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The Power of Inter-City Network
The 4th TPO General Assembly

Date
27-30 September, 2009
Place
Nexus Resort Karambunai, Kota Kinabalu, Malaysia
Participants
Delegates from 64 TPO member cities and 39 industry members, Invited Guests
Visit our Website
www.tpo-meeting.org
Mountain, Sea and the City

Kagoshima, Japan

Kagoshima city, the administrative, economic, and cultural center of Kagoshima Prefecture, is a castle town dating back to the 14th century. Lying on the southern tip of Kyushu, the southernmost of Japan’s four main islands, Kagoshima City is within 1,000km of Tokyo, Shanghai and Seoul, 3 of the most important cities of East Asia. Visit Kagoshima and you will be able to find the charm of nature and heritage of Kagoshima and around the city.

To Shop and Dine

1,000km of Tokyo, Shanghai and Seoul, 3 of the most important cities of East Asia. Visit Kagoshima and you will be able to find

Focus Kagoshima City Tram

Kagoshima City is actively working to play its part in the global environmental movement. To tackle the city’s heat island effect by increased greening of the city, the city’s tram tracks have been planted with grass, and rooftop gardens are being encouraged in order to reduce temperatures in the city during summer which makes a more pleasant urban environment. A single ride on the tram costs 160 Yen(Children 80 Yen).

Where to visit Mt. Sakurajima

Mt. Sakurajima, the source of Kagoshima’s many hot springs, is an active volcano which really allows you to feel the energy of the earth. It is instantly recognizable around Japan as the symbol of Kagoshima with its constantly changing piece of scenery. The Sakurajima Visitor Center includes a museum that provides you with a detailed history of the eruptions at Sakurajima Island, and the relationship between the volcano and the local people. The Sakurajima Ferry plying between the island and the city’s ferry terminal travels for about 15 minutes and the fare is 150 yen for adults. Tour buses and ‘rent-a-cycle’ service are available at the island.

Access by Train

Must See Festivals

Obara Festival, where participants dance through the main street, is the largest autumn festival in South Kyushu. About 20,000 people from approximately 280 dance associations participate from home and abroad. Kagoshima also hosts the Kyushu’s biggest fireworks display, the Kagoshima Kinko Bay Summer Night Fireworks Festival, one of the most popular events of the summer. The Hinoshima Festival, featuring Hinoshima daiko(traditional drum) performance, is held in Sakurajima island in July.

To Shop and Dine

Get off at the Tenmonkan-Dori Station and you will find yourself at the

Healthy and Happy Life

Daegu Medical Tourism

Daegu, the 3rd largest city in the Republic of Korea where tradition and modernity coexist in harmony, has determined to nurture and develop medical tourism under the slogan of ‘MEDI-CITY, DAEGU.’ As the nation is facing a rapid aging society, the world becomes globalized, it is no wonder that medical tourism would evolve into high value-added industry. This is why we need to closely watch Daegu which proudly offers high-quality medical services.

Located in the middle of the nation, Daegu is 4 hours and 30 minutes away from the Incheon International Airport and 1 hour and 10 minutes away from Gimhae International Airport. As the national hub of textile and fashion industry, Mecca of Buddhism and Confucianism and center of Yeongnam area, Daegu is proud of its valuable cultural heritage that shows its high elegance and refined cultural tastes such as the Donghwaesa temple in Mt. Palgongsan, Dalseong Park (the oldest extant earthen fortress in Korea, built in 261), Seomun Market, the largest Korean traditional market in Daegu and one of the top three markets during the Joseon period and Dongseong-ro(oldest romantic street in Daegu).

Low-price Medical Cost and Kind Medical Staff

The Natural Hair Transplant Medical Center of the Kyungpook National University Hospital led by Professor Kim Jeong-cheol has already been praised by the Middle East, Japan, South America and Southern European countries. Approximately, 5,000 people including government officials: 15 incumbent members of national assembly have already gotten the medical treatment so far(patients should wait for nearly one year to get hair transplant). Furthermore, excellent oriental medicine infrastructure and low-price medical examination and beauty care services have been advantageous for the city to start the medical tourism industry. In terms of operation and medication examination expenses, Korea is just one ninth of the U.S., one fourth of Japan and a half of Singapore. Since 2007, the Daegu medical tourism has provided high-quality medical services equivalent to advanced countries in seven sectors; medical examination, hair examination, dental service, plastic surgery, skin care, obstetrics and gynecology service and oriental medical service.

A total of 80 medical tourism coordinators(90% of the 1st half of 2009) have been posted in the workplace and provided one-stop services as well as patient doctor communication services. The medical institutions for a Daegu Medical Tour would gradually increase to 4 general hospitals, 8 dental clinics, 6 skin clinics, 10 plastic surgery clinics, 8 herbal clinics and 2 obstetrics and gynecology clinics.

Total Healthcare Tour

Four travel agencies(Ex: CTO Tour(daegu.exoctour.com), Travel Sketch (www.toursk.com), 1000eyetour,www.1000eyetour.com and Yestour network(82-53-427-0185) offer medical tour packages(7 to 7 day tour). The tour packages include a tour of nearby tourist attractions, recreation and cultural experiences as well as medical services such as general medical examination and healing of diseases. In particular, Yangnyeongsi(Herb Medicine) Market where streets are packed with nearly 350 small shops selling medical herbs has been very popular among foreign tourists because they can get oriental medical treatment such as cautery or acupuncture at low prices. Furthermore, the Donghwaesa Temple Stay at Mt. Palgongsan, Spa Valley, Hahoe Village, Yeosu Ondongdo(Island), EXPO 2012 Yeosu Korea, Gyeongju and Jeju-do will make your trip more memorable and exciting. Meanwhile, the municipal government announced that it earned KRW 5 billion by attracting 31,202 patients and 1,303 inland foreign medical tourists and created more than KRW 20 billion in terms of the effect on indirect production inducement by attracting international events and improving urban brand values in 2008. Based on this success, the city plan to establish a private sector-led medical tourism system(last: Organization of Private Medical Tourism Council, etc.) and to attract 50,000 insured foreign patients and 3,000 inland foreign medical tourists in 2008. For more information about the Daegu Medical Tour, visit the Daegu Metropolitan City Medical Tourism Information System website(www.medtour.go.kr).

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TPO | Travel

Healthy and Happy Life

Daegu Medical Tourism

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TPO | Culture

Mountain, Sea and the City

Kagoshima, Japan

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The key for the local development depends on the tourism infrastructure

Nowadays, it is difficult to attract tourists by brilliant heritages from the ancestors alone. Every country in the world is attempting to build a variety of tourism infrastructure as well as to develop the exotic tourist spots in order to secure the competitiveness in the tourism industry.

In accordance with the travel and tourism competitiveness index announced by the WEF (World Economic Forum), most countries in the Asia Pacific region are positioned very low among 124 countries in the world. The travel and tourism competitiveness index was the results of a comprehensive evaluation on the laws, infrastructure, policies, securities, hygiene, price competitiveness and natural resources related to the travel and tourism in each country. The index is worth to review because travel and tourism are recognized as the sustainable industry to the extent that there are no limit in the development of travel and tourism in the entire world at the present. The countries ranked top 10 in the evaluation by WEF are advanced countries in travel and tourism including Switzerland, Austria and Germany. The futurologist, John Naisbitt suggested Korea to pay more attention to travel and tourism as the driving force of the next generation. Namhae in Korea is recently named as the city progressively developing the exotic tourist spots. Namhae has been leading the activities to attract the investment by establishing the Tourism Investment Center supporting the efforts to attract the domestic and foreign investment to secure the tourism competitiveness, as the local authority. Furthermore, Namhae tried to build up the new tourism infrastructure for the tourists requiring more things to see and enjoy. In particular, what catches the eyes is the formation of the “German Village.” Unlike a small conventional village along the sea, Namhae is formed of exotic German houses and other living facilities on a wide area in Mulgeon-Ri, Samdong-Myeon, Namhae-Gun. It was the ground for living of Koreans returning home who made substantial contributions to the economic development and modernization of Korea in the 60s, as working in Germany. Surprisingly, the village became the distinguished tourism infrastructure.

Through the development of a unique tourist site linking the exotic culture of German and Korean traditional culture and art village, a great number of foreign tourists is visiting the village. At present, 29 buildings were constructed and the Koreans from Germany have been living there. Homestay service is provided for the tourists. The German Village in Namhae is emerged as the new tourist spot in the treasure island of Namhae along with the 2005 World Cup in Germany as well as the multi coastal road, the most beautiful course in the south sea of Korea. The local authority enabled to attract more tourists by forming the nature learning places including a relaxation forest and butterfly eco-park right next to the German Village. For Japan, Huis Ten Bosch in Nagasaki is always mentioned in almost every tour guide books as the representative tourist spot in Japan. Huis Ten Bosch recreated a Dutch village including a Dutch buildings, windmills, shopping centers, museum, theaters and resort hotels. It was opened in 1982 and covers an area of 102 hectares. In particular, the conspicuous facilities are the Palace Huis Ten Bosch recreating the residence of royal family of the Netherlands and Dom Toren imitating the cathedral tower in the Netherlands. The farm house making cheese in Archmel, Netherlands, is recreated next to the Moren Museum. The Dutchmen demonstrate how to make cheese and attract people to purchase cheese after demonstration. Curious tourists talk with the Dutchmen and are indulged into the exotic culture. The development of such tourist spot makes a substantial contribution on improving the tourism revenues.

China Town is not a special place for Chinese residents in foreign countries but it became a tourist spot as well as living space where you can look into the unique interesting daily life of those who live in that place as well as enjoy various tastes. The Greek Village in Namhae is attracting tourists who search for new things. In New York, USA, Morita, the Italian town, is popular as a unique tourist spot.

Manila in the Philippines preserved and developed the Intramuros, the Spanish fortress conquering the Philippines in the past, villages and churches without change. The place is drawing a number of tourists as a representative tourist spot. Intramuros including the robust San Tiago fortress and Saint Augustine Church designated as the World Culture Heritage by UNESCO is one of the representative tourist spots in Manila.

And Malaysia is trying to be the best English Education City in Asia nowadays. The reasons why people in Asia rush into the English village in Malaysia are because of having the advantages of studying English more cheaper and easier than in Europe or the USA. Simpler process to enter into the country than Europe or the USA is also a big merit. Moreover, English is common in most areas in Malaysia and you can learn Chinese too. Hygiene and security are also reliable because of the well-developed tourism infrastructure. Thus, the parents feel good and easier when they send their children to Malaysia to study English.

Cities and local authorities recognized that the key for the local development was the development of tourism infrastructure. Asia Pacific Region has abundant tourism demands, but the development is not completed. In accordance with WTO, the global tourism market share of Asia Pacific Region will be increased from 13.9% in 2000 to 19.4% in 2010 and 25.4% in 2020. It takes about 6 to 7 years to develop the new tourist spot. In particular, hotels or resorts require 30 months in average, much shorter than the development period for IT(34 months), automobiles(33 months) and new medicines(168 months). The advisor Bak Namsun in the Korea Center Investment Attraction Committee said, “Tourism industry is rapidly emerged as one of three World industries with IT industry and environment industry. With a rapid growth far exceeding the overall industry growth rate every year, the foreign-exchange earning rate of the tourism industry reaches 88%, the highest point in all industries. Employment is also twice as high as an average employment rate of other industries. Thus, we have to strategically concentrate on the tourism industry.”
The Beach Holiday Tour Yantai is endowed with rich resources of a beach and islands, thanks to its 90km coastline, which accounts 1/3 of the whole in Shandong Province.

Wine Chateau Tour As the birthplace of China’s wine industry, Yantai is the only International Vine & Wine City in Asia and is dubbed as the world’s seventh largest vine coast.

Golf Tour It is one of the cities that has the most golf holes in China, Yantai boasts 12 golf courses in different styles with 351 holes in total.

Tour of Gold Yantai is a famous town of gold. Its gold reserves rank first place nation wide.

What is the new tourism development plan or process for your city? Does it include tourism related projects cooperated with other cities in China or Asia Pacific Region?

Yantai has set up some development plans, which include the General Development Plan of the Yantai Tourism Industry, the Tenth Five-year Plan of the Yantai Tourism Industry, and Strategic Guidelines on Regional Tourism Economic Development of Yantai. We have targeted domestic cities and related cities in the Asia Pacific Region as the major source of tourist flow, and carried out relevant plans and promotions, in which we have specified our major markets, emerging markets, potential markets, and marketing mechanism.

What are your most favorite tourist spots personally in Yantai City?

Changling Pavilion, famous for the legend of Eight Immortals Crossing the Sea and the marvelous spectacle of mirage. Changdao Island, one of the most enchanting sea islands in China and reputed as the Fairy Mountain on the Sea. Yantai Hill, a showcase of the 100-year history of China’s trading culture with foreign businesses in modern times. Mou’s Manor, the largest landlord manor in north China, highlighting the essence of the folk architecture arts in the north and the development process of farming culture. Nanshan Scenic Area, featuring ancient Chinese culture and reflecting the life of the contemporary farmers of China and Changyu Museum, a place where you can experience its wine culture.

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

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

The unique charm of Yantai tourism is embodied in ancient myths and legends, rich tourism attractions, booming business economy as well as a peaceful and happy civic life enjoyed by local residents. In my opinion, the charm of Yantai tourism is like a glass of mellow wine, which is worth to be appreciated with all your heart.

What are your most favorite tourist spots personally in Yantai City?

If the choice must be made, the answer is the Binhai Road, which stretches through the Yantay city proper and links over 10 scenic spots into a beautiful ‘necklace’ with extensive, charming scenes cropping up constantly along the road. Every time I stroll about or drive along the road, I am invariably enchanted by the scenery: Clusters of buildings in good order and unique style just off the shore, tourists are having a good time, and white sails dotting the sea, to name just a few. Like a romantic rhythm, the Binhai Road perfectly interprets the boundless blue passion!

At first, could you tell us about Gwangju City? What kind of efforts are made to make it an international city?

Gwangju is the hub city in the southwest region of Korea, with distinguished culture and arts and excellent food. Gwangju is also the city of democracy, humanity and peace, being the cradle of democratization of Korea. The city is recently focusing on the high technology industries including photonics and digital home appliance for the development of the region, and making every effort to be the global leader in the future. Gwangju was chosen to host the Summer Universiadi in 2015 by the executive council of FISU(International University Sports Federation) in Brussels, Belgium on May 23, 2009. The Summer Universiadi 2015 is the international sports event with about 13,000 college students from around 150 countries participating. A number of college students and tourists all over the world will visit Gwangju.

Could you recommend tourist spots in Gwangju to the visitors?

Gwangju is famous for its culture and art. What do you think made its reputation?

We can simply understand Gwangju is as a city of culture and arts through a number of artists including the Gaga literature(narrative poem) developed around Mt. Mudeung, Uijae Heo Baekryeon, the master of Korean paintings, Oh Jigo, the master of Western paintings, the national singer Im Bangul of Pansori and Bak Yongcheol, the lyric poet. Their traces of life and works symbolize Gwangju, the City of Arts. Gwangju has been hosting the Gwangju Biennale, the global art festival, based on such an artistic environment. Gwangju has been hosting the Gwangju Kimchi Culture Festival to widely acknowledge the taste of Gwangju.

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>Aug 22</td>
<td>Melbourne Writers Writers Festival</td>
<td>Inaugural event brings together 250 writers from overseas, nationally and locally, for a four-day feast of ideas, debate, readings, discussions and interviews.</td>
</tr>
<tr>
<td>Aug 29</td>
<td>Daimonji Bonfire</td>
<td>Welcoming of their souls. It has been believed since olden times that if you drink sake or water with the burning Daimonji characters reflected in your cup this very night, you will be protected.</td>
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<tr>
<td>Aug 27</td>
<td>Jeju International Wind Instrument Festival</td>
<td>The festival becomes the ground for the get togetherness of national and international musical personalities. It becomes the ground for the get togetherness of national and international musical personalities.</td>
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<tr>
<td>Sep 15</td>
<td>Chuncheon Puppet Festival</td>
<td>The festival presents 250 unique sessions at venues in Fed Square and nearby venues, and provides an opportunity to relax and mingle with writers and international storytellers at the Art Hall.</td>
</tr>
<tr>
<td>Aug 15</td>
<td>Qingdao International Beer Festival</td>
<td>The festival presents an impressive programme of world-class dance and musical performances bringing together the finest international artists and dancers from countries around the world.</td>
</tr>
<tr>
<td>Sep 20</td>
<td>Sori International Film Festival</td>
<td>Considered as the “New Year Celebration for腰鼓”, the festival of Nghinh Ong, or “Welcoming the Lord Whale”, is the most distinctive and uniquely festive occasion for fishermen to pay their tribute to the Lord Whale and to pray for good weather for favorable and bountiful fishing.</td>
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Kota Kinabalu, Malaysia

Oct 24 to 25
Climbathon
Venue: Sabah Adventure Park
Billed as the ‘world’s toughest mountain race’, the annual Climbathon is not for the faint-hearted as competitors race their way to the summit of Mount Kinabalu, the highest peak in South East Asia. Kinabalu towers 4,095m (13,198ft) into the sky and usually takes about two days to ascend. Climbathon competitors aim to cover the 21km (13-mile) course under three hours. The Climbathon is the deciding race to determine the ultimate Champion of the 7-series Federation for the Sport at Altitude(USA) Skyrunning World Championships.

Busan, Korea

Oct 8 to 16
PIFF competition program aims to propose a leading figures of diverse domains, this festival's Media Y okohama 2009.

Oct 10 to 11
Ulsan Grand Pavilion, Ulsan

Oct 31 to Nov 2
Venice, Italy

Oct 6 to 10
Frida Kahlo exhibition

Shiga Prefecture, Japan

Oct 9 to 10
Jazz Festival

Nov 9 to 10
Mosqueo Yellowtail Festival
Venue: Guask Village of Sanepo
The Mosqueo Yellowtail Festival is a cultural festival that promotes the spiritual culture of Mosqueo, the southern most tip of Ja仅供参考
From the favorable geographic location to a variety of historical and cultural sites, wonderful nature, excellent recreational opportunities and exciting cultural traditions, the city possesses great tourism potential. Mayor of Vladivostok City, the only one TPO member city in Russia, speaks today and tomorrow of tourism of the area.

Could you tell us the biggest attractive aspect of Vladivostok as a tourist destination?

Vladivostok is considered a true ‘window of Asia to Europe and Europe to Asia’, located at the place where two continents meet. From the very beginning, the city developed as a dynamic international trade and communication centre. Representatives of different nationalities - Russians, Ukrainians, Tatars, Koreans, Japanese, Chinese, German, French, and Australians - lived here years ago and are still living now. In the central part of the city the buildings reflecting the architectural styles of the 19th century pertaining to different countries are still preserved. The climate is mild and marine and taiga reserves with unique nature, flora and fauna are located within a close distance from the city as well as mineral springs used by the local resorts and sanatoriums. These places are attractive for the people wishing to enjoy a calming escape from the noise of the urban life.

From the viewpoint of a Vladivostok citizen, what are the tourists spots in Vladivostok that you would like to recommend to our readers?

Presently the objects under construction for 2012 APEC Summit are main tourism attraction in Vladivostok. All foreign delegations usually wish to go to Russky Island to examine the site. Other Vladivostok’s major tourism attractions are railway station of the 19th century where the world’s longest Trans Siberian railway starts, Vladivostok’s fortress, Submarine C-56 that actually fought during World War 2nd, Triumphal Arch, Vladivostok’s Automotoantiquity museum, Cable railway (funicular), Primorsky Regional Arseniev Museum and Picture galleries where one can see and purchase art pieces of Russian artists.

Was there a significant change in the culture and tourism industry of Vladivostok over the past 10 years?

Since 1930s Vladivostok had a status of a military port and was closed for foreigners to visit it. Only 17 years ago Vladivostok regained the status of an open city and began to gradually revive its cultural and tourism traditions. For several years in a row Vladivostok participates in the international “Museum Night” project. Biennale of visual arts also enjoys wide popularity. And in September 2008 for the seventh time Vladivostok will host the annual international movie festival ‘Pacific Meridian’.

What is the total number of the international visitor arrivals in Vladivostok in 2008? How many residents of Vladivostok travelled overseas in 2008?

In 2008 Vladivostok was visited by 28,000 foreign tourists. It is not much yet, but we can see potential. Vladivostok is more often visited by the citizens from neighboring Asia Pacific countries but in recent years we can observe greater interest displayed toward our city on the part of Europe, namely France, Germany, Switzerland and Great Britain. The statistics show that in 2008 Vladivostok’s citizens made 300,000 tours abroad, mainly to China. Considering the fact that the current city population numbers 605,000, we can say that tourism is very popular among our citizens.

What are the tourism development plans that your city is working on or will be enacting in the future?

Acute hotel shortage and the lack of adequate transportation routes running to the city’s places of interest remain one of Vladivostok’s primary challenges. We consider this challenge our primary target, especially on the eve of 2012 APEC Summit. By 2012 the scope of Vladivostok’s tourism services is to be enlarged and about 10 top-rate hotels are to be constructed. To fulfil this task within a very short period of time we will have to increase the awareness of the Asian Pacific counties on Vladivostok. Together with other TPO city members we will be able to start new cruise and air routes, to hold exciting cultural and sports events as well as mutually beneficial educational and tourism exchanges.

We understand that many international events, including the TPO Forum 2010, will be held in your city. Can you share with us your view on the vision of Vladivostok City?

Vladivostok will obtain support from the federal government including substantial financial aid for Vladivostok’s unique projects-hosting 2012 APEC Summit and developing Vladivostok as a center for economic cooperation in the Asian Pacific Region that is to alter the looks of the city upon their completion. The development of the tourism sphere takes an important place in this process, chosen as a priority industry due to the fact that the region possesses great tourism potential. We will do our best for the successful development of the tourism industry in Vladivostok.
Have you been to Sydney, but not to Melbourne? If you want to taste genuine Australian art and culture, you must come by the latter one. Both Sydney and Melbourne are port cities, but Melbourne offers a street cafe culture, young and lively art, relaxed and a little bit more laidback lifestyle and romantic atmosphere while Sydney is packed with commercial buildings and skyscrapers. In Melbourne, relax at the outdoor cafes where people laugh over a cup of coffee, breathe in fresh air and splendid sunshine in a park, explore the fascinating graffiti alleys, and walk on the refreshing riverside promenade and beautiful streets where the past and present coexist in perfect harmony.
Melbourne is a city where unique houses and conventional markets from the Golden Rush era still remain. European-style buildings—Gothic, Romanesque, Baroque, Art Nouveau, and Victorian—and modern architecture stand side by side, and there are charming and attractive narrow streets where you can find what you did not expect.

In order to truly understand this city, you need to walk. Walk like a Melburnian through the lanes and alleys, popular spots, streets and arcades!

Perfect Place to Start

Flinders Street Station
The intersection between the Flinders Street and the Swanston Street would be a good choice to start your travel. It is where the refined and elegant Flinders Street Station, the symbol of Melbourne, is situated. Most trams and buses pass here and a variety of snack bars, cafes and restaurants are clustered around. Don’t forget that most day tour buses operated by travel agencies depart near this station. Across from the station, you will find the modern and stylish Federation Square that houses exhibition halls and a tourist information center.

Melbourne Visitors Center
The Melbourne Visitors Center nestled at the Federation Square in the middle of the city offers all kinds of information and services you may need before you explore this fascinating city. Go downstairs, and you will find the brochures and guidebooks of various city tour ideas, recommended routes and events. Set your plans here, book tour programs and depart! **If you are lost during your trip, volunteering tour guides in ‘i’-marked red jacket and a straw hat will help you. You can easily find them around the visitor’s center and all around the city.**

Get on board the trams!

Tram
Melbourne will instantly remind you of trams that pass through a crowd of classic and contemporary buildings. The tram which is running between Flinders and Swanston Streets since 1910 is still the major way of transportation in Melbourne. For tourists’ convenience, a circular service called ‘the City Circle Tram’ is offered free of charge. In fact, the small classical tram itself which still has naked electric bulbs and outdated straps can be a fascinating tourist attraction itself. And as it stops on every block, trams can be a very convenient and exciting way to explore the city. If you find a ‘City Circle’ sign board on the street, just get on the tram.

Operating hours
10:00~18:00 (10:00~21:00 on Thu.-Sat.), every 12 minutes
Website: www.metlinkmelbourne.com.au

Tourist Shuttle
Tourist Shuttle is a single-route bus service with 13 stops and it is free of charge. The bus runs up to the outskirts where the City Circle Tram is not available.

Operating hours
09:30-16:30, every 30 minutes
Website: www.thatsmelbourne.com.au/shuttle

Skybus
Skybus service which runs between the Southern Cross Station and the airport is available for tourists’ convenience. It takes about 20 minutes from the Tullamarine Airport to downtown.

Operating hours
06:00-21:30 (07:30-17:30 on weekends and national holidays), every 10 minutes/every 15-30 minutes (in the morning and at night)
Rates: AUD 16 (one-way, adult), AUD 26 (round-trip, adult)
Website: www.skybus.com.au
Fashion

Up-and-coming design

Manchester Lane

During your trip you shall never miss this lane because of the ‘Design a Space’ shop. This gallery shop offers a variety of design items including children’s needs, accessories, bags, candles and clothes. As the gateway to success for up-and-coming designers, various fresh and new products are on display. Once you step into this shop, you will not be able to leave without buying one of its uniquely designed items.

Dynamic Fashion World

Scott Alley

Welcome to the Melbourne Fashion World that dares to apply extravagant and classic decorations and loud colors to simple and modern designs and surpasses the boundary between art and design. If you want to know more about young designers in Melbourne, it is recommended to meet Petrona, a designer and owner of the fashion boutique ‘Lady’. With long straight hair and flower-patterned skirt, she is the one who offers a modern and vigorous fashion world mixed with delicate sentiment. You can also watch and buy photos of the scenes of Melbourne at the next side gallery.

Main shopping district

Bourke Street

If you head to the Bourke Street from the Royal Arcade, the two major department stores, Myer and David Johns, will appear. From the main street to the lanes, various shops are crowded and filled with different items of different styles. This is the main shopping district of Melbourne. If you want an uncommon shopping experience, visit GPO first. The old post office has been transformed into a refined and luxurious shopping mall which proudly presents classical arch column and beautiful show windows decorated with trendy accessories. You need a break from the tour? Go to the chocolate cafe ‘CACAO’. Drinks costs AUD 5.75-8.50’ on the 1st floor and have a glass of cool and refreshing Iced Chocolate.

Genuine Melbourne Style

Howey Place

The Howey Place is a fashion street where you can meet the ‘Melbourne Style’ created by well known Melbourne-born designers such as Alannah Hill, Andrea Yasmin and Jason Grech. The boutiques lined along the street offer sexy and stylish clothes rather than cute and simple styles. In addition to clothing shops, bag and hat shops, shoe stores and leather accessory shops are clustered here. You can also find a modern and refined porcelain shop of Australian design.

Cafe & Restaurant

Melbourne’s cafe culture

Degraves Street

If you want a break during your trip, the Degraves Street is highly recommended to stop by. It has been called the Mecca of Melbourne cafe culture. There is a cup cake shop next to a lingerie shop where tables and chairs are spread in the middle of the street. Among the cafes, ‘Degraves Espresso’ is well known for its good tasting coffee and unique chairs that were once used in an old theater. The Organic Food and Wine Deli (TOPWD) offers organic coffee, tea, snacks and a variety of earth-friendly and healthy foods. It is a truly Melbourne experience sitting along with people sipping a good cup of coffee.

Bar & Restaurants

Centre Places

A barber shop, a takeout coffee shop, a grocery store, a crepe shop, restaurants serving Greek, Italian or Japanese cuisine, and an artistically decorated clothing shop are clustered here. After 5 until 1 o’clock in the morning, bars located at the second floor are full with people. Deep inside the Centre Places, you can find different atmosphere with various old posters and colorful graffiti. Turn left, walk into the building, and it is a spacious and stylish showroom decorated with white marble under bright fluorescent lights. Why not try on some shoes, the essential fashion item of Melbourne?

Street of Pizzerias and Ristorante

Lygon Street

Once you step on the Lygon Street you may need no further explanation. From the entrance, pizza restaurants, cafes, gelaterias and Italian restaurants are filling both side of the street. As you walk, a piazza, an Italian-style square, and various grocery stores that sell wine, cheese, olive, paste and espresso will appear. This street has been known as ‘Little Italy’ or ‘Via Veneto’. During lunch time, the street is crowded with a lot of people who want to try the tasty brick oven pizza with a cup of genuine cappuccino.You can have a delicious pizza for lunch at AUD 9-13. Take the little alley on the Grattan street, and you will find the Melbourne Museum.

Little Greece in Melbourne

Greek Precinct

Except for Greece, Melbourne is the most populated city with Greek people. The tourist map even reads this area as the ‘Greek District’. You can sense the Greek culture from the names of restaurants and shops such as ‘Dion’ and ‘Parthenon’. Moussaka(a cooked salad made up primarily of tomatoes and eggplant) and Souvlaki (Greek-style Kebabs) are available at AUD 20-22 in restaurants located here. If you walk along the Lonsdale Street where the Greek Precinct is located, the multiplex Melbourne Central and QV will appear. The Melbourne Central houses 300 shops, cinema, restaurants and cafes. In the basement of QV two discount stores are located; BIG W and SAFEWAY. Since a variety of groceries, daily supplies and supplements are available at low prices, you should stop by.

Ultimate Melbourne-Style Lunch

Early May could be the best season to visit Melbourne because the Melbourne Food & Wine Festival is held at this time of the year. Chefs from all over the world come to Melbourne and present creative menus using the fresh ingredients from the sea, farms and vine fields surrounding the city. At the World’s Longest Lunch, the best cuisines and wines of Melbourne are served on the 400m-long table. The participation fee is AUD 115 and reservation can be made online. Website www.melbournefoodandwine.com.au
**The Bohemian**

Fitzroy, located in the northeast part of Melbourne, is a Bohemian village. The Brunswick Street, in particular, is the playground of hippie culture and young artists. Here, you can feel a unique and creative young sentiment through characteristic window display, street fixtures and murals. The street lined with decorative and antique-style buildings is home to artistic bookstores, chocolate shops, cafes and clothing shops that cover vintage, pop and casual styles.

Each shop in this street has its own concept with different items. You can find homemade skincare products, artistic and humorous vintage-style interior items, impressive paintings by unknown painters, artistic stationeries, used books, stylish and creative accessories, cute children’s items and diverse clothes. If you feel hungry in the afternoon, “SAN CHURRO” (Churros & Chocolate: AUD 7.95, Spanish Hot Chocolate: 5.50) and ‘RETRO CAFE’ main dishes such as oven-grilled chicken, beef steak and homemade sausage available at AUD 18-24 / 08:00 ~ 01:00’ are recommended. With various shops, restaurants, bars, galleries, clubs and boutique hotels, a full day will not be enough to experience all the fun and excitement of this street. Enjoy the night at the bars or clubs which seemed so silent during the daytime, but coming alive after sunset.

**From two-hour to full-day, City Tour Programs**

- **River Cruise**
  Watch the downtown crowded with skyscrapers, peaceful port and beautiful parks sitting in a comfortable cruise, breathing fresh air. City river cruises are available at AUD $22-24 (adults). www.cityrivorcruise.com.au

- **Carriage Tour**
  Taking a horse carriage ride, you can go anywhere in Melbourne. It can be a special experience mixed with modern age and contemporary Lifestyle. You can negotiate the rates, the tour route and time. www.antiquevictoriancarriages.com.au

- **Chocolate Walking Tour**
  You can easily find a Chocolatier, chocolate cafe or chocolate bar every street in Melbourne. Chocolate is an aspect of the romantic and European Melbourne lifestyle. This program is the chance to tour Haighs, Davo, Chocolat Hub, Koko Black, Laverton, Patchi, Cacao, Chocolates Box and the famous tearoom T2. To join the Chocolate Walking Tour (AUD 35 / 1 and half - 2 hour tour / Fridays and Saturdays only), advanced reservations are required. www.chocoholictours.com.au

- **Hidden Secrets Tour**
  Join this program if you want to see the architecture, wine & food, public art, vintage, underground and design of Melbourne from an insider’s perspective (3 hand half hour tour / AUD 115). www.hiddensecretstours.com

**Hidden Charm**

**Cathedral Arcade**

This building has been home to graphic designers and artists. If you want something unique, go upstairs. ‘RetroStar’ in which the American vintage-style costumes from the 1950s and various accessories are on display will welcome you. Because of unique decorations and interior design, the shop itself is worth visiting even though you’re not buying anything. You will also find the ‘Collected Works Bookshop’ operated by a writer. The books that have been classified and placed on the bookshelf one by one by the writer himself show a warm and profound literary world. Artists’ messages and paintings, the posters and brochures of various art and literary events are found in every corner of this cozy and private library-like bookstore.

**Elegance in Shopping**

**The Block Arcade**

In the Block Arcade, you will be busy appreciating the whole area from the ceiling to the floor. Featuring the elaborate ceiling mural of the former Singer Sewing Machine store and splendid antique mosaic of the gallery’s floor, the entire building shows the aristocratic and elegant past of Melbourne. The ‘Hopetoun Tea Rooms(since 1892)’, ‘Haigh’s’ chocolate shop, ‘Dafel’ dolls shop, ‘Australian by Design’ craft store and a select shop ‘Douglas & Hope’ managed by a Melbourne based designer couple are the must place to visit.

**Fun in Living**

**Brunswick Street**

**The irresistible temptation**

**Dynamic Art Scene**

- **Hosier Lane and Union Lane**
  In this city, you should try to experience both mainstream and underground cultures. The Hosier Lane and the Union Lane are paradise of graffiti, in which you can feel young and energetic art sense. Cartoons and subtle illustrations-cute or grotesque-and geometric patterns fill the walls and unique galleries and clubs are hidden behind the mysterious doors. It is known that some scenes of the mega-hit Korean TV drama ‘Sorry I Love You’ were filmed here in Hosier Lane. Graffiti artists from around the world gather here and paint the walls again every year.

- **Art Centre Sunday Market**
  This is the place where you can experience Australian tradition and native culture and meet a variety of modern and stylish crafts and art pieces. All kinds of art products such as pottery, jewelry, photos and wooden items are available. It opens from 10:00 to 17:00 on Sundays. Website www.theartscentre.com.au/sundaymarket
Special Melbourne

City Scenes

Eureka Tower, the tallest building in the Southern Hemisphere, changed the skyline of Melbourne. It is the best place to have an entire view of Melbourne. In particular, EDGE, a transparent glass box which will be protruded outside of the building by nearly four meters containing you inside, will be the most thrilling experience ever. Look down the ground through the transparent glass from 90-story high and you may be numb with fear. Once the EDGE experience is over, you deserve the ‘I Survived the EDGE’ bracelet.

Address: Riverside Quay, Southbank, Melbourne 3006
Phone: 61 3 9693 8888
Open hours: 12:00-23:30
Admission fee: AUD 16.50 (AUD 12.00 additionally charged for EDGE)
Website: www.eurekaskydeck.com.au

Docklands

The hilarious cow-up-a-tree sculpture standing at the seaside park catches your eye. Surrounded with modern architectures, Docklands, clean and peaceful port district, has been evolving into a city where residential and commercial space is in perfect harmony with art and nature. You can walk along the beautiful Marina, shop at outlets and have a drink at the seashore. ‘Waterfront City’, ‘New Quay’ and ‘Victoria Harbour’ housing dining area and retail shops are ready to welcome you.

If you are planning a special lunch or dinner, visit the Cambodian restaurant ‘Bopha Devi’(Thur~Sun 12:00-15:00 / Tue~Sun 18:00-). It is one of the top 5 restaurants in Melbourne serving a variety of mouthwatering menus including rice and noodles. If you prefer a more casual time, the Italian bar and restaurant ‘Renzo’s Bar’ is recommended. It is open from early morning until late at night and you will be amazed at the exquisite taste of its pizza.

Address: Riverside Quay, Southbank, Melbourne 3006
Phone: 61 3 9693 8888
Open hours: 10:00-22:00
Admission fee: AUD 4.50 (Adults)
Website: www.fitzroygardens.com

For daydreamers and readers

Fitzroy Gardens

With one-third of the city protected as park, Fitzroy Gardens has been Melburnians’ most favorite spot. You can just freely enjoy the beauty of refreshing nature, read a book on a bench under a branch, walk in meditation, or watch people having a good time with their family. If you want to learn the region’s history, you can also visit the house of Captain James Cook, the first explorer to map the coastline of Australia in the 18th century. The captain’s statue is very charismatic while his cottage shows a simple lifestyle with a small bed and pastoral fixtures. Captain Cook Mineral Water(AUD 2 per bottle), miniature ships and bear dolls in captain cook’s uniform are available at the shop. You can also visit a nearby greenhouse where you will be fascinated with the warm romantic atmosphere of the exotic garden.

Captain Cook’s Cottage
Open hours: 09:00-17:00
Admission fee: AUD 4.50 (Adults)
Website: www.fitzroygardens.com

Night at the Riverside

Yarra & Southbank Promenade

If you want a fun and exciting night, Yarra & Southbank Promenade - the Crown Casino stands in the middle - is the place to consider. Hotels, shopping arcades and romantic riverside restaurants including ‘NOBU’ are lined along the river. If you had a dinner in one of the restaurants, take a walk for a while to watch the fire show. A dynamic fire performance which is reminding a dragon spouting out flames in a fantasy novel can be watched from 18:00(in winter, from 21:00 in summer) to midnight.

Queen Victoria Market

Those with big appetite may find it very hard to leave Queen Victoria Market where many mouthwatering sausages and a variety of delicious bread, cheeses and wines are available. Offering gourmet ingredients-nuts, dried fruits, cake, light snacks, jams, pastas, olive and flavors, tea and coffee, fresh fish, vegetables and juicy meat-and fascinating souvenirs, this market has become one of the most popular tourist attractions in Melbourne. Since 1879, this traditional market has offered various healthy and fresh foods to Melburnians. Don’t forget to check the operating hours before you visit.

Open hours: 06:00-18:00(Tues and Thu.), 08:00-15:00(Sat.) 09:00-16:00(Sun.), Closed on Mondays and Wednesdays
Website: www.qvm.com.au

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Newly emerging Docklands

Night at the Riverside

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Website: www.qvm.com.au

City Scenes
A Day Out to Mornington Peninsula

Special Melbourne

A mouthful of freshness

Sunny Ridge Strawberry Farm
Since a part of the strawberry farm is open to tourists, Sunny Ridge Strawberry Farm has been popular among the visitors to Mornington Peninsula. You can pick up fresh strawberries by walking along the plowed rows and buy fresh strawberry jam, liquor and fermented foods, strawberry-themed fashion, cosmetics and living items at a strawberry shop. The strawberry cafe opens on weekends only.

Address: Corner Mornington-Flinders and Shands Road, Main Ridge, Victoria 3928
Phone: 03 5984 4044
Open Hours: Nov.-Apr. 09:00~17:00 (daily) / May-Oct. 11:00~16:00 (weekends)
Price: Strawberry picking AUD10 (including 500g of strawberries), Strawberry Sparkling Wine ‘Charlotte’ AUD22.50, Strawberry Liquor AUD20
Website: www.sunnyridge.com.au

Fun to be lost!

Ashcombe Maze
the Ashcombe Maze is a peaceful and picturesque park with an interesting citrus-scented maze and European-style gardens. As the oldest maze park in Australia, it features poplarmore than 70 years old-lined street, 1,200 rose bushes, 4,000 lavender plants and 100,000m²-wide forest. You can breathe fresh air and smell sweet scents of flowers, and the maze made with trees taller than average adults is fairly intricate and complex. You will have a feeling of relief and great accomplishment after leaving the maze finally. The oil produced with indigenous lavender plants is available and in a cafe, homemade scones, cookies, sandwiches and soups are served.

Address: 15 Shornham Road, Shornham, Mornington Peninsula, Victoria 3916
Phone: 03 5984 6097
Open hours: 10:00-17:00
Admission fee: AUD 16
Website: ashcombemaze.com.au

The hidden treasure of the ocean

Dolphin Swim Cruise
Some of you might have seen a dolphin in an aquarium. What about seeing dolphin in the sea? This program gives you the chance to watch wild dolphins using snorkeling equipments. The ‘Moonraker Dolphin Swim Cruise’ departs from the Sorrento Ferry and cruises the sea where dolphins are often found. It stops by a pavilion on the sea to watch wild seals, and fascinating spots that are home to a large variety of fishes.

Address: 15 Shoreham Road, Shoreham, Mornington Peninsula, Victoria 3916
Phone: 03 5984 4044
Departure: 09:00 or 13:00
Rates: AUD 148 (AUD 199 additionally charged for the dolphin and seal program)
Website: www.moonrakercharters.com.au

Outskirts Tour Programs

- Winery Tour
Within one hour drive, you can arrive to the Yarra Valley where nearly 70 wineries are clustered and Mornington Peninsula which is famous for its Pinot Noir. If you join the winery day tour program, you can visit 4-5 wine fields and taste tasty wines. The price varies by wineries you visit and the lunch menu.
Rates start from AUD 100.

- Farm Tour
Herb Farm, Floriculture, Stock Farm and Vegetable Farm. There are lots of options you can choose from to plan a day out of Melbourne. You can watch crops and fruits being harvested and even touch and taste them.

- Hot Air Balloon Tour
Can you imagine looking down the beautiful Australian land from the hot air balloon? In Melbourne and Yarra Valley, a variety of fascinating day tour programs riding in hot air balloons and having a delicious meal over sweet champagne or wine and are available.

- Wellness Spa Tour
Daylesford, the spa capital of Australia, is 1 hour 20 minutes drive away from Melbourne. Taking professional treatment in hot mineral water will soothe you and freshed you up! You can tour the nearby wineries, lake, forest and golf resorts and go on shopping and visit galleries in the downtown.

- Helicopter Tour
Do you want a grand view of the Great Ocean Road from the sky? Even though the Helicopter tour usually takes only ten minutes with AUD 70, it will allow you to enjoy the breathtaking view of the dramatic coastline.
Treasures and Pleasures of Da Nang

Da Nang situated in the central area of Vietnam is the nation’s 4th largest city after Ho Chi Minh, Hanoi and Haiphong. It flourished as the center of Cham during 12th-15th century. Under the French colonial period, this city (called Tourane) was a major port in the central region after Hoi An. During the Vietnam War, Da Nang was the largest US military base. Now, the city is evolving into a tourist city based on the said historic background. Many people tend to stop by this city on their way to Hoi An. In reality, Da Nang is one of the most fascinating cities in Vietnam.
Bao Tang Cham (Cham Sculpture Museum)

Da Nang, a big port city (1,255.53㎢), offers many tourist attractions across the city. It is recommended to take a taxi or cycle for a city tour. In the evening, take a walk along the Han River. You will be amazed at the lighted bridges, a food stall street and many other fun and exciting events.

Ngu Hanh Son (Marble Mountains)

As sacred marble mountains, Ngu Hanh Son has been respected by local citizens. It consists of five peaks: Moc Son (Wood), Kim Son (Metal), Tho Son (Earth), Hao Son (Fire), Thuy Son (Water). In particular, Thuy Son is a big observatory to watch the entire mountains. There are many natural limestone caves and temples nearby. In a local village are situated a lot of workshops. You can watch how limestone goods are being made and purchase them.

Chinh Toa Da Nang

This Catholic church was established by a French minister in 1823. The delicate pastel pink European-style patterns, elegant designs and stained glass fascinate and charm visitors. Since the front door opens on Sundays only, you need to enter the church through a back door during weekdays.

Han River

The Han River that flows through Da Nang is a resting place and playground for citizens. The bridges lighted in the evening (around 18:30) make the river more romantic and beautiful at night. There are four bridges over the ridge. Among them, Song Han Bridge is the most beautiful one. Many exciting rides and street vendors are seen near this bridge at night. Under the ‘Best Street to Walk Down’ development project by 2010, the city has developed promenade, cafes, clubs, hotels and restaurants along the river.

Cho Han (Han Market)

This conventional market has been established for tourists. A variety of fresh seafood, dried seafood, fruits and industrial products are on display on the 1st floor while clothes and accessories are available on the 2nd floor. Around 6-7 o’clock in the morning, you may be able to see fresh seafood being auctioned.

Indochina Riversides Mall

Shopping and office complex located near the Han River. A shopping center is situated from the 1st to 3rd floor. Even though a number of shops are small, all kinds of products such as clothes, cosmetics, underwear and jewelry are available. If you are tired from shopping, visit a coffee shop.

XQ Da Nang Silk Hand Embroidery Arts

The variety of delicate and colorful embroideries are very impressive. An embroidery lesson program (minimum 6 months) is also available for the general public. Even though it is hard to express the light and shade of the fabric, it is very pleasant and amusing to embroider various designs.

Vinh Trang Plaza

Are you having a hard time in finding a department store or discount store? Go to the Vinh Trang Plaza. It houses a shopping mall and fast food restaurants on the 1st floor, Big C Supermarket on the 2nd and 3rd floors and a movie theater and entertainment zone on the 4th floor.

Seventeen Saloon

You may be amazed at the modern and stylish western bar hero in the calm and peaceful Da Nang. Located in Hi Chi Minh and Da Nang, Seventeen Saloon has been popular among many westerners. A variety of parties such as American Independence Day Celebration are held every year. It is also fun to watch a cocktail show in the middle of a live band concert.

Indochina Riverside Mall

Shopping and office complex located near the Han River. A shopping center is situated from the 1st to 3rd floor. Even though a number of shops are small, all kinds of products such as clothes, cosmetics, underwear and jewelry are available. If you are tired from shopping, visit a coffee shop.
Green Plaza Hotel
This is a 4-story hotel located on the Han River Street in Da Nang downtown. The beige-toned rooms decorated with bamboo are cozy and comfortable. The sky bar and observatory on the roof have a great view on the Da Nang Bay and the Han River.

Furama Resort
Furama Resort is the first 5-star resort in Vietnam. On entering the lobby, you will be amazed by the blue sky and the Da Nang downtown. This luxurious resort has a resort beach, two swimming pools, elegant guest rooms with spacious balcony and terrace, international buffet restaurants and bars and aesthetic centers. In addition, fun and thrilling water sports (ex: Snorkeling, day tour program, etc.) are also available. This resort beach, the only beach in Vietnam, was designed by the famous French architect Le Corbusier in 1931.

Son Tra Peninsula
Son Tra Peninsula which is approximately 8km off from the downtown has a thick forest. The six beaches surrounding the peninsula (Tien Sa, Dong Hai, Bai But, Bai Rang, Bai Bac and Bai Nam) also offer surfers and longboarders a chance to enjoy the genuine beauty of nature. You can tour the mushroom-shaped peninsula (896m at elevation) by car. The mountain peak has a great view of Da Nang Bay, the East Sea and Da Nang downtown. Near Linh Ung Pagoda where a 35m tall white Buddha statue and many delicate sculptures are found, resorts and a coastal drive are under development.

Da Nang Beach
Da Nang Beach can be divided into three areas; Da Nang Bay, Son Tra Peninsula and East Sea. The Da Nang Bay located in the north of Da Nang downtown is also divided into Nam O, Xuan Thieu and Thanh Binh. The 12km-long beach borders on a coastal drive. A grand bridge which is connected to the Han River and port can also be seen. The 28km-long East Sea which has been the most popular place among tourists is crowded with many people from early in the morning until late at night. Luxurious and premium resorts such as 5-star Furama Resort and Sandy Beach Resort are found along the beach. More elegant resorts (ex: Le Meridien Hotels & Resorts, Hyatt, etc.) are under construction. Unlike the East Sea that has open sand beach, and Son Tra has a thick forest. The six beaches surrounding the peninsula (Tien Sa, Dong Hai, Bai But, Bai Rang, Bai Bac and Bai Nam) also provide spectacular landscapes. Fun and exciting activities such as swimming, fishing, trekking and diving are available.

Hoang Anh Gia Lai Plaza Hotel
Hoang Anh Gia Lai Plaza Hotel is a 23-story skyscraper. A bar situated on the 33rd floor has an open view of Da Nang downtown. This 5-star hotel offers exquisite services with modern and stylish facilities. It also houses state-of-the-art convenience facilities such as a karaoke bar, night club, spa and casino.

B&N By Night Resort
This is a modern resort that features restaurants, bars, outdoor BBQ and other convenience facilities. Even though tourists can stay overnight, most of them prefer day trips. Since the World War I, French soldiers and workers who failed to return to their homeland would live here. This antique-style resort has been operated since the Vietnamese Revolution of 1945.

Cable Car Station 1
As you drive down the 4-lane road, mountains will come closer. After sizzling hot weather, you can cool down in a cable car because BÁ NÀ Hills maintains a temperature of 17-20°C. The cable car has a great view of the tropical rain forest, the valley and waterfall. A free shuttle bus is also available.

Tinh Tam Garden
Once you get off from the bus, you need to walk up the stairs. Then, the Royal Villa and picturesque Tinh Tam Garden will appear. This garden is the site of the house where a French would live in 1921. “Tinh Tam” means “comfort and happiness to all visitors.” BÁ NÀ Hills was first discovered by the French captain Debay in 1900.

Cable Car Station 2
If the ongoing construction of cable cars is completed, tourists will be able to spend a day in this luxury resort located at the highest area in Da Nang. This resort near the misty mountain peak is divided into a hotel and resort. Its features environment-friendly facilities such as a promenade, observatory and shaky bridge.

Tip >>
Cable car
This is a Ba Na HIll cable car listed in the Guinness Book of Records with the longest one-wire tether network in the world (1542.86km) and the highest station (1208.81m at elevation). There are eight cable cars for VIPs among a total of 95 cable cars. The VIP cable cars offer comfortable leather sofa and free drinks. A higher cable station will be completed in September.

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The citizens of Da Nang say that BÁ NÀ Hills is a place where you can experience four seasons in one day. Since March 2009, nearly 40,000 tourists have visited this place. Do not miss to visit BÁ NÀ Hills where a rope way tour is available.

Son Tra Peninsula
Son Tra Peninsula which is approximately 8km off from the downtown has a thick forest. The six beaches surrounding the peninsula (Tien Sa, Dong Hai, Bai But, Bai Rang, Bai Bac and Bai Nam) also offer surfers and longboarders a chance to enjoy the genuine beauty of nature. You can tour the mushroom-shaped peninsula (896m at elevation) by car. The mountain peak has a great view of Da Nang Bay, the East Sea and Da Nang downtown. Near Linh Ung Pagoda where a 35m tall white Buddha statue and many delicate sculptures are found, resorts and a coastal drive are under development.

Da Nang Beach
Da Nang Beach can be divided into three areas; Da Nang Bay, Son Tra Peninsula and East Sea. The Da Nang Bay located in the north of Da Nang downtown is also divided into Nam O, Xuan Thieu and Thanh Binh. The 12km-long beach borders on a coastal drive. A grand bridge which is connected to the Han River and port can also be seen. The 28km-long East Sea which has been the most popular place among tourists is crowded with many people from early in the morning until late at night. Luxurious and premium resorts such as 5-star Furama Resort and Sandy Beach Resort are found along the beach. More elegant resorts (ex: Le Meridien Hotels & Resorts, Hyatt, etc.) are under construction. Unlike the East Sea that has open sand beach, and Son Tra has a thick forest. The six beaches surrounding the peninsula (Tien Sa, Dong Hai, Bai But, Bai Rang, Bai Bac and Bai Nam) also provide spectacular landscapes. Fun and exciting activities such as swimming, fishing, trekking and diving are available.

Hoang Anh Gia Lai Plaza Hotel
Hoang Anh Gia Lai Plaza Hotel is a 23-story skyscraper. A bar situated on the 33rd floor has an open view of Da Nang downtown. This 5-star hotel offers exquisite services with modern and stylish facilities. It also houses state-of-the-art convenience facilities such as a karaoke bar, night club, spa and casino.

B&N By Night Resort
This is a modern resort that features restaurants, bars, outdoor BBQ and other convenience facilities. Even though tourists can stay overnight, most of them prefer day trips. Since the World War I, French soldiers and workers who failed to return to their homeland would live here. This antique-style resort has been operated since the Vietnamese Revolution of 1945.

Cable Car Station 1
As you drive down the 4-lane road, mountains will come closer. After sizzling hot weather, you can cool down in a cable car because BÁ NÀ Hills maintains a temperature of 17-20°C. The cable car has a great view of the tropical rain forest, the valley and waterfall. A free shuttle bus is also available.

Tinh Tam Garden
Once you get off from the bus, you need to walk up the stairs. Then, the Royal Villa and picturesque Tinh Tam Garden will appear. This garden is the site of the house where a French would live in 1921. “Tinh Tam” means “comfort and happiness to all visitors.” BÁ NÀ Hills was first discovered by the French captain Debay in 1900.

Cable Car Station 2
If the ongoing construction of cable cars is completed, tourists will be able to spend a day in this luxury resort located at the highest area in Da Nang. This resort near the misty mountain peak is divided into a hotel and resort. Its features environment-friendly facilities such as a promenade, observatory and shaky bridge.

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Gourmet Catalogue

The genuine taste of Vietnam in Da Nang!

Da Nang, a historical and cultural city, offers a variety of tasty Vietnamese cuisines. Long-history restaurants have perfected authentic Vietnamese dishes over generations. A variety of unique local foods are available anywhere across the city.

A. Banh Bao
(Steamed rice pudding made of peanuts, meat, mushroom and shrimps. It is served with sauce on it.)

A. My Quang Phu Chiem
(Quang Nam Pork And Shrimp traditional flat noodle Phu Chiem Style)
A savory and refreshing My Quang noodle soup famous in Da Nang

B. Pho Tai Nam
(Rice noodle soup with well-done flank)
You can eat this noodle soup with various fresh vegetables such as green bean sprouts and onions. Large bowl sizes are also available.

B. Goi ca Nha Trang
(Fish Salad in the Trang Style)
Nha Trang-style fish salad served with fresh vegetables, rice paper and rolled sashimi. You can have it in sauce such as Nuoc Mam.

C. Goi ca Nha Trang
(Thai Style Fish Salad)
A rice noodle soup chain which is operated all over the world as well as across Vietnam.

D. Hanh Xao Nam
(Steamed mushroom with green onion)
The mushroom juice makes the steamed rice more delicious.

E. Goi Tom Thai
(Thai Style Tom Yum)
Cuttlefish and prawn salad mixed with various vegetables stimulates the appetite.

F. Trai Cay Thap Cam
(Seasonal Fresh Fruits plate)
If you don’t like beans, try to taste fresh fruits. A variety of seasonal fresh fruits topped with syrup are served.

G. Ngheu Hap Sa To Dat
(Steamed Clams with Lemongrass)
Lemongrass removes the fish smell of clams. In addition to the clam flesh, the savory and refreshing soup is also very tasty.

H. Café Indochine
A 160-seat buffet restaurant where Indian, Thai, Vietnamese, Japanese and western cuisines are served. In the evening, the quick barbeque is a popular menu.

A. Tran, Local Food
If you want to try local foods, including Vietnamese rice noodle soup, go to Tran near the Son Han Bridge. You can have a variety of tasty dishes at low prices in an amusing and festive atmosphere.

B. Pho 24
A rice noodle soup chain which is operated all over the world as well as across Vietnam. Since most Pho 24 restaurants are air-conditioned, you can have tasty noodle soup in cool and refreshing atmosphere.

C. Apsara Restaurant, Da Nang
In this restaurant, you can watch traditional Cham performances over a tasty meal. This 160-seat restaurant is situated in the Furama Resort.

D. Bánh Bánh Night Resort Restaurant
If you get hungry from the tour, visit this restaurant which offers a variety of local dishes. Even though no English menu is available, waiters are able to take orders in English.

E. Hoang Thu Restaurant
This seafood restaurant has a great night view of the Han River with a cool and refreshing wind. Lobsters and crabs are available at market prices. Since all seafood can be cooked in four different ways, everyone can choose their favorite.

F. Che Cung Dinh Hue
If you are tired because of the hot weather, come and get a cool and refreshing soup. This restaurant located at the entrance of the Son Han Bridge is always crowded with customers. Baked water is also available to avoid any possible stomach problems caused by the cold food.

G. Blue Whale Restaurant
This restaurant offers tasty dishes made of fresh seafood. Especially the table on the terrace has a great view on the blue ocean.

H. Café Indochine
Café Indochine situated in the Furama Resort is a 160-seat buffet restaurant where Indian, Thai, Vietnamese, Japanese and western cuisines are served. In the evening, the quick barbeque is a popular menu.

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Ancient Kingdom of Buyeo

It has been told that the Baekje Kingdom (18BC-660AD), one of the Three Kingdoms of the ancient Korea, collapsed because of hedonism. Is that true? Touring around the cultural ruins in Buyeo, it becomes obvious that the people of Baekje were elegant, had an eye for the picturesque and loved peace and art. As the super power in East Asia in its time, Baekje had created the now so-called ‘Hallyu/the Korean Wave’ with its international and refined culture. Even though there are not so many remaining relics, Buyeo—the capital ‘Sabiseong’ in ancient days—still cherishes the spirit of the Old Great Kingdom.
Warmness in Solidity

**Jeongnimsaji Ocheung Seoktap (5-storied stone pagoda)***

This stone pagoda stands in humble silence within the cultural ruins that are under excavation. If you don’t have any previous information about this simple 83cm-tall pagoda, it is very likely that you would just pass by. Considering the fact that it has survived for 1,500 years with the traces of the Baekje Dynasty, this pagoda is very special. Possessing a refined simplicity which indicates the accomplishment of the style of stone pagoda, the pagoda is designated as the National Treasure of Korea. The Jeongnims (temple) where this pagoda is situated was built in 538.

**Pinnacle of art**

**Geumdong Daehyangno (The Gilt-bronze Incense Burner of Baekje)**

It might be meaningful enough to visit Buyeo just to see this antique item. Many people can’t just turn back before examining the details of this Gilt-bronze Incense Burner of Baekje, placed in a glass box at the Buyeo National Museum. This National Treasure was discovered at a temple site in Neungsan-ri on December 12, 1953 and became since then the icon of culture and art of the Kingdom, showing the beauty and philosophy of the people of Baekje.

**Baekjeki Historical Museum***

Located at the Baekje History Restoration Site, the museum has been popular among children because of its variety of hands-on programs with real size displays of Baekje History. 

**Makgukus (Korean Buckwheat Noodle Soup)**

When you feel hungry in the afternoon, try cool and refreshing Makguksa Korean Buckwheat Noodle soup under a tree outside. This restaurant is well-known to locals, located within 3 minutes walk from the Godusari ferry.

**Makguksa (Korean Buckwheat Noodle Soup)**

TEL: 041-835-6561

**Subukjeong**

TEL: 041-834-3888

**Memilggotpil Muryeop** (When the Buckwheat Blossoms)

TEL: 041-835-3548

**Gudeurae** (buckwheat noodle soup). It is the place where you can enjoy colorful and beautifully presented dishes including Mukbap(steamed rice topped with Muk(acorn jelly), Pyeonyuk(sliced boiled meat, KRW 12,000), Hwanggi (round trip) Baekmagang Tour Boat: KRW 3,500, Goransa -- Buyeo(see one way) KRW 5,000

**Mukbap (Rice with Acorn Jelly)**

The restaurant offers colorful and beautifully presented dishes including Makguksa topped with Makguksa saul, Ttukguk(steamed short rib rice patties), Hwanggi (buckwheat noodle soup). It is the place where you can experience the traditional yet creative Korean local cuisine.

**Vacation Villa map***

Buyeo is still relatively poor in terms of accommodations. The SamJung Buyeo Youth Hostel that has hosted tourist groups including student trips for decades recently completed its new wooden villa. A total of five villas are available.

SamJung Buyeo Youth Hostel

TEL: 041-835-3988

www.baekje-house.co.kr

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**Cultural Leader of 4th Century**

Baekje Dynasty took advanced culture from China and developed its own culture. Then, it spread its culture to neighboring countries of Asia. Baekje culture was so welcomed. Through active cultural exchange with Japan, the country had an effect on the developing of Japanese Aka culture, and the traces of Baekje architecture and crafts are still existing in Kyushu, Japan.
Center of Buyeo

Busosan(Buso Mountain) map

Mt. Busosan was a rear garden of the Baekje Palace during the ancient times. A king and aristocrats would take a rest, and all the citizens would gather here to fight against enemies during war. Because the highest mound is just 106 meters above the sea level, it is easy to tour around the mountain. Hike up the mountain to visit Yeongulli (pavilion) where the king would enjoy the sunrise, and stroll the Taejagol(a forest trail) where the last mountain. Hike up the mountain to visit Yeongillu (pavilion) where the king would gather here to fight against enemies during war. Because the highest mound is just 106 meters above the sea level, it is easy to tour around the mountain. Hike up the mountain to visit Yeongulli (pavilion) where the king would enjoy the sunrise, and stroll the Taejagol(a forest trail) where the last mountain.

Baekje National Parkmap

It is a defense park near the Baekje Palace. This park is a symbol of strong royal defenses. From the mountain, you can see the Inner Palace, and you can feel the majesty of the Baekje Palace. It is recommended to visit this park in the morning. You can walk along with the 1.2km trail and see the Inner Palace. You can also see the Baekje National Parkmap near the Baekje National Park.

Buyeo National Museum map

Buyeo National Museum is a place where the entire history of Buyeo is displayed. There are Baekje Historical and Cultural Museum, Mapgung, and various cultural relics. In the Baekje National Museum, there are many cultural relics such as wall paintings, roof tiles, and so on. You can learn about the history of Buyeo here. The Buyeo National Museum is a place where the entire history of Buyeo is displayed. There are Baekje Historical and Cultural Museum, Mapgung, and various cultural relics. In the Baekje National Museum, there are many cultural relics such as wall paintings, roof tiles, and so on. You can learn about the history of Buyeo here.

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Mountain of Pine trees

This mountain is full of pine trees, cherry trees, maple trees and seasonal wild flowers. If you walk along the shady forest trail, you can easily find pheasants, squirrels, water deer and magpies and hear the sound of nature. In fall, you will be stunned by the breathtaking autumn leaves. If you are in Buyeo, you should visit the Mt. Busosan.

Hwangpo Sailboat Hwangpo Sailboat

Buyeo National Museum Buyeo National Museum

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Royal Tombs of the Baekje Dynasty

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Vacation Villa Vacation Villa

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Festivals in Buyeo

Seodong Lotus Flower Festival

In every July, the blooming season of lotus flowers, the lotus flower festival is held in Gungnamji(pond). You can walk through tall lotus flowers and touch and smell them. Various exciting programs will be available. The blooming lotus flowers can be enjoyed until the late August.

Baekje Cultural Festival

This year is the 55th anniversary of the festival which is being held from October 9 to 18. The highlights of the festival which are co-hosted with the Gongju City is the grand parade in which many friendly countries of Baekje including China, Japan and India participate, the spectacular Baekje army parade(185 horses and 200 soldiers) and demonstration of the Hwansanbeol Battle. In 2010, the ‘Great Baekje Festival 2010’ will be held at the Baekje History Restoration Site from September 15 to October(32 days) under the theme of ‘Restoration of the 700-year Glory of the Great Baekje.’ As an international festival, a variety of fun and exciting programs such as exhibition, performances and historical hands-on programs will be available.

Baekje Garden Festival

With replicas of Asin’s famous gardens and resting places among the trees, this festival was first held from July 3 to 5 near Gungnamji, the nation’s first man-made pond. It is expected to develop into an international EXPO which will be held in the future. The blooming lotus flowers can be enjoyed until the late August.

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Lotus Flowers in the Morning

The lotus flowers remind us of a metaphorical world such as Heaven or the Palace of the Sin King. If you want to watch them in full bloom, you need to get up early in the morning. Some lotus flowers bloom early in the morning around 4 o’clock and close their buds in the afternoon. Set your alarm clock and get up early in the morning!

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Festival and Tourism

Why Festivals and Events are Hot

Early this year, China announced that it accomplished remarkable economic success during the Chinese New Year Festival despite the current global economic crisis. According to the National Tourism Administration, approximately 190 million tourists (increase by 24.7% from the previous year) visited China during the festival period. It has been estimated that the tourism revenue reached 50.93 billion Yuan (7.45 billion U.S. dollars). The Sundance Film Festival held in January in the U.S. attracted 40,000 tourists and generated an overall economic impact of a recorded $92.1 million for the State of Utah. According to the report, the world’s most recommended Japanese festivals for foreigners, resulting in the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, resulting in the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, resulting in the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, resulting in the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, resulting in the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, resulting in the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, resulting in the Aomori Nebuta Matsuri, which is ranked by insiders to be the most recommended Japanese festivals for foreigners, 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constantly active in sponsoring this festival which receives attention from all around the world. It is reported that financial support from foreign countries has also increased. According to the introduction in its official website, the Festival's invitation to an artist covers all the administration and costs associated with their performance in Edinburgh - fees, travel, accommodation, venue hire and the promotion of the performance. A team of 27 permanent full time staff work around the year to make the Festival possible. In the run up to and during the three weeks of the Festival itself this core team is joined by a significant number of additional paid staff who work as drivers, technicians, and in the ticketing and press offices. In 2008, 48% of the Festival's total income was generated through earned income including ticket sales, sponsorship and donations, with 52% coming from public sector grants. The Scottish government has decided to provide 10,000 pounds in financial assistance to domestic artists this year which will empower the competitiveness of Edinburgh festivals. Keeping competitiveness with good programs, fundraising and securing budget through several channels, readjusting the number of programs and reducing expenditures are the way other festivals are endeavoring to overcome economic difficulties.

**Promoting Tourism and Future Trends**

How is it going to change? In the past, festivals tend to be held at particular dates in particular sights related to history and heritage, which is not so dominant these days. Under various themes, many unique festivals with fresh ideas are held all over the world in which locality and expertise are the critical factors for its success. The Menton Lemon Festival held in France is often mentioned as a successful sample. It was originated from the carnival parade which was first proposed by hotel owners in Menton to promote tourism during off season in winter. The result was good, but for several years the parade itself was not much different from ordinary carnivals held in nearby cities, leaving no special impression to visitors. But lemon, the local product, changed everything. The parade and displays decorated with fragrant and bright-colored fresh lemons received attention from media and travelers all over the world. The lemon encouraged local citizens’ participation and has planted the name Menton, the lemon city, in people’s mind. The festival attracts more than 250,000 tourists annually. The Hwacheon Sancheoneo Ice Festival in Korea is another case of success based on clever ideas adapting locality. ‘Sancheoneo (cherry salmon) Ice Fishing’ was the main program letting visitors to taste what they fished from the river and mingle with the nature and village people. Tourists enjoyed the unique and fun experience resulting to an extension of the festival period. The festival organizers could boost local industry by issuing gift certificates that could be used as local currency, distributing them to those who purchased tickets and to winners of several festival activities, which in return induced tourists to buy local products and visit the town again. In 2007, the festival attracted 1.25 million tourists and achieved KRW 55 billion in sales including KRW 850 million of the gift certificate revenue. Experts say that cooperation with local industries and residents could play an important role in increasing the economic effect and improving the quality of local festivals. Public organizations can help by conducting preliminary studies for strategies and giving professional education and financial support. However funding 100% of the festival budget or interfering in decision makings is not recommended. To establish an organizing body, to hire experts and to guarantee a festival director’s tenure are ways to a successful festival as well. “Festival-going has progressed from watching to hands-on experiencing, which made hands-on programs more important,” says Lee Gak-gyu, head of the Korea Regional Culture Event Institute. And he adds that organizers should now focus on more loyal visitors, with maniac-oriented festivals, who will spend more money and come back again with friends. They are the visitors that would keep participating whether the economy is good or bad, and whether the sun shines or storms.

Steven Wood Schmader, the president and CEO of International Analysis Festival and Tourism
Festivals and Events Association (IFEA), thinks that the economy will slowly recover, and that festivals and events will continue to grow their slice of the sponsorship pie. With the ability to target very specific market segments and demographic/psychographic groups, festivals and events are becoming a method of choice for advertisers to reach their consumers at the ‘lifestyle level’. He remarks that “the question will be which ones take hold and what new methods we create or discover to employ their use. And the focus on environmental issues will be with us from this point forward.” His conclusion is “because festivals and events are unique in their ability to bond communities, countries and the world together, I believe that they will become increasingly important in a world that is growing smaller and closer together every day.”

Mega Events in 2010
In 2005, EXPO 2005 AICHI achieved a dramatic economic success of JPY 2.8 trillion and total JPY 7.7 trillion including airport construction cost. Mega events are generating huge impacts in a short period of time advertising the local identity to the world and attracting tourists from everywhere. That makes us pay attention to the three mega events-Vancouver Winter Olympic Games, FIFA World Cup South Africa, and EXPO Shanghai China-that will be held in 2010. More than 200 countries and organizations will participate at the World EXPO 2010 Shanghai China which is expected to attract 70 million tourists for 184 days starting from May 1. The organizing committee announced that the event has been prepared on schedule despite world economic downturns. “I think all the participating countries are willing to use the Shanghai Expo as an opportunity to boost their national images,” Wan Jifei, vice director of the Shanghai World Expo Executive Committee, said at the press conference of the World Expo 2010 Shanghai China.

As Schmader says, festivals and events have a mysterious power to unite the world including communities and countries. As the world becomes closer and more connected, their role has become more important.

Analysis
Festival and Tourism

According to the June edition of the UNWTO World Tourism Barometer, international tourism declined by 8% between January and April compared to the same period last year. Destinations worldwide recorded a total of 247 million international tourist arrivals in those four months, down from 269 million in 2008. Given the changes in the outlook UNWTO has revised its forecast for the full year 2009. Taking account of the results for the first four months of the year and the current market conditions, international tourism is now forecast to decrease by between -6% and -4% in 2009, as the pace of decline is expected to ease during the remainder of 2009.

With the exception of Africa, all regions recorded a decrease in arrivals for the first four months of 2009. For Asia and the Pacific (-6%) the decline in demand has been faster than expected and is particularly severe compared to results from recent years. Still
Tourism is seriously affected by a rapidly deteriorating global economic situation, given a sharp reduction in business activity, decreasing disposable income and associated increased unemployment, particularly in key tourism source markets. Exchange rate fluctuations have been added to the general uncertainty and business and consumer confidence have yet to recover. Furthermore, the level of advanced bookings, coupled with the reduction in airline capacity, are making a quick recovery before 2010 difficult. There is additional uncertainty regarding the future of the influenza A(H1N1) virus. It should be stressed, however, that at the moment no restrictions on international travel are recommended by the World Health Organization (WHO).

Travel & Tourism can be part of the solution. It can support short-term stimulus actions, namely those aimed to create and sustain jobs, as well as the long-term transformation to a green economy. The Minister of Tourism and Culture of Azerbaijan, Abulfaz Garayev, said that “this is not a tourism crisis but one that tourism can help to overcome. Tourism is still one of the most resilient economic activities, and as such, the sector can play a special role in the recovery of world and national economies, in particular in Europe” on the occasion of the 49th UNWTO Commission for Europe. Many countries are already developing stimulus measures within their fiscal and monetary packages to mitigate the effects of the crisis on tourism, realizing that the sector can be a key driver of economic recovery. Some destinations are reducing taxes and improving travel facilitation, recognizing that it is now crucial to remove all obstacles to tourism, especially taxation and over regulation. Others have developed financial systems to support tourism enterprises, maintain/increase employment in the sector and develop infrastructure.

At The Global Travel & Tourism Summit, Brazil’s President HE Luiz Inacio Lula da Silva is saying “the Brazilian Government is determined to join hands with this sector to reinforce its role in job creation and in achieving social goals through responsible growth policies.” The Chairman of China’s National Tourism Administration (CNTA), Shao Qivei affirmed that China’s actions to counter the financial crisis would help global tourism, at the Boao Forum for Asia on Tourism and the Financial Crisis. “Policies from both the central government and local governments to boost consumption will sustain domestic and outbound tourism.” China is the fourth largest entry receiving country in the world and the largest exit tourist source country in Asia.

It is not be overlooked that there are some tourism segments less affected by the international financial crisis. Domestic tourism will be the hottest trend this year, as more people are replacing vacations with ‘stay-cations’, local audiences staying close to home instead of traveling for vacations, cutting down on travel spending to save money. Religious tourism, or Faith tourism, is staying strong. Visiting heritage sites or exploring the great outdoors seems to be attractive options to educate children and spend less. It would be a benefit if a place or a hotel is known to be eco-friendly, for travelers are becoming more conscious of sustainability while travelling. Medical tourism is one of the sectors thriving in spite of the economy crisis. E-commerce is one of the key factors in the sales of flight and rooms, as travelers tend to rely more on the internet which is now providing convenience in booking and direct information of lower cost travelling. There are countries that show growth of more than 10% in tourism such as Turkey and Panama.

This is one of the conclusions of the first meeting of the UNWTO Resilience Committee (TRC), which set guidelines for the tourism sector to overcome the current situation. Essential conclusions of the TRC include:

- A swift course of action while keeping in mind the differences among specific tourism destinations.
- Greater cooperation among tourism stakeholders. History has demonstrated that crises can also provide opportunities as they call for substantial efforts and industry solidarity;
- Innovation in areas such as product development, marketing, distribution, human resources training, and all regional and national policies;
- Improved and more substantial market information: there are tools available to improve the system of data collection, market intelligence, and analysis. This area must be developed to provide a clearer overall picture and allow quicker more effective action; and
- Long term challenges: if short term crisis response is aligned with the current long term issues i.e. global poverty and climate challenges, the overall industry structure will be strengthened.

Sources: World Tourism Organization (UNWTO), The World Travel & Tourism Council (WTTC)
Busan commencing the tour program development project for 5 regions to attract Chinese tourists

The Busan metropolitan government commenced the practical procedures for the tour program development project to attract 3,000 tourists from Guangdong, the most affluent city in China for one year including the national holiday in October, the most important holiday in China. For developing the tour program linking member cities of TPO(Tourism Promotion Organization for Asian-Pacific Cities), Busan invited the site research team of travel agencies in China and held presentation from June to July 2009. Furthermore, Busan determined the support for the tour program development including 5 cities to attract the tourists from China.

The invitation followed the ‘TPO Travel Trade 2009-China’ held in Guangzhou, China. The site research team comprising 4 tour program planners from CITSC(China International Travel Service), the largest state-run travel agency, and Guangzhou International Travel Services will plan the tour programs to be promoted in China by personally visiting Busan, Gyeongju, Andong, Hadong and Namhae during the invitation period. They plan to develop the tour programs through continuous feedback with TPO as well as directly sell the tour programs that they plan. The development of tour program will be a good opportunity to acknowledge superior tour resources around Busan to China by attracting Chinese tourists that have been visiting mainly Seoul to Busan and the southern region of Korea.

Gyeongju reproduces the march of Queen Seondeok, under the title “Queen Seondeok, the Magnificent Resurrection”

Gyeongju, the thousand-year-old ancient capital of Silla where the thousand-year history of Silla is alive, reproduces the march of Queen Seondeok. The march will be held 11 times at the Bomun Resort and around Gyeongju downtown from July 11 to Oct. 24. It will pay a tribute to the achievements of Queen Seondeok. It will present various kinds of interesting things to the tourists and residents including representation of major scenes in the famous drama ‘Queen Seondeok’ made by MBC(Munhwa Broadcasting Company) and performance of military arts of Hwarang.

In particular, the march will be more attractive because the tourists will remember the TV drama as it is the location site of the TV drama ‘Queen Seondeok.’ The grandiose march with about 200 people along the 2.5km section will be a great opportunity to learn and experience history. Queen Seondeok is the first queen in Korea inaugurated in 632, the middle age of Silla dynasty. The splendid culture of the Silla flourished during her reign including the construction of the Cheomsaengdae (observatory), Buhhwangsa Temple and Nine-Story Wooden Stupa of the Hwang-ryongsa Temple.
Foreign visitors exempt from visa fees

Foreign visitors to Vietnam under the ‘Impressive Vietnam’ promotional programme will be exempt from visa fees. According to a document issued by the Vietnam National Administration of Tourism (VNAT) on May 14, passport holders from every country in the world are eligible for the fee exemption from May 15 to September 30. Tourists can now issue visas at border gates or at Vietnam’s representative agencies overseas and will receive a free-of-charge stamp (GRATIS), said the document. Those who arrive after September 30 or who want to stay longer in Vietnam will not be eligible for the fee exemption. The memo also states that this exemption is to be used only for customers of international travel firms that are already taking part in the ‘Impressive Vietnam’ programme and are advertising package tours at promotional prices.

The largest electronics EXPO of China, China Electronics Fair

The China Electronics Fair is held in Qingdao from August 27 to 29. The China Electronics Fair, the most authoritative fair related to electronics in China, is the only exhibition held with the progressive support of Ministry of Information Industry and Commerce of China. Cables, buses, communication engineering, computer and communication technology, data communication, electronic accessories, electronic engineering, high-tech goods, installation and control appliances and lighting facilities will be displayed. Anyone in electronics-related industries including contractors, engineers, facility manufacturers, directors, supervisors, wholesalers, government organizations, radio communication industry, service engineers, suppliers and switchboard manufacturers can join the fair. Due to the reliable support, the fair will be the largest and most intensive event. The participants will have the opportunity to get the know-how of the electronic information industry of China.

Chengdu Card Boosts Visitors to Panda-Demic Proportions

Giant pandas have long been symbolic figures. In China they are a source of national pride, whilst internationally they are seen as symbolizing global efforts to protect endangered species. Now these iconic black and white bears have taken on a new role of becoming the emblem of a new tourism campaign aimed to revitalize Chengdu’s tourism industry. This first wave was the initial installment in a total of more than 150 million cards that Chengdu’s tourist authorities plan to distribute across the country. In total, the initiative represents some 12 billion yuan’s worth of free tickets to many of Chengdu’s most tourist-friendly spots.

Under the new scheme, a tourist, fresh from the arrival lounge at the Chengdu Airport, can stroll to a nearby one-stop service center, flash his ID card, and, for just one yuan, purchase a Panda Card. This bargain price promotional item is the key to unlocking free access to 11 of the most popular tourist spots in the city, the capital of the southwestern Sichuan province. Tourist spots include the Unesco World Heritage sites, Dujiangyan Irrigation Project and Qingcheng Mountain, and Chengdu Research Base of Giant Panda Breeding etc. As well as personal purchases, the Panda Card has seen an enthusiastic uptake by tour operators in the area. The card can also be purchased on-line or by post and is available throughout Chengdu in key outlets, including the railway station, the airport and a number of convenience stores.

The first Panda cards were issued in March when Chengdu’s city government began distributing them to potential tourists in some of China’s leading cities, including Beijing, Shanghai, Hong Kong and Taipei. These cards wooed potential visitors with the promise of free trips to popular tourist destinations, as well as cut-price dining and accommodation in Chengdu.

Bike EXPO during the Incheon World City Fair and Festival 2009

The Bike EXPO where you can enjoy bicycles will be held during the Incheon World City Fair and Festival 2009 to be held from August to October 2009. The Organizing Committee of the Incheon World City Fair and Festival announced that it would hold the ‘Bike EXPO Incheon 2009’ on the event venue of 29,000m² at the central park at the Songdo International City. The Bike EXPO will present a variety of events including a Bike Exhibition, a Fashion Show and MIni Olympic Games under the theme ‘Incheon, the Future City Tour by Bike.’ A Bike Promotion Zone will be opened and the Bike Classes for Children will be held until the closing day of the City Fair and Festival. Furthermore, Bike Extreme Performance and Quiz Contest related to bike are planned for weekends. The Bike Exhibition will open from September 11 to 25, with International Booths, Industry Booth, Parts Booth and Accessories Booth. A number of bike related companies will join as well. The Bike Promotion Zone will present bike policies and unique bike experience events. You can also appreciate the art works of famous designers in Korea and abroad using bikes and join the Best Bike Exhibition. An official of Organizing Committee said, “the whole area of central park will be the bike theme park, for the first time in Korea, during the Incheon World City Fair and Festival.”
Report of the 14th TPO Executive Committee Meeting

The 14th Executive Committee Meeting of the Tourism Promotion Organization for Asia Pacific Cities was held at the Hyundai Hotel in Vladivostok, Russia, on April 28, 2009. Executive committee members from Busan, Fukuoka, Guangzhou, Hodong, Ho Chi Minh, Jeju, Kaohsiung, Sokcho, Vladivostok, and Jakarta attended the meeting, and made the following resolutions after free and serious discussion and an in-depth deliberation:

1 Approval of New Membership
The Committee approved the membership of the following three applicants: Buyeo County in Korea (city government member), Hapchong Vocational College of Tourism in Vietnam (non-government organization member), and Lee Conventions in Korea (business member).

2 Selecting Host City of Next TPO Forum and General Assembly
Vladivostok City in Russia was selected as the host city of the TPO Forum 2010 and Dalian City in China as the host city of the 5th TPO General Assembly.

3 Expansion of Members Participation in the Executive Committee
The TPO membership network has expanded to cover 65 city governments in 10 Asia Pacific countries, with one executive member city in each country. The Committee approved that countries with more than 10 member cities such as China (13), Japan (12), and Korea (24) are eligible to increase the number of executive committee members to two. In addition, the proposal to create subcommittees was also adopted.

4 Development of PO Vision 2020
The Committee approved creation of a future plan of TPO for the next ten years. The contents will include detailed strategic goals and core projects for the most influential international tourism organization in the Asia Pacific region by 2020.

5 Establishment of TPO Tourism Marketing Center
The Committee approved establishment of a TPO Tourism Marketing Center in central places of the Asia Pacific industry and giving support to TPO members’ marketing activities. In the first phase, a shared office in Busan, Korea, will be operated, and more can be established later in China and Japan on members’ demand. All expenses for running the marketing center will be shared by participating member cities.

An agreement of friendship and cooperation also was signed by HwanMyung Joo, Secretary General of the TPO Secretariat, and Igor Pudtkovay, Mayor of the City of Vladivostok, to strengthen cooperation between the two sides.

14th Executive Committee Meeting held in Vladivostok, Russia

TPO News

TPO Travel Trade 2009-China Held Successfully in Guangzhou
TPO Travel Trade 2009-China, part of the TPO Overseas Joint Marketing Project, came to a successful conclusion in Guangzhou. The four-day tourism marketing program, which ran from March 25-29, included the TPO Travel Trade Meeting, the operation of the TPO Joint Promotion Booth, visits to local travel agencies, and on-the-spot inspection of the Guangzhou tourism infrastructure. Representatives from 12 member cities - Andong, Busan, Chuncheon, Fukuoka, Ginhae, Gyeongju, Hadong, Ho Chi Minh, Jeju, Kaohsiung, Sokcho, and Vladivostok - participated in this event.

On March 27, around 130 tourism-related personnel participated at the Travel Trade Meeting, at which delegates from eight Korean member cities promoted their unique tourism resources to the major Chinese outbound travel operators. In addition, the TPO Secretariat presented proposals to develop “joint-city products” that integrate several neighboring cities in the same area into one single tour package. During the event period, a TPO joint promotion booth with 12 images of the participating member cities was set up at the Guangzhou International Travel Fair (GITF), one of the most important travel shows in China. Tourism resources and products of member cities were publicized to approximately 65,000 visitors. The organizing committee of the GITF awarded ‘Best Group Organize’ to the TPO Secretariat for the successful operation of the joint promotion booth.

The delegates also visited two major local travel agencies, GZL International Travel Service Ltd. and CITS Guangdong Co. Ltd. A Memorandum of Understanding was signed between the TPO Secretariat and CITS Guangdong Co. Ltd. to develop tourism products of member cities. FAM tours to the participating member cities by Chinese outbound travel planners will be arranged by the TPO Secretariat to provide further enhancement of this tourism marketing program.

Field Inspection for the 4th TPO General Assembly Completed
The Secretary General and a staffer from the TPO Secretariat visited Kota Kinabalu, Malaysia May 26-28, 2009 for a field inspection in preparation for the 4th General Assembly to be held Sept. 27-29. Consequently, Nexus Resort Karambunai was selected as the event venue. The resort is located northeast of Kota Kinabalu city and only 38km from the International Airport. Its guestrooms and meeting facilities were deemed as appropriate for the TPO General Assembly.

Mr. Young-Soo Yun Joins the TPO Secretariat
The TPO Secretariat last month welcomed Mr. Young-Soo Yun, as acting Director of Marketing. His responsibility focuses on the implementation of overseas marketing activities for TPO member cities, which includes arrangement of FAM-Tours to member cities, development of new tourism products, etc. Mr. Yun has a good command of Japanese language and, before joining the TPO Secretariat, he had two years experience at HANATOUR, the largest travel agency in Korea.
Japan >>

Nagasaki
Battleship Island

Battleship Island lies around 19km southwest of the Nagasaki harbor. This tiny island, with a circumference of 1,200m and an area of 63,000m², is the former location of a seabed coal mine. In 1890, under the management of the Mitsubishi Corporation, the mine provided raw materials for iron manufacture, thus contributing to Japan's modernization. The island is surrounded by a sea wall, and has high-rise reinforced concrete apartments, giving it the appearance of a warship - hence the name, Battleship Island. At its height, the island's population was over 5,000. However, due to the energy revolution the demand for coal shifted to a demand for oil, and in 1974 the mine was closed and the island became uninhabited. After this, Battleship Island was silent for many years, until this year it was included in a tentative list of modern industrial heritage sites in Kyushu and Yamaguchi, currently being considered for world heritage status. In addition, the island has been re-opened to visitors. Taking a boat from the Nagasaki Port, visitors are now able to set foot on some parts of the island and see it for themselves.

Yokohama
Shin-Yokohama Ramen Museum

The Ramen Museum is in Shin-Yokohama, Kohoku-Ku, Yokohama, Japan. The present director Iwasaka planned the formation of the Ramen Museum in March 1991 and opened the museum on March 6, 1994. As the project revitalizing the Shin-yokohama area where there was almost no visitors, it is very impressive that the museum was formed by renovating the parking building with one ground floor and two underground floors. The ground floor is the Ramen Gallery and two underground floors are the Ramen Street. The Ramen masters from various places of Japan run the shops on the Ramen Street. In addition, the street scene of Japan in 1950s when Ramen became the popular dish in Japan, including Ramen restaurants, humble mom-and-pop stores, mailboxes and tearjerker theaters are revived. You can look through the culture and history of Ramen. You can taste unique Ramen dishes of each region on site or take souvenirs. The business hours are from 11:00 in the morning to 11:00 in the evening.

Osaka
Universal Studio Japan

The universal studio theme park is the second greatest theme park following Disneyland in the USA, as the theme park comprising the famous American movies. The universal studio theme parks are in Los Angeles and Orlando in the USA and Osaka in Japan. Ride attractions and shows of scenes of movies or fairy tales are presenting different pleasures in 9 zones. The thrilling water stunt show representing the scenes of the action movie ‘Water World’ by high-tech special effects using more than 50 devices and pyrotechnics(fireworks) and the Backdraft show reproducing the scenes of the mega movie ‘Backdraft’, which described the fear of fire, using about 40 kinds of special effects including exploding drum can, soaring fire column and engulfing wall of fire. Besides, there are lots of attractions including ‘The Wild Wild West Stand Show’ in which the best stunts men present the cowboy pictures of Hollywood as a live action show. The ‘Rocing Midnight Monster Festival’ in which monsters of movies including Dracula, werewolf and Frankenstien play music as a rock band. Various restaurants and shops will entertain your eyes and stomach. The park was opened on March 31, 2001.

Korea >>

Andong
The 2009 Andong International Mask Dance Festival

The 2009 Andong International Mask Dance Festival, designated as ‘The Representative Korean Festival’ by the Ministry of Culture and Tourism, will be held from September 25th to October 4th at the Mask dance Park, Hahoe Village and downtown district of Andong. Andong is ‘The Capital of the Korean Spirit’, where authentic traditional Korean culture is alive. Andong attracted global attention as the ‘Little Korea inside Korea’ when Queen Elizabeth II of England visited in 1999 and has been known for its preservation of the most authentic traditional Korean culture ever since the visit of world-renowned dignitaries following the visit of former President George H.W. Bush in 2006. It now has a steady stream of constant visitors coming from all over the world.

Centered around the Hahoe Mask dance, which has a 800-year history, a total of 40 local and foreign mask dance troupes will stage their performances, including 20 groups of traditional Korean mask dancers and other creative mask dance groups. Visitors will be able to enjoy participatory games and dances, performances and a parade and will be exposed to traditional Korean folk culture as well. In addition to the mask dances festival, there will be displays of ‘Andong Chajew-on-nori’, a kind of jousting tournament taken part in by 500 men of solid build, which was also invited to the Hanover World Expo in 2000 as an opening performance. Also ‘Notdanbulki’, a group game for women, along with over 30 traditional Korean folk events such as ‘Hanyanguemjumae’(spiritual training under the influence of liquor, recitation of Confucian scriptures, Naebang Gasala poetic genre written in Korean by women), a ceremony of life and death called ‘Handusil haengsangjor’, and a farmer’s labor song, ‘Joueon Nongyo’ are presented.

The Andong International Mask Dance Festival showcases most of Korea’s traditional mask dances as well as a selection of international ones. This festival will offer an exciting opportunity for visitors to enjoy a variety of fun and passions to the full beyond culture, race and nation when they put on the mask they make during the make your own mask competition, be a part of a mask dance competition, and view a mask dance parade, among many other events.

Experience the Andong Gotaek(an old traditional Korean house)

When you sit on the floor of the time-honored Andong Gotaek, you can take in a vivid landscape composed of the beautifully curved line of roof tiles, the feel of a wooden floor, the clear sky with floating clouds. Walking around Andong, ‘The capital of the Korean spirit’, you can easily encounter Jongtaek, a head family house of a clan, abors and family rites. There are many old houses in Andong which showcase the value of Confucianism sublimated as a living culture including 47 Seowons (Confucian academy), 250 abors and 80 Jongtaek.

The sheer presence of these old houses comprises the life story of the people who lived in them. The beauty in life mingled with people through a partition wall between a room and a floor, which lets two spaces to be extended into a large one to receive guests, and the poetic life admiring nature through a low wall to get a view of a river in front of a house can be glimpsed.

In this way traditional Korean architecture is as marvelous as the nature in which it is harmonized. When a house was built, it did not destroy nature but rather embraced the view as a part of the building. The house is simple but the wooden texture alone is decorative, covered with taste and elegance. While it might be more inconvenient for people of modern times who are leading a busy life, the way of living that pursues well-being harmonized with intimate, calm nature holds people’s interests as well.

The Gotaek, a living, breathing house made of wood and earth, represents a life assimilated into nature. It offers a healthy life to people. In Andong, there are many Gotaeks, where you can enjoy clear air, the sound of birdsongs, the desolate calmness of night and the coziness of a mother’s breast. Andong is promoting the utilization of these Gotaek as a place in which to experience traditional life.

Everyday occurrences during your visit such as talking away an evening in the outdoors, smoking out the mosquitoes in summer, or eating chestnuts roasted on the heated floor in winter will be an unforgettable experience.

Andong
International Mask Dance Festival

The Ramen Museum is in Shin-Yokohama, Kohoku-Ku, Yokohama, Japan. The present director Iwasaka planned the formation of the Ramen Museum in March 1991 and opened the museum on March 6, 1994. As the project revitalizing the Shin-yokohama area where there was almost no visitors, it is very impressive that the museum was formed by renovating the parking building with one ground floor and two underground floors. The ground floor is the Ramen Gallery and two underground floors are the Ramen Street. The Ramen masters from various places of Japan run the shops on the Ramen Street. In addition, the street scene of Japan in 1950s when Ramen became the popular dish in Japan, including Ramen restaurants, humble mom-and-pop stores, mailboxes and tearjerker theaters are revived. You can look through the culture and history of Ramen. You can taste unique Ramen dishes of each region on site or take them out. A variety of events are held to enhance the quality of taste. The Ramen bowls of famous Ramen restaurants in Japan are displayed on the ground floor and diverse kinds of unique Ramen souvenirs are also sold. The business hours are from 11:00 in the morning to 11:00 in the evening.
**Jeju**

**Jeju Starlight World Park and Planetarium**

The Jeju Starlight World Park and Planetarium opened in March 2009 and is presenting high-tech astronomy and space science while trying to be registered as the World Heritage of UNESCO. The park has a night tour site that is drawing substantial attention as well as the scientific culture space giving the youth, the leader of the 21st century, eternal dream and hope. There are exhibition halls, 4D media room, planetarium and an observation room. The Solar System Square and the Sundial out of the building enable the visitors to experience various activities. You can also appreciate the space and the gifted natural environment of Jeju, the island of World Heritage designated by UNESCO.

**Yangdong Village**

The Yangdong Village is well known as the most famous aristocrat village in Korea, including as the hometown of Sir to Munwong Song Hoejae Yi Eonjeok, one of five sages of the east. The village itself is designated as the cultural property. The village is trying to be registered as the World Heritage of UNESCO. Yangdong Village is the exhibition place of ancient architecture where you can look all about the structures of traditional ancient houses of Korea including ancient houses and thatch-roofed houses of over 200 years old soaked with the life of ancestors and glorious houses of Korea including ancient houses and thatch-roofed houses looking all about the structures of traditional ancient houses of Korea including ancient houses and thatch-roofed houses.

**Bangkok**

**Floating Market**

The ‘Khlongs’ in Thailand is over 3 million km. In the past, the water transportation was more developed than the ground transportation in Thailand. Bangkok, the capital of Thailand, starts the morning with the gathering of flat boats on the river filled with foods and miscellaneous goods. If you want to feel the life of people in Bangkok, try to visit the floating market at dawn. The tour program starts from the canal beyond the Krungthep bridge west of the city. The tour program will visit a floating market as well as the floating markets and have a Knowing experience about the life of people. During the tour, you can enjoy the floating market culture as watching the small boats as well as the small as well as the small as well as the small fisherman making bamboo traps.

**Wat Phra Kaew**

The Wat Phra Kaew is one of the most magnificent temples in Thailand. The Buddha statue of Wat Phra Kaew is 75cm tall and 45cm wide and made of jade. The temple is also called the ‘Emerald Temple’ because it glitters like an emerald. The Wat Phra Kaew is directly governed by the King not the monks because it is included in the king’s palace. The temples in Thailand are characterized by three-story roof in dark blue and orange, splendored mosaic and glittering gold pagoda. The Wat Phra Kaew is not an exception. The wall paintings on the stone wall and corridor in the main hall describes the legend of Hinduism and Rama Ayana.

**Hangzhou**

**Leifeng Pagoda**

The Leifeng Pagoda stands solemnly on the hill south of Xi Hu. You can see the miraculous scene on the opposite side of the Leifeng Pagoda as the splendid golden light is thrown on the pagoda when the sun sets. It is the famous Sunset Glow at Leifeng Pagoda. It was damaged by the thunder at the end of the North Song period, and rebuilt during the South Song period. It was burnt by the attack of Japanese pirates during the Ming dynasty. Thus only the brick skeleton is left. Later, the rumor circulated that a stone of Leifeng Pagoda brought luck and enabled to have a son among citizens. Thus, the pagoda was seriously damaged and entirely collapsed in 1924. The current pagoda is a new one built in 2002. While the pagoda was reborn with new appearance 80 years after the collapse, the modern escalator at the entrance and admission fee of 40 Yuan make visitors feel empty in spite of the 10 beauties of Xi Hu.

**West Lake(Xi Hu)**

The West Lake is 5.66km² wide. The circumference is around 15km. The average depth is 1.5m and the deepest depth is 2.8m. It is located on the west side of Hangzhou, Zhejiang province, China. It was originally the sea bay linked to the Hangzhou bay, but changed to the lagoon as being blocked by earth and sand from the Qiantang river. It was called the ‘Mingsheng lake’ during the Han dynasty. Xi Hu was named from the Tang dynasty because it was on the west of the city. There is the Nanshan peak, Beigao fengpeak and Yu Quan Mountain around the lake. The lake is surrounded with hills on the south, north and west. There are three islands in the lake, and the Xiao Ying Zhou is the largest island. The Santanyinyue(three poles mirroring the moon) is the three pagoda built during the North Song period on this island. The three pagoda was rebuilt during the Ming dynasty. The pagoda is 62m far from the water and 2m high. A number of scenic spots and historic sites are scattered at the mountain around the lake including the Yue Fei’s tomb, the great commander in the Song period, Lingyin temple, Tiantu temple and Liuhe pagoda. ‘Gu Shan’, the small island in the lake, is famous as the place where the Wenil pavilion was keeping the Siky Quanshu(Emperor’s four treasures). Appreciate the beautiful scene as walking along the lake and visit the scenic spots and historic sites.

**Chengdu**

**Chengdu Research Base of Giant Panda Breeding**

Chengdu Panda Base was founded in 1987. It started with 6 wild pandas and is now a large-scale ecology park with over 1,600 giant pandas. In particular, with the unprecedented baby boom of giant panda in 2006, 31 pandas were born in October 2006 and 28 cubs survived. The news was brought by many medias. There is an interesting story that the sex education DVD for pandas was effective. You can see directly that the pandas are having a good time or eating bamboo leaves all day long. While pandas spend 16 hours a day to find food, you can see the pandas having good time each other and quickly climbing the trees except the sizzling daytime. The lesser panda with red bushy hair and long face is famous as much as giant pandas. It gives a lot of things to watch as moving faster than giant pandas and living on the rocks or trees on the highland. You will forget time and be indulged into the pandas because of many attractions including the theatre showing the movies about pandas, lake with swans and a panda souvenir shop. Chengdu is developing the Panda Park 5 times as large as a Panda Base by 2010.

**Weihai**

**Chishan Mountain**

Daming, the holy realm of Daming god, on the seaside hill of Dihan. Daming is one of the representative religious subjects, the god of Taoism taking care of the people on the sea. It seems that no one will lose the way in any place being guided by Daming when he or she watches the skies. It is the famous Sunset Glow at Leifeng Pagoda. It was damaged by the thunder at the end of the North Song period, and rebuilt during the South Song period. It was burnt by the attack of Japanese pirates during the Ming dynasty. Thus only the brick skeleton is left. Later, the rumor circulated that a stone of Leifeng Pagoda brought luck and enabled to have a son among citizens. Thus, the pagoda was seriously damaged and entirely collapsed in 1924. The current pagoda is a new one built in 2002. While the pagoda was reborn with new appearance 80 years after the collapse, the modern escalator at the entrance and admission fee of 40 Yuan make visitors feel empty in spite of the 10 beauties of Xi Hu.
Vietnam >>

Ho Chi Minh

War Remnants Museum

The War Remnants Museum is at the center of Ho Chi Minh. It was established to arouse attention on the war and accuse the war crimes at the time of Vietnam War from 1965 to 1975. Thus, it is also called the ‘War Crime Museum.’ The collections are categorized into 7 themes around the cruel behaviors of the US soldiers to Vietnamese people during the Vietnam War. In accordance with the data in the museum, the US poured the bombs of 7,850,000 tons for 10 years during the Vietnam War and 730,000 liters of chemical weapons. 504 civilians were cruelly killed by the US soldiers just for one day in My Rai in the middle area of Vietnam in March 1968. And the tragic scenes including pictures drawn by Vietnam kids, prisons and POW camps are displayed. 

The yard in front of the museum displays weapons including helicopter, war craft, tank, rifle and grenade launcher and various photos and clippings related to the war including damages by a defoliant. The business hour is from 8 in the morning to 4:30 in the afternoon. Closed on Mondays.

Hanoi

Lake Hanoi

Hanoi is called as the City of Lake. Like that alias, Hanoi has about 300 small and large lakes here and there. The most famous lake is Ho Hoan Kiem, 700m long and 200m wide. It is at the center of Hanoi, with foreign embassies closely packed with beautiful French-style buildings on the south and a market on the north. The name ‘Ho Hoan Kiem’ comes from the noted sword that the emperor Le Lai of Nha Hau Le fond in this lake. Its name was originated from the legend that the emperor requisitioned the invasion of Ming dynasty with the sword and returned it to the lake. ‘Ho Hoan Kiem’ means the ‘Lake where the sword is returned.’ It is good to take a walk or relax because of trees lined up along the lake. Ho Tay is also famous as the largest lake in Hanoi, located north of the Ho Chi Minh Cemetery. The Ho Trua Vang lake is the most beautiful lake in Hanoi. A variety of seafood dishes are presented in the restaurants on the ship in the lake. Try the famous fried shrimp.

Saigon River

The Saigon River runs along the outer ring of Ho Chi Minh, which contacts the area of Ho Chi Minh by a third quarter. As the branch of the Mekong, the vein of Southeast Asia, it is connected to the Mekong Delta that was called the ‘Land of Death and Despair’ in the past, but is now the ‘Land of Promise.’ Since it supplies water for the industry and agriculture as well as is the water resource for the residents, it became the major factor to make Ho Chi Minh a dynamic and attractive city. Furthermore, it cools down the sizzling heat in Ho Chi Minh during the day and a number of ships on the river carrying people and cargo making substantial contributions on earning foreign currencies as a tour course that foreign tourists visit the most in this region. Lots of people enjoy the night scene of Ho Chi Minh with its shining advertising boards and lights from cruises and ships as having tea or meals on the terrace on the river. The seafood is the most famous in this region. Tourists enjoy seafood dishes and traditional dishes of Vietnam on ships. At night, there is a cruise course floating around the Saigon River.

Philippines >>

Manila

Corregidor Island

Corregidor is about 40km west of the Manila bay and about 8km from the southern tip of Bataan. It is a rocky volcanic island of 5.6km long and 2.4km wide. It was the site of severe battles between US fleets and the Spain army at the end of Spanish imperialism and the battle site between the US and Japan during the World War II. Since it was strategic key point protecting Bataan before the invasion of Japan in 1941, there are war relics such as the Pacific War Memorial, war graves and cannons. The Sun Cruise regularly runs between Manila and Corregidor, the high speed craft with 150 seats. The Manila Yacht is next to the Cultural Center of the Philippines. It runs once a day in the weekdays and twice a day during weekends. It starts at 8 in the morning, but the boarding starts one hour before. The Corregidor Hotel has a luxury facility at Corregidor island.

Manila Cathedral

It is an archbishop cathedral with a round and green dome, which can be seen from everywhere inside Intramuros, a focal place of the Catholic missionary movement in the Philippines. Built during the spanish colony period in 1581, it went through several renovations to take the current shape. The highlight of the cathedral is a pipe organ with approximately 4500 pipes attached. Especially, used as a wedding venue for the rich Filipinos, visitors might be lucky to watch one. Six three-dimensional statues surrounding the cathedral are rather dull by themselves. However, they mix well with the delicately-designed exterior walls to express beauty along with grandeur.

Kota Kinabalu

Tunku Abdul Rahman Park

The Tunku Abdul Rahman Park is a national marine park comprising five islands on the sea, 3 to 8km away from Kota Kinabalu. There is a continuous stream of tourists all through the year who try to enjoy the marine activities and the quiet beach with beautiful scenes surrounded by a coral reef. The five islands are Gaya, Manukan, Sapi, Mumusik and Sulug. Among them, Gaya is the largest island of the park. However, Manukan and Sapi are the most popular among tourists, with the most developed facilities for sea activities. It takes about 10 minutes by boat from the Kota Kinabalu wharf. 

The islands request admission fees. Unobstructed views of the sea, clear sand beach, exuberant forest and well-maintained pedestrian passage greet the tourists. You can enjoy all kinds of marine sports including snorkeling, Kayak and para-sailing as well as sea-bathing on the beach. Of such diverse activities, Sea Walking is the most popular among tourists. You can appreciate a tropical fishes and a coral reef as walking under the sea with a specially made helmet for air supply. You can also relax at a hotel similar to Chalet made of wood. There are many things to see in the island formed as a resort. The ‘Ocean Museum’ at the center of the island attract the visitors with the bones of various kinds oceanic lifes including diverse tropical fishes, turtles, whales and Dugong.

Manukan and Sapi are the most popular among tourists, with the greatest variety of oceanic lifes. Among them, Gaya is the largest island of the park. However, Manukan and Sapi are the most popular among tourists, with the greatest variety of oceanic lifes. Among them, Gaya is the largest island of the park. However, Manukan and Sapi are the most popular among tourists, with the greatest variety of oceanic lifes. Among them, Gaya is the largest island of the park. However, Manukan and Sapi are the most popular among tourists, with the greatest variety of oceanic lifes. Among them, Gaya is the largest island of the park. However, Manukan and Sapi are the most popular among tourists, with the greatest variety of oceanic lifes. Among them, Gaya is the largest island of the park.
Joint Projects of TPO

TPO is a centre of marketing geared toward sustainable tourism development of member cities. The membership with TPO provides members with various marketing opportunities to promote their marketing campaigns and generate new business.

Campaigns and generate new business.

Launch a pilot program after advertising the “TPO Holiday Cruise”

Promoting the brand of “TPO Holiday Cruise” to the cruise business

Cities with tourist attractions that comprise a day trip, closely located

Cities that are equipped with port facilities to accommodate a cruise ship

Creating a unique cruise tourism brand in TPO member cities, called

Creating a logo for the cruise project

Developing a comprehensive table of available cities by analyzing the characteristics of destinations

Developing tourism products for the ports of call according to the city’s theme, i.e., historic and cultural tour, eco-tour, shopping tour, etc.

Creating a logo for the cruise project

Publishing standardized promotional materials for destinations

Purpose of the Project

To meet the growth of the world cruise market as well as to attract more cruise tourists to TPO member cities.

To boost the cruise-related business for TPO member cities.

Outline of the Project

Programs

Creating a unique cruise tourism brand in TPO member cities, called “TPO Holiday Cruise.”

Promoting the brand of “TPO Holiday Cruise” to the cruise business industry.

Launching a pilot program after advertising the “TPO Holiday Cruise” in cooperation with a cruise tour agency.

Participants: Member cities in the Yellow-Sea Rim and East Sea/Sea of Japan Rim regions that meet the following requirements:

Cities that are equipped with port facilities to accommodate a cruise ship

Cities with tourist attractions that comprise a day trip, closely located to the port of call

Duration: Three years (2009-2011)

Project of Developing Cruise Routes Sailing Rounds of Member Cities

Details of the Project

Service Standardization of Participating Cities

- Listing general information pamphlets about the cruise project
- Establishing minimum service standards for each city (made available in a handbook)
- Developing regulations regarding signs, maintenance, and promotional materials
- Inspecting infrastructure and indicating improvement guidelines for participating cities
- Constructing a network for cruise businesses among participating cities

Branding and Product Development

- Developing a comprehensive table of available cities by analyzing the characteristics of destinations
- Developing tourism products for the ports of call according to the city’s theme, i.e., historic and cultural tour, eco-tour, shopping tour, etc.
- Creating a logo for the cruise project
- Publishing standardized promotional materials for destinations

Progress of the Project

- Aug 2007: Re-designated as an official joint project at the 3rd General Assembly
- Jan-May 2008: Performed field researches of market environment of the project
- Jun 2008: Completion of project draft plan
- Oct 2008: Held a meeting for discussing the draft plan for the project during the TPO Forum 2008
- Jan 2009: Plan modification according to the result of the discussion
- Jan 2009: Published a project brochure
- Feb 2009: Beginning of application for participation (Deadline of application was delayed at the request of member cities for additional discussion.)
- Apr 2009: Sent out a proposal for partnerships to cruise lines
- Jun 2009: To select a cruise vessel company as a partner for the project
- Jun 2009: To hold a meeting of member cities that have interests in the project
- Oct 2009: To finalize the list of works that should be done by each participating city
- May 2011: 2nd pilot cruise operation
- 2012: To launch regular operations of TPO cruise program

Expected Benefits

- Participating cities will be promoted to the world cruise markets.
- Instead of a one-off act, the TPO-branded cruise program secures a sustainable and regular operation.
- Positive economic benefits will be spread to related industries such as airlines, railways, land transportations, hospitality, etc.
- International cruise visitor arrivals in participating cities will increase.

- The project will spur improvements to infrastructure at ports of call.

How to Apply for the Project

- Application as Ports of Call
- Please submit an application form to the TPO Secretariat.
- Contact with the TPO Secretariat for the application form.
- Application as Non-ports of Call
- Cities located near the ports of call can submit an application form to the TPO Secretariat.
- Contact with the TPO Secretariat for the application form.

International cruise visitor arrivals in participating cities will increase.

Positive economic benefits will be spread to related industries such as airlines, railways, land transportations, hospitality, etc.

International cruise visitor arrivals in participating cities will increase.

The project will spur improvements to infrastructure at ports of call.
**TPO Overseas Joint Marketing Project**

**Purpose of the Project**
- Provide an opportunity to develop tourism products for TPO member cities by holding the TPO Travel Trade program
- Reduce marketing expenses and optimize benefits through cooperation among TPO members
- Promote city brands and tourism resources of member cities
- Strengthen mutual cooperation among the TPO members to advance the tourism industry

**Outline of the Project**
- Programs
  - Host the TPO Travel Trade
  - Support development of tourism products
  - Invitation of on-site inspection for developing tourism products
  - Support the development of tourism products such as enhancing cooperation among travel agencies
  - Support the promotion & marketing of tourism products to attract tourists from target markets
  - Invitations of on-site visits to member cities through developed tourism products
- Participants: All of TPO members

**Details of the Project**

**TPO Travel Trade in Target Cities**
- Supports the Development of Tourism Products
- Supports the Promotion & Marketing of Tourism Products
- Supports the development of tourism products for participating travel agencies
- Enhancing cooperation among travel agencies

**Invitation of on-site Inspections for Developing Tourism Products**
- Supporting the development of tourism products
- Operating FAM Trips
- Inspecting the actual tourism capacity

**Participating Tourism Shell**
- Support the Development of Tourism Products
- Inspecting the actual tourism capacity
- Supporting the development of tourism products for participating travel agencies
- Enhancing cooperation among travel agencies

**Expected Benefits**
- Participating cities will have the opportunity to develop new tourism products.
- On-site inspections for developing tourism products will be scheduled for in- or out-bound travel planners after the end of the travel trades.
- The TPO Secretariat will support promotion and marketing activities for tourism products developed through this program.
- The international visitor arrivals in participating cities will increase.
- A total of 1,390 Japanese tourists in 28 groups visited Korean cities that participated in the TPO Travel Trade program held in Tokyo and Osaka in May 2007.
- Since the TPO Travel Trade program was held in Tokyo and Osaka May 2008, many Japanese tourists have been visiting participating Korean cities.
- The project will spur improvements to the infrastructure construction in member cities through on-site inspections.

**Progress of the Project**
- May 2008: Held the “TPO Travel Trade 2008 - Japan” in Tokyo, Japan
- Jul 2008: Supported field works of travel agencies for developing Korea travelling products
- Mar 2009: Held the “TPO Travel Trade 2009 - China” in Guangzhou and participated in the Guangzhou International Travel Fair
- May 2009: Participated in the North China Travel Fair in Yantai, China
- Jun 2009: Support field works of travel agencies for developing travelling products
- Nov 2009: To hold the “TPO Travel Trade 2009 - Korea” in Seoul, Korea
- Dec 2009: To support field works of travel agencies for developing travelling products
- To jointly participate in member cities’ travel fairs
- Busan International Travel Fair, Busan (Sept 2009)
- International Travel Expo, Ho Chi Minh City (Oct 2009)

**Student Travel Exchange Program**

**Purpose of the Project**
- To create a platform on which schools recommended by city governments can exchange student tour groups with each other
- To support student travel exchanges by systemizing cooperation among tourism authorities of member cities, schools, and travel businesses
- To provide students with the opportunity to deepen their understanding of the history and culture of the Asia-Pacific region, and to create a greater tourism demand for TPO member cities.

**Outline of the Project**
- Participants: TPO member city governments
- Educational institutions in the TPO member cities
- Direction of Implementation:
  - To enhance educational factors that differentiate the program from general tour programs
  - To strengthen cooperation between member cities and ensure security and price competitiveness

**Steps of Implementation:**
1) Recruit participating cities and educational institutions
2) Host a STEP Forum and create a STEP Steering Committee
3) Create a “STEP Team” in the TPO Secretariat for development and promotion of visiting exchange programs
4) Implement pilot programs in which 100 student groups will visit member cities. This is to be conducted twice in 2009.
5) Evaluate the process of implementation after completing the pilot program
6) Operate regular exchange programs after modifying and supplementing pilot programs

**Details of the Project**

**Organizations**
- Steering Committee: Consists of tourism officials and school representatives that will develop exchange programs and coordinate joint activities between participating members.
- STEP Team: To be set up in the TPO Secretariat. This will require temporary staffing.

**Action Plans**
- Membership Recruitment: Initial goal of 100 schools from 20 member cities
- STEP Forum: Tourism officials and representatives from participating schools will attend the Forum and form a Steering Committee.
- STEP Official Website: STEP Team establishes a website in four languages: Korean, English, Japanese, and Chinese. The site will introduce programs and explain how to apply for participation.
- Development of Visiting Exchange Program: Many more educational programs will need to be developed than is typical of usual school excursions. They will fall under two categories. The general category will include historic & cultural programs, a volunteer program and friendship exchange program. The special category will focus on each city’s unique characteristics.
- Pilot Program: The steering committee will decide details of the pilot program. Then 100 exchange students will participate twice during 2009.
### Expected Benefits

- The number of in-bound travelers will continually grow in the member cities.
- Tourism-related businesses in member cities will make more profits.
- The project will strengthen exchange among students and teachers of member cities.
- It will provide students with educational opportunities to learn cultural and social diversity of member cities.
- Increased traffic of students and teachers will cement the friendship among member cities.
- The image of a tourist-friendly city as well as attractiveness of tourist spots of member cities will be publicized worldwide.

### How to Apply for the Project

- Please submit an application form to the TPO Secretariat.
- Contact with the TPO Secretariat for the application form.

### Roles of Participating Parties

#### City governments:
- The government of participating cities will submit information of tourist attractions to the Secretariat, and recommend at least 20 member stores.

#### TTC Project Team:
- The TTC Project Team of the TPO Secretariat will establish and manage the website of the project, recruit and manage TTC users, manage member stores, and perform marketing activities.

#### Member stores:
- The member stores will submit information of the stores and TTC users.

### TPO Traveler Card Project

#### Purpose of the Project

- As the number of foreign independent travelers has been growing rapidly in the Asia Pacific countries, it is necessary to begin with a project to attract more of them to our member cities.
- To cope with the increase of the travelers who use internet to acquire their tourist information, it is necessary for our member cities to strengthen internet-based destination marketing.
- The TPO Traveler Card Project is proposed to cope with the above two trends in the tourism market.

#### Outline of the Project

- To issue the TPO Traveler Card (TTC) to travelers who register as TTC users at the internet homepage of the TTC project.
- The TTC is not a plastic card but an electronic photograph of a card, which can be viewed on a computer monitor and printed with a printer at home. It will be delivered to registered travelers by e-mail.
- Travelers will print a TTC, which they receive by e-mail, in person and present it at a member store located in their visiting cities so that they can get a special discount.
- The internet homepage of the TTC project will not only provide travelers with a TTC but also with detailed information of member stores and tourism resources of the cities that participate in the project.
- When an appropriate number of travelers and stores are obtained as a member, the project will advance to the next stage to issue plastic cards in partnership with private companies.

#### Details of the Project

- Establishment of an Internet Website
- To provide information of tourism resources of participating cities
- To provide information of TTC member stores of participating cities
- To provide videos of tourist spots of participating cities on demand

(i.e. VOD service)
- To provide tourist maps of participating cities
- To issue TTC Traveler Cards
- Recruitment and Management of TTC Member Stores
- To recruit member stores in the participating cities
- To issue a certification of the member store
- To make and distribute a member store sign
- To manage the information of member stores
- Recruitment and Management of the TTC Users
- To recruit TTC users (i.e. registered travelers)
- To manage information of TTC users
- To publish a website for TTC users
- To manage statistics of usage of TTC
- Marketing and Promotion
- To put advertisements in internet portal sites
- To put advertisements in magazines and printed media
- To host various promotional events

#### Progress of the Project

- Aug 2007: Re-designated as an official joint project in the 3rd General Assembly
- Jan~Sep 2008: Performed field researches of market environment of the project, and made an implementation plan
- Oct 2008: Held a meeting for discuss the plan for STEP during the TPO Forum 2008
- Jan 2009: Modified the plan according to the result of the discussion
- Jan 2009: Published a project brochure
- Feb 2009: Beginning of application for participation
- Deadline of application was delayed at the request of member cities for additional discussion.
- May~Jun 2009: To negotiate with private companies for partnership
- Jun 2009: To hold a meeting of city members interested in the card project and finalize the list of participating cities
- Jun 2009: To select a private company as a project partner and begin with details of the project

#### Expected Benefits

- The number of inbound foreign independent travelers will continually grow in the member cities.
- Tourism-related businesses of member cities will make more profits.
- Tourist spots of the member cities will be effectively promoted by on-line and off-line activities.
- Information of tourism resource and tourist service will be accumulated and exchanged among member cities.
- The cooperation between local governments and private companies will be enhanced to a high degree.

#### How to Join the Project

- Please submit an application form to the TPO Secretariat.
- Contact with the TPO Secretariat for the application form.
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 64 city governments and 39 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 Exchange Program among its member cities
- Providing TPO Traveler Cards, discount available in its member cities

TPO - the Information Centre
- Operating TPO official website in 4 languages (English, Korean, Japanese, 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 as occasions demand
- Quality education for tourism professionals and governmental officers with destination stewardship

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

TPO Members
64 city members, 39 industry members

City Member

- China
  - Chengdu
  - Dalian
  - Guangzhou
  - Hangzhou
  - Qingdao
  - Shanghai
  - Shenyang
  - Suzhou
  - Taiyuan
  - Tianjin
- Korea
  - Andong
  - Buyeo
  - Changwon
  - Cheongdo
  - Daegu
  - Dongduchen
  - Daejeon
  - Gimhae
  - Gyeongju
  - Gongju
  - Gwangju
  - Gimhae
  - Gyongsan
  - Hadong
  - Iksan
  - Incheon
  - Jeju
  - Jeonju
  - Jeonju
  - Jinju
  - Kangwon
  - Kunsan
- Japan
  - Fukuoka
  - Kagoshima
  - Kitakyushu
  - Kumamoto
  - Miyazaki
  - Nagasaki
- Russia
  - Vladivostok
- Vietnam
  - Danang
  - Hai Phong
  - Hanoi
- Malaysia
  - George Town
  - Ipoh
  - Kota Kinabalu
  - Melaka
- Indonesia
  - Jakarta
  - Surabaya
  - Yogjakarta
- Thailand
  - Bangkok
  - Chiang Mai
  - Hua Hin
  - Huai Khuang
  - Pattaya
  - Phuket
  - Surat Thani
- Philippines
  - Manila
- Taiwan
  - Taipai
- Ukraine
  - Kiev
- U.S.A
  - Chicago
  - Las Vegas
  - Miami
- Vietnam
  - Hanoi
  - Ho Chi Minh
  - Haiphong
- China
  - Beijing
  - Shanghai
  - Hangzhou
  - Guangzhou
  - Hangzhou
  - Qingdao
  - Sanya
  - Shenyang
  - Suzhou
  - Tianjin
- Malaysia
  - Kuala Lumpur
  - Penang
- Indonesia
  - Jakarta
  - Surabaya
  - Yogyakarta
- Thailand
  - Bangkok
  - Chiang Mai
  - Hua Hin
  - Huai Khuang
  - Pattaya
  - Phuket
  - Surat Thani
- Philippines
  - Manila
- Taiwan
  - Taipai
- Ukraine
  - Kiev
- U.S.A
  - Chicago
  - Las Vegas
  - Miami