling turns into dark, and a constellation twinkles. In 43 seconds, you can arrive at the 300m-high observation deck (74-story building). The photos and sculptures of Kaohsiung are on display as well. You can also get some food and drink at the restaurant & bar at a discount of TWD 100. Why don't you come by and get a sweet cocktail?

Directions Get off at Sanduo Shopping Street Station (MRT). **Open Hours** 08:00-24:00 **Admission Fee** TWD 100 (adults), free (children)



DRAGON'S NECK AND TIGER'S MOUTH LOTUS POND DISTRICT

Cheng Ching Lake and Lotus Pond in Kaohsiung are the most beautiful landscape of Taiwan. In particular, Dragon and Tiger Pagodas a Taoism style building. It's been known that 'bad luck turns into a good luck' once you pass through the building, which means entering the dragon's neck and exiting to the tiger's mouth. It is also recommended to visit Ciji Temple that people often visit to be blessed with a son and Ciming Temple.

Directions Get off at Ecological District and Zuoying (MRT) and take a walk for 20-30 minutes.
Admission Fee free





UNDER THE FLAG OF THE UNITED KINGDOM FORMER BRITISH CONSULATE AT TAKAO

It is the first western-style modern building built in Taiwan in 1865. The British government rented it in 1867 and used it until they left Taiwan. The 2-story building features an exhibition hall in which various exhibitions are held. You can also see a prison. In the outdoor cafeteria, you can enjoy tasty British-style afternoon tea set (NTD 420, two glasses of non-alcohol drinks included). English menu is available.

Address No. 20 LianHai Road, Gushan District, Kaohsiung, Taiwan **TEL** 886-7-525-0007

Open Hours 09:00-24:00 **Admission Fee** free



FRESH SEAFOOD AT LOW PRICE! CIJIN DISTRICT

As soon as you arrive at Cijin Ferry Pier, you will be happy to see a lot of placards welcoming tourists. Seeing bike/electric bike/motorcycle rental shops, flower-ornamented horse wagons and fresh seafood restaurants, you will soon realize that it is a tourist destination. Many people visit here because they can enjoy a variety of delicious seafood at low prices in addition to historical ruins and beautiful beach. You just need to select the menu you like, the price is pretty much the same. You can also enjoy a variety of tasty just-cooked seafood.

Directions Take a tour boat at Gushan or Love River Ferry Pier. **Open Hours** 06:30-23:00 (10-minute ride) **Rental Fee** NTD 20

Kaohsiung's OUTDOOR

DOING EXERCISE BY PEDALING THE GREEN-WHEELED BICYCLE

KAOHSIUNG CYCLE TOUR

Bicycle tour has been one of the most famous tourist products of Kaohsiung. Since a bike path is well designed, it is easy to tour around the city on bicycle. In particular, the coastal drive from Love River Ferry Pier to Sizihwan(MRT) is very fascinating. The public bike can be rented and returned in about 20 spots across the city. Both unmanned and manned bicycle stations are available. When you first rent a bicycle, you need to visit the bicycle center in Love River Ferry Pier and present your passport. The fee is paid by credit or cash later.

Price Free (first 60 min.), NTD 20 (after 90 minutes)

Website www.c-bike.com.tw



BORDER BETWEEN RIVER AND THE SEA

LOVE RIVER TOUR BOAT

There is the Love River in Kaohsiung. Along the river, you can have a pleasant walk or enjoy a boat tour. In the evening, you may wait in a long line to get on the tour boat. Among a total of five bridges over the river, the boat tours around three bridges. It moves slowly so that it is easy to take a photo of beautiful night landscape. The Love River flows up to the Taiwan Strait.

Open Hours 16:00-22:00 **Rates** NTD 80 (adults), NTD 40 (adolescents)





Travel Environment-Friendly City Kitakyushu, Japan

Hello, Kitakyushu!

Kitakyushu is a city located in the north of Fukuoka Prefecture, on the west of Japan. It is hard to imagine that the air and rivers of such a green city used to be heavily polluted and smelled foul due to industry 40 years ago, but it had turned into a city with over 40% of its area devoted to mountains and parks, and over 90% of waste is recycled in this eco-friendly city. All over this neat city are attractive spots that catch the eyes of tourists. Traveling to green city, Kitakyushu.

Editor Kim Su-jin B, Photos and Materials The Bureau of Industry and Economy Tourism Department, Kitakyushu City www.kitakyushu.lg.jp

The Romantic Retro Town Mojiko Retro



STORY OF THE TRAINS

KYUSHU RAILWAY HISTORY MUSEUM

Since opening Moji Harbor in 1889, it has been an important spot connecting mainland Japan and Kyushu. Moji Harbor has established itself as an important holiday destination representing Kitakyushu with its surrounding refurbished historic buildings and streets. The city exudes a romantic atmosphere with its antique European-style buildings, cozy shops, clean streets and calm waters.

Where you can encounter many trains reminiscent of the old days of the Kyushu region. The place is filled with old trains right from the entrance, enticing you further along your journey into the past. Eight trains located in the exhibition hall reminiscent of a station platform used to be popular public trains from the 1920s until the 1960s, of which the interiors of three may be viewed. The recreation of a four-wheeled third-class tram operating from the Meiji until the Showa chu period further adds to the historic atmosphere. Try driving a unique shape of Japanese train at Japan's first mini-railway park.

Directions 5 minutes walk from JR Mojiko Station **Phone** 093-322-1006

Opening Hours 09:00~17:00 **Price** Adult 300yen, Children 150yen

Website www.k-rhm.jp



ENCOUNTER HISTORY AND ROMANCE KANMON STRAIT MUSEUM

The museum showing various recreations of the old days of Moji Harbor. See things associated with the good old days of Moji Harbor as well as relics, life-size recreations of streets, and experience spaces. Hear various stories about how Kanmon Strait played a key role in Japanese history.

Directions 5 minutes walk from JR Mojiko Station **Phone** 093-331-6700 **Opening Hours** 09:00~17:00 **Price** Adult 500yen, Elementary and Middle schoolers 200yen, Children 100yen **Website** www.dramaship.jp

SEE MOJI HARBOR AND KANMON STRAIT IN A SINGLE VISTA MOJIKO RETRO OBSERVATION ROOM

A tall, soaring bulding stands in the center of Mojiko Retro surrounded by low buildings. Mojiko Retro Observation Room stands 100m-high where a wide panorama of 270 degrees may be enjoyed. From the observation room, Moji Harbor and Kanmon Strait are encompassed in one view from the Observation Room with Shimonoseki over the sea. Enjoy simple snacks and beverages in the observation room cafe; Mojiko Retro special beer stands out in particular. Enjoy a beer overlooking the night scenery of Moji Harbor.

Directions 5 minutes walk from JR Mojiko Station **Phone** 093-331-3103 **Opening Hours** 10:00~22:00 **Price** Adult 300yen, Children 150yen **Website** www.retro-mojiko.jp



Yaki curry, a taste of Mojiko

Yaki curry, one of the must-try things in Mojiko. In the 1950s, some curry was accidentally left in the oven in a Mojiko cafe. The great taste of Yaki curry, meaning 'baked curry', quickly became popular. Egg and cheese on top of curry-covered rice is baked. Squid or shrimp may be added as desired. Its savory taste is amazing.



Heart of Kitakyushu

Kokura

Kokura, representing Kitakyushu socially and economically, is a region of skyscrapers attractively interspersed with well-maintained parks. Take a leisurely stroll along well-maintained roads in green spaces located all over the city after sightseeing tourist attractions.



WILD ANIMAL FRIENDS ITOSEU NO MORI ANIMAL PARK

Meet wild animal friends in this animal park with 500 animals of 100 different species. This natural animal park contains meadows, rivers, jungles and mountains to suit the natural habitats of each species, and is ready to welcome tourists. Feed and ride horses, have fun at the fairground that includes a merry-go-round and sightseeing vehicle, and enjoy the mini park.

Directions 1 minute walk from the bus stop
Phone 093-651-1895 **Opening Hours** 09:00~17:00
Price Adult 800yen Adolescents 400yen Children 100yen
Website www.kpfmmf.jp/zoo

MANGA PARADISE MANGA MUSEUM
You cannot discuss Japanese culture without mentioning manga. The Manga Museum opened last August, and tells the story of manga and Kitakyushu's influence on it. Enjoy archives of the history of Japanese manga that include the works of Leiji Matsumoto, best known for his series "The Galaxy Express 999". The highlight of the museum is the "manga zone" where one may freely peruse tens of thousands of manga comics. When you read manga set in Kitakyushu while sitting in the middle of Kokura downtown, you will know that you're in Japan.

Directions 22 minutes walk from JR Kokura Station Shinkansen entrance
Phone 093-512-5700 **Opening Hours** 11:00~19:00 **Price** Adult 400yen, Adolescents 200yen, Children 100yen **Website** www.kpfmmf.jp/zoo



DRAGON'S NECK AND TIGER'S ENJOY A NIGHT-TIME SNACK HERE IN YATAI

Around Tangka Market, famous for its "College Rice" at an affordable price for university students, there are Yatai(street vendors). It means a Japanese-style food stall. Around Yatai marketplace is especially famous for its fishballs at an affordable price. Enjoy the night life among Yatai carts with their lanterns under red awnings. With all type of fishballs on the menu, as well as rice balls and sticky rice cake, it's the best place for snacks and light meals.



THE SYMBOL OF KOKURA KOKURA CASTLE

The antique-style Kokura Castle sits in the center of downtown and has a modern atmosphere. The castle, regarded as a symbol of Kokura, has a unique appearance as an inverted triangle, in which the fifth floor is wider than the fourth. Established in 1602 and destroyed in 1866 due to fire, it was restored in 1959 and is used as an exhibition space where you may glimpse the history of Kokura. Take a stroll in the little garden, a recreation of the building at the site of the annex of Lord Ogasawara, head of Kokura Castle.

Directions 15 minutes walk from JR Kokura Station **Phone** 093-561-1210 **Opening Hours** 09:00~18:00 (April~October, November~March 09:00~17:00) **Price** Adult 350yen Adolescents 200yen Children 100yen **Website** www.kid.ne.jp/kokuajou/html/k01.html

Rising Star

Yahata

Yahata, traditionally known for its iron industry, has lately been the focus of attention in Kitakyushu. There is a lot to see and enjoy, including an observatory point overlooking beautiful night-time scenery, the world's biggest space theme park and museum, and hot springs.



JAPAN'S JURASSIC PARK MUSEUM OF NATURAL HISTORY & HUMAN HISTORY

One of the largest-scale museums in western Japan. Here you may see natural and human aspects of how the earth evolves. Ancient fossils that may be seen in other natural history museums and many types of dinosaur fossils are neatly arranged in the Japanese style. The highlight of the exhibition is the "Cretaceous Zone" where you may experience caves of 200 million years ago, recreated through chemical analysis of rain and lime.

Directions 5 minutes walk from JR Space World Station **Phone** 093-681-1011 **Opening Hours** 09:00~17:00 **Price** Adult 500yen Adolescents 300yen Children 200yen **Website** www.kmnj.jp



MILLION-YEN NIGHT SCENERY

SARAKURA MOUNTAIN

One of Yahata's must-see scenery is the city view from Sarakura Mountain at sunset. The night scenery from the panorama observatory on the summit of the mountain is one of Japan's top three scenes. Using Hobara cable car, the longest cable car in Kyushu, it takes five minutes to arrive the entrance and transfer to Sarakura Yama slope car to ascend to the summit.

Hobasira Cable Car and Sarakura Yama Slope Car

Directions 5 minutes by taxi from JR Yahata Station **Phone** 093-671-4761 **Opening Hours** 10:00~17:40, Sat./Sun./Holiday 10:00~21:10 **Price** Adult and Adolescent 1200yen, Children 600yen **Website** www.hobashira-cable.co.jp

PLAY IN THE UNIVERSE

SPACE WORLD

The world's first space theme park. A museum exhibiting actual meteors and equipment used in the exploration of space, there are many ways of enjoying space such as a 3D video hall where you may take a space walk and rollercoaster as if drawn into a black hole. One may enjoy various activities including a fairground, water park, and scheduled character shows, so make sure you have enough time to enjoy them all.

Directions 5 minutes walk from JR Space World Station **Phone** 093-672-3600 **Opening Hours** 10:00~17:00 **Price** Adult 4200yen, Children 3150yen **Website** www.spaceworld.co.jp



It's Healing Time!

Relax your body in hot spring water after a long day of sightseeing.

A natural hot spring in a mountain village **Ajisainoyu**



Experience a natural hot spring. The natural water of the mountain village relaxes your tense body. A great place for bathing in a natural setting surrounded by dense forest as it is located deep in the mountains.

Directions Use the free shuttle bus from JR Yahata Station **Phone** 093-653-4126 **Opening Hours** 10:30~22:00 **Price** Adult 800yen, Children 400yen.

Fairy-tale forest **Otogino mori**



Alkaline spring water gushes from 1100 meters underground to relax your body tired from stress. It's a great place for rest, with nine different themed baths as well as convenient facilities and restaurants.

Directions 15 minutes walk from JR Honjo Station **Phone** 093-692-4126 **Opening Hours** 10:00~01:00 **Price** Weekdays Adults and Adolescents 800yen, Children 400yen, Sat./Sun./Holidays Adults and Adolescents 900yen, Children 450yen **Website** www.saisho.co.jp

New proposal for travel Asia

Outdoor, Eco & Green in ASIA



石澳
郊野公園

SHEK O
COUNTRY PARK

Run in Busan, Go hiking In Shanghai,
and Go trekking in Ho Chi Minh City,
Vietnam. Travel is evolving.
Outdoor craze has hit Asia,
changing the ways of travel.
Traveling Asia is not just massage,
shopping, and spa anymore.
Eco-tour, camping, and hiking are
making a new wave. It's time to
re-plan your vacation.



Over the past five years, an outdoor craze has hit Korea. Hiking, trekking, cycling and others swept Korea Peninsula. People who just has been staying indoor all the time started to feel itching to get out. And a move like 'Move your body and enjoy a better life' set on fire. Well-being trend having healthy food is not enough anymore. Mum walks along the river, dad goes to the mountain, boy goes trekking, and girl goes on a cycling picnic. It looks like everybody are keen on outdoor activities. And Korea isn't the only place crazy about this move. The outdoor craze brought a new sensation to the travel industry all over Asia including Hong Kong, Shanghai, Singapore, and Vietnam. Hong Kong, famous for its shopping and gourmet is now being repackaged with



urban outdoor, and China's most advanced city, Shanghai is now one of the most desirable eco-shopping destination. If you thought New Zealand and Australia were the only outdoor destinations, you'd better change your mind. What you know about travels in Asia, is just a small fraction of what is offered.

Hong Kong is believed to be a well-known city to everybody, but it is not. The Hong Kong city, consisting of over 230 offshore islands including Hong Kong Island, the Kowloon Peninsula and the New Territories, is hiding an open field, dense forest and boundless ocean behind the skyscrapers. The outdoor craze is sweeping over Hong Kong, and the number of people who enjoy outdoor activities is increasing. Do Jogging in Victoria Park, camp at Sai Wan Beach, and go kayaking on Hoi Ha Wan Sea. Hong Kong is changing. And Shanghai is not exceptional. You can enjoy eco-travel here in Shanghai. Vintage shops are becoming more popular and cosmetics made with all natural ingredients are springing up. There is a huge change ongoing in 'Quick and cheap' Asia travel.

HONG KONG'S URBAN OUTDOOR, SHANGHAI'S ECO-TOURISM

Shanghai portal webzine, echinacities.com, recently released an article titled 'Eco Warrior' on its English site. The article introduces outdoor travels in Shanghai as well as environmental-friendly clothing store, restaurants, and eco-events. A worldwide Eco and outdoor trend has been popular in recent years, and its appeal is nothing new to us. However the fact that the trend is creating a new wave in traveling Asia is pretty impressive. Activities and Day Tour programs for tourists in Shanghai are also introduced in the article. You can do horse riding at Qingqing Riding Club in Songjiang district and you can also do cycling tour through a travel agency like China cycling Tour(www.chinacycletours.com). If you are with your family, try the roller

coaster at Shanghai Disney Resort. If you are looking for something tough, try hiking trail at Dongshan. Outdoor trends are diversifying the ways of travel.

Travel depends on how you plan to. There can be different ways of travel for the same spot. It is you who decide what your travel will be like. You can find it boring at even the UNESCO World Heritage site, or lonely as hell at entertainment city LA. On the other hand you may have incredibly exciting time at too familiar Tokyo or Beijing. With people's loving care and attention, an indifferent tourist spot can be converted into an enticing tourist destination. In the end, it is you who decide everything about your travel, and that is how your destinations are created. Let's see what's happening in Southeast Asia. The region that used to be a cheap, simple resort destination in relatively close distance and warm temperatures 10 years ago, has now turned into a great outdoor destinations. Now people visit and travel Southeast Asia with different reasons and plans. Like said before, travel depends on how you plan for it.

REDISCOVERY OF MANILA, JAPAN'S OUTDOOR IN USUAL LIFE

Manila is a superb sample of what a tourism should be. Manila has been loved by many tourists regardless of ages as it provides them with good recreational facilities, as well as solid urban function. You can do shopping, massage and have fun in the water all together in Manila. But lately, Manila has been receiving a lot of attention in golf travel industry. Along with casinos, golf is a large part of a Manila tour. It is highly regarded by many due to its affordable price and good service. Most of the golf clubs in Manila offer all rounding-caddy services and provide different types of golf courses program. They have many available options: half-day, two day, and three day programs. China's Dalian sees increasing golf tourists too. Dalian has over 10 golf clubs, many of them are geologically beneficial as they are located along the southeast coast. Jin Shi Golf Club has 18 holes. Liaoning Dalian





Country Club has 72 courses in a large area. Most golf courses are in the Liaoning region.

Japan is not exceptional when it comes to an outdoor trend. In Japan, there have been always many different kinds of activities available in Mountains and the sea. Now Japan sees even more diversity of travel thanks to the outdoor boom in recent years. The ultimate hot spring destination, Fukuoka now offers much more than just thermal spring. Ohori Park, old castle ruins of Fukuoka, Maizura Park, famous for its cherry blossoms in spring, Tenjin Chuo Park, huge green fields in the middle of downtown. help realize everyday outdoors. In particular, the 31,000 m² Tenjin Chuo Park is a great place for picnics, cycling and walking. Enjoy Eco-tourism in Kitakyushu. The Environment Museum was established for future generations as an open discussion place for raising industrial city Kitakyushu's environmental issue, and introducing cleanup operation. Simulation showing how pollution affects schools, the sea and field in detail is impressive. Eco House linked Environment Museum is an educational exhibition space of recycling and environmental pollution, useful for children. Kitakyushu also has hiking trails in Sakura and Adachi mountains.

NEW TREND IN TRAVEL INDUSTRY, A SIGN OF NEW INTERCHANGE

Travel goes along the current trends. Since the South Korean government started freeing up overseas travel in 1989, travel has been diversified in fast-paced political and economical environments with various trends. Backpacking through Europe was sweeping in the '90s, and Southeast Asia was emerged as a new vacation spot in the late 90s, as well as working holiday boomed up. In 2000's, Northern Europe, Australia and New Zealand were the most popular holiday destinations. If you closely check this trends, you will notice various changes in travel at each region. In the 1990s in Asia Guam was one of hottest holiday destinations for family, and Phuket and Bali were in the spotlight as a honeymoon destinations. In the late '90s Vietnam and India were emerged as a new star. At this very moment a new holiday destination continues to rise. Outdoor craze in recent years brought us a new travel trend. It's not where you travel, It is how you travel. There are more options to choose even in a city you visited before. Visit Busan or Hong Kong if you like mountain. Visit industrial city, Kitakyushu for Eco-tourism. Outdoor, Eco, and green represent a new travel trend in Asia, and also they are the signs of new interchange. Mountains, the sea, and parks in Asia are in high spirits now.



BUSAN, KOREA

Launching Ceremony for the 9th TPO Supporters

The launching ceremony for the 9th TPO Supporters was held on April 30. The TPO Supporters is a volunteer group composed of the college students from Busan (Korea) and other areas in vicinity. The 9th Supporters is scheduled to operate starting from this May till January next year. This year's group also includes some foreign students from China. The Supporters members will receive trainings for practical work procedures and basic knowledge required for volunteer activities, which will be followed by actual participation in various events organized by TPO. Especially, they participated in the college students' camp of TPO's Student Travel Exchange Program last summer as volunteer staffs, who organized various events with the students from other member cities of TPO and had an opportunity to join them in cultural exchange experience. Also, they will be participating in other international events held in Busan and nearby areas with a view to promote TPO organization and its member cities.



BUSAN, KOREA

The First TPO Culture and Tourism Festival for International Students in Korea



On June 1, 2012, the first 'TPO Culture and Tourism Festival for International Students in Korea' was held at the student center of Pusan National University to introduce the culture and tourism resources of Korea to foreign students studying in Korea and to promote traveling in Korea. This event consisted of introduction of tourism resources in 27 Korean member cities of TPO (e.g. Busan, Ulsan, Gyeongju, to name just a few) and performances by international students. While preparing for the event, the international students were given an opportunity to learn the etiquette and culture of Korea and share useful information on living in Korea with other international students. This event was attended by over 500 foreign students studying at universities in the southeastern region. TPO expects to get the same effect as attracting foreign tourists, especially Chinese tourists, by promoting domestic travel among international students in Korea.

BUSAN, KOREA

Tourism Universiade 2012, held successfully



From 23 to 26 July, 2012, 'Tourism Universiade 2012' was held in Busan, Republic of Korea for 4 days. This event was co-organized by Busan Metropolitan City, Youngsan University and TPO and almost 100 students participated in the contests, cooking contest and city travel planning contest. These two contests were based on participants' home-city, so every participant made their home-city cooking and travel product. And the gold, silver and bronze prizes were awarded. Besides, there were special prizes under the name of mayors from Daejeon(Korea), Fukuoka, Kagoshima(Japan), Ho Chi Minh(Vietnam), Ipoh(Malaysia) and other Korean governmental organization and institutions. this event will be held every year as a part of Student Travel Exchange Program of TPO.



CHIANG MAI, THAILAND

TPO Secretary General Attends 24th UNWTO CAP-CAS & Conference on Green Tourism

TPO Secretary General Hwan-Myung Joo, along with the Director of Planning So-Jung Lee, participated in the 24th Joint Meeting of the UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia (CAP-CAS) as well as the high-level regional conference on green tourism which were held in Chiang Mai, Thailand from May 3 to 5, 2012. The three-day event featured various programs including the high-level conference on green tourism on May 3, the CAP-CAS on May 4, and the technical tour in Chiang Mai on May 5. In particular, Mr. Joo made a presentation on what the TPO is and what kind of activities TPO is carrying out. This meeting was a place seeking tourism cooperative measures and exchanging opinions on tourism trends. The next meeting will be held in India in 2013.



DALIAN, CHINA

TAN Vice-Chairman of Dalian Gulian International Travel Agency Operates Charter Flights between Dalian and Pohang

A charter flight traveling between Dalian and Pohang arrived at the Pohang Airport, carrying 150 passengers, at 6 p.m. on May 24. This charter flight departed from Pohang Airport to head to Dalian at 7 p.m. on the same day, carrying a party of 150 delegates, who were scheduled to attend the Dalian Acacia Festival on May 25. It came back from Dalian with the delegates of Pohang on the 28th, and returned to Dalian with the tourists, who arrived in Pohang on the 24th. The Pohang-Dalian charter flights were conducted as part of the MOU agreement signed between the Pohang municipal government and the Dalian Gulian International Travel Agency with a purpose to attract Chinese tourists. The Dalian Gulian International Travel Agency is the Vice-Chairman travel agency of the TPO Travel Agency Network (TAN). At the TAN Committee Meeting which was held during the 5th TPO General Assembly in Dalian, China, last September, a decision was made to operate charter flights between TPO member cities without direct flight routes as a pilot project of TAN.



TAIPEI, CHINESE-TAIPEI

TPO Participated As an Exhibitor in 18th APTA Conference

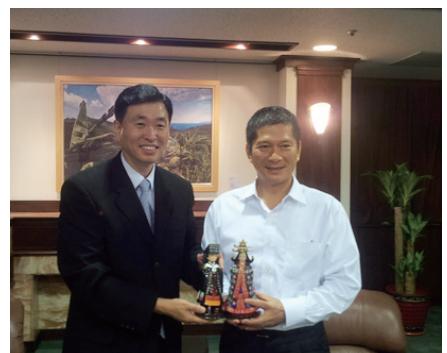
Under the theme of 'New Tourism, New Trend', the 18th APTA Conference was held in Taipei from June 26 to 29, 2012. More than 200 tourism industry professionals, professors, and government officials participated in this year's conference. TPO participated as a sponsoring exhibitor with a promotion stand in the venue, handing out introduction materials and CDs about the organization and its activities. TPO also had a meeting with the organizing committee of APTA to discuss possible future cooperation. The 19th APTA conference will be held in Bangkok, Thailand in 2013.



KAOHSIUNG, CHINESE-TAIPEI

TPO Secretariat Officials Visit Kaohsiung City

TPO Secretary General Hwan-Myung Joo and Director of Planning SJ Lee visited Kaohsiung City on a one-night-two-day schedule from June 28 to 29, 2012. They had a meeting with the officials of the city government at the City Hall on 28th, where the Deputy Mayor, Yongde Lee and Xianhui Liu, Deputy Director of the Tourism Bureau, joined the discussions along with other officials. The Deputy Mayor stated that he wished a direct flight between his city and Busan could be opened, and continued that he would look forward to seeing more cooperation between the member cities of TPO and Kaohsiung after the meeting. In return, Secretary General Joo answered Kaohsiung is a very optimal place to grow into a famous winter destination for tourists, asking for more vigorous participation and activities within TPO's network in the future.



Tourism Universiade 2012

The Future of Tourism is Up to Us!



Special Lectures

'We are the Future Tourism Leader'
This event is an opportunity for 98 college students from 10 countries to get and share professional knowledge and technology which are essential for them to become a global leader in tourism industry. The first Tourism Universiade 2012 was held in Busan in July. A lot of people participated in the event and had a great time to share knowledge and understand different culture.

Editor: Kim Soo-jin

Photographed by: Kim Kyung-soo (Poi Studio)

With a goal of promoting cultural and tourism exchange among college students in Asia-Pacific region and establishing the ground to foster professional tourism staff, the first Tourism Universiade 2012 was held in Busan City Hall and Youngsan University from July 23 to 26. A total of 98 college students from 25 cities in 10 countries participated in this event which was co-organized by TPO, Youngsan University and City of Busan. They competed with each other in City Travel Product Planning Contest and Cooking Contest. For four days, they toured around the city including Haeundae, Jagalchi Market, Yongdusan Park and Gukje Market and attended Cooking Class in Im Seong-bin Art School and Special Lectures on City Travel Product Planning Contest.

On Day 1, they had an orientation and unpacked on Day 2 (July 24), they started 'Tourism Universiade 2012'. They visited Jagalchi Market, Gukje Market, Yongdusan Park, BEXCO, NURIMARU and Busan Cinema Center. They were stunned by the perfect harmony between the tradition and modernity in Busan. They showed great interest in the Korean Wave (Hallyu). Some of them sang along K-pop songs on the street and showed a frenzied reaction to Hallyu stars on Korea advertising videos.

On Day 3, the main events - City Travel Product Planning Contest and Cooking Contest – were held. A total of 40 people from 14 cities participated in the Cooking Contest. A wide variety of unique cuisines including Vietnamese lotus spring roll, Thai chicken, Ploff (Uzbekistan), Phat Thai, Quan yu yan(全鱼宴, China) and Silla royal cuisine (Korea) were introduced. The winners were selected by the 6 juries who are renowned culinary experts and professors as follows; Gold Prize, Silver Prize,



City Travel Product Planning Contest

Experience the Culture



City Tour

Bronze Prize and 11 Special Prizes (TPO Secretariat's Prize, Prize by Mayor of City of Ipoh, Prize by Mayor of Ho Chi Minh, Prize by Mayor of Fukuoka, Prize by Mayor of Kagoshima, Korea Tourism Organization President's Prize, Prize by Mayor of Daejeon, Busan Education Chief's Prize, Busan City Council Chairman's Prize, Youngsan University President's Prize and Prize by the President of the Korea Academic Society of Tourism and Leisure).

In 'City Travel Product Planning Contest' which was aimed to advertise tourist resources and food culture and improve understanding of tourism, a total of 58 people from 18 cities (ex: Uzbekistan, Malaysia, Vietnam, China, Korea, Japan, Sri Lanka, Mongolia, etc.) participated and delivered a presentation in English for about 7 minutes each. The winners were selected by the juries (tourism experts and professors) as follows; Gold Prize, Silver Prize, Bronze Prize and 11 Special Prizes (TPO Secretariat's Prize, Prize by Mayor of City of Ipoh, Prize by Mayor of Ho Chi Minh, Prize by Mayor of Fukuoka, Prize by Mayor of Kagoshima, Korea Tourism Organization President's Prize, Prize by Mayor of Daejeon, Busan Education Chief's Prize, Busan City Council Chairman's Prize, Youngsan University President's Prize and Prize by the President of the Korea Academic Society of Tourism and Leisure). The attendance certificate approved by TPO chairman (Mayor of Guangzhou) and souvenir were given to all participants. Tourism Universiade 2012 has established global friendship among TPO member cities and related organizations and strong tourism human resources network and helped students build global mindset. I am already looking forward to Tourism Universiade 2013.



City Tour



Cooking Contest



Cooking Class



Awards