Korean Air’s A380 provides you with:

1.3 times the space

Duty Free

Showcase offers onboard shopping for luxury items.

While cocktails are served in spacious lounges and

bars

Prestige Sleeper Seats comprise the entire upper deck.

comfort

providing greater

There’s more to our A380 than meets the eye

Korean Air’s A380 has the finest seats to give you 1.3 times the normal space for a more comfortable flight experience. While on board, unwind at our Duty Free Showcase, lounges and bars, or simply relax in our upper deck devoted to just 94 Prestige Sleeper Seats. Less crowding also means a lighter plane and cleaner skies through which to fly in comfort and luxury.

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TOURISM SCOPE

THE OFFICIAL MAGAZINE OF THE TOURISM PROMOTION ORGANIZATION FOR ASIA PACIFIC CITIES

CHINA | DALIAN
KOREA | YEONGJU
CHINA | TIANJIN
KOREA | GUNSAN

Volume 21
2012

Youhao Square, Dalian
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 68 city members and 32 industry 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.
Destination Guide

Dalian

PORT CITY HIDDEN IN THE CONTINENT
Soccer, fashion and women. Those are words searched with the keyword, Dalian. The close but strange city is just the hometown of the pro soccer team where Korean player Jung-Hwan Ahn belongs to, the city of latest fashion trend or the hometown of a glamour girl. Going back in time, Dalian is the address of the Lushun Prison where the independent movement activist Jung-Geun Ahn was jailed. We started journey to Dalian without any information. Located at the southern part of the Liaoning Peninsular, Dalian is still China but is far from it at the same time. We went there with three words, soccer, fashion and women. The land was vast and the population was huge.

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Kyushu and Oita, Osen and Kyushu. It is true that Kyushu Island is just considered as an Osen town in the close but distant nation, Japan. Indeed, Kyushu Island has many tourism spots famous for Osen including Beppu, Yufuin and Oita and is good for travel in cold days as it has a warm temperature. However, looking closely, Kyushu has many things to enjoy other than Osen and foods and culture are different from those of the main Island. Other than famous tourist destinations such as Kitakyushu, Hakata and Fukuoka, the southern part has the cities with long history and tradition. Onsens in the eastern part have different colors due to the concentration of sulfur and different efficacies. One of the Osen towns in Oita City where Oita Province Office is located at the northeastern part of Kyushu. Oita has the largest yield of hot spring in Japan along with the attractive natural environment. Oita City has 350 places where you can enjoy hot spring. You can easily find Osen near your hotel as the city has abundant yield of water. And the water in Oita gives different feeling from other regions as its high concentration of sulfur makes the water have dark brown color and slippery texture. And each Osen has different effect. Among them, Tsukano Osen famous for its long history is good for gastrointestinal disorders. Drinking the Osen rich in carbon dioxide, sodium and hydrocarbon with water and forest? Traveling around Kyushu starting with Oita will make you different experience in Japan.

The Hidden Onsen Village Oita

Other than famous tourist destinations such as Kitakyushu, Hakata and Fukuoka, the southern part has the cities with long history and tradition. Onsens in the eastern part have different colors due to the concentration of sulfur and different efficacies. One of the Osen towns in Oita City where Oita Province Office is located at the northeastern part of Kyushu.

Ipoh, Malaysia

One of the oldest cities in Malaysia, Ipoh has grown into one of the four largest cities along with the main industry and the advantage of being the transportation center connecting large cities. Various cityscape created by various ethnicities including Malaysian, Chinese, Indian and Portuguese, and beautiful nature makes Ipoh from just a passing transportation center to a must-visit tourist destination.

Oita City has 170 places where you can enjoy hot spring. You can easily find Osen near your hotel as the city has abundant yield of water. And the water in Oita gives different feeling from other regions as its high concentration of sulfur makes the water have dark brown color and slippery texture. And each Osen has different effect. Among them, Tsukano Osen famous for its long history is good for gastrointestinal disorders. Drinking the Osen rich in carbon dioxide, sodium and hydrocarbon with water and forest? Traveling around Kyushu starting with Oita will make you different experience in Japan.

Ipoh is literally the Onsen Paradise as you can enjoy quality Osen anywhere in the city. Oita City has experienced a drastic development in the 1990s. It was a small city with the population of only 100,000 after the war ends. However, Oita was benefited from the rapid economic development of Japan in the 1960s. The small village blessed with pristine nature grew after the modernization. The city executed the industrial promotion strategy. Being designated as a new industrial city, Oita became the representative industrial city in Kyushu Island. In 1963, the population of Oita City doubled to 210,000 in 10 years. The current population is 470,000 and the land area is 50,924, a bit smaller than Seoul. Natural environment and modern culture well harmonize in Oita. Every fall, the city boasts beautiful landscape with autumn leaves as it has dense forest other than Osen. Festivals around the village heightened the festive mood in summer and fall. In addition, the city is famous for the best shitake mushroom, which takes up 20% of the domestic production. Kyushu is exciting for Hakata and Kitakyushu. Traveling around the main island is enough. However, Oita, located at the northeastern part of Kyushu, is a must-visit for its natural environment, civilization, culture, festival and Osen. Here are tips for traveling Oita which is abundant with water and forest? Traveling around Kyushu starting with Oita will make you different experience in Japan.

Ipoh is the Onsen Paradise as you can enjoy quality Osen anywhere in the city. Oita City has experienced a drastic development in the 1990s. It was a small city with the population of only 100,000 after the war ends. However, Oita was benefited from the rapid economic development of Japan in the 1960s. The small village blessed with pristine nature grew after the modernization. The city executed the industrial promotion strategy. Being designated as a new industrial city, Oita became the representative industrial city in Kyushu Island. In 1963, the population of Oita City doubled to 210,000 in 10 years. The current population is 470,000 and the land area is 50,924, a bit smaller than Seoul. Natural environment and modern culture well harmonize in Oita. Every fall, the city boasts beautiful landscape with autumn leaves as it has dense forest other than Osen. Festivals around the village heightened the festive mood in summer and fall. In addition, the city is famous for the best shitake mushroom, which takes up 20% of the domestic production. Kyushu is exciting for Hakata and Kitakyushu. Traveling around the main island is enough. However, Oita, located at the northeastern part of Kyushu, is a must-visit for its natural environment, civilization, culture, festival and Osen. Here are tips for traveling Oita which is abundant with water and forest? Traveling around Kyushu starting with Oita will make you different experience in Japan.
Can you introduce about AirAsia X to us? AirAsia X is an airline focused on providing affordable lowest-fares for long-haul routes, under the AirAsia brand. We are a global pioneeer in low-cost long-haul aviation, using widebody aircraft (Airbus A330-300) to fly to routes from over 4 hours to 12 hours distance. We connect Southeast Asia, through our hub in Kuala Lumpur, Malaysia to a global network of long-haul distances across Korea, Japan, China, Chinese Taipei, Australia and New Zealand, Iran and Europe. Azran Osman-Rani, the CEO of AirAsia X, has played a key role for this success.

What are the important projects in progress? Please describe your plan for the project in detail. There are many but the most important strategic initiative for us is to keep maintaining our strong on-time performance and safety/ reliability track record. This is an area where we do not compromise, and we expect to be among the world’s best airlines for reliability. We invest in state-of-the-art predictive engineering systems and tools, and invest significantly to offer our pilots and engineers the best training programs.

AirAsia X visits a variety of cities. Please mention your marketing strategies by city. The most important marketing principle in every city is to be locally relevant and to be consistently present, especially in the digital space. This means offering local language content and continuously having our brand present in consumer media and having on-going promotions and contests to increase awareness and the appeal of destinations that we offer to our target customers.

As a young CEO, you may be short of free time. However, you are good at Frisbee, surfing, snowboard and marathon. What makes all these possible? Waking up early in the morning!

What are your business plan for 2012 and long-term goal? Keep achieving world’s best standards in cost-efficiency, on-time reliability and safety, and customer convenience and comfort. As a young CEO, you may be short of free time. However, you are good at Frisbee, surfing, snowboard and marathon. What makes all these possible? Waking up early in the morning!

Wang Li Hua

This company was founded in 1989 based on the proposal by China National Tourism Organization. With a great pride such as ‘One of top 10 travel agencies in China’ and ‘One of top 10 travel agencies in Dalian City’, it has become a respected and reliable travel agency in China. Based on exquisite services and a variety of travel products, Dalian Gulian International Travel Agency is still evolving.

What is the best-selling tour product in your country? What are your recommendations towards future tourists? South Korea, Taiwan, Japan, Hong Kong and Macao. We like to recommend a free travel tour to South Korea, or a romantic tour to Bali. For future tourists, there is good news to announce. The company is planning a direct charter flight to Bali.

In your opinion, which factors distinct your company from other travel agencies? Why do tourists select your company? Gulian never takes the same road. Persisting in its innovative strategies, Gulian has been in the long held principle of Gulian. High-quality service, high-quality staff, the most reasonable travel routes, the most favorable price makes Gulian the leader agency in the tourism industry. By choosing Gulian, we assure customers of its services.

Please tell us about your company’s marketing strategy, planned activities and goals in 2012. Our goal is to enlarge international charter flights, and promote outbound tour products into the market.
A Smart Travel in the Crisis

The 5th TPO General Assembly talks about how to manage crises in tourism

OPENING CEREMONIES

The Furama hotel lobby was crowded with people from early morning of September 5. Representatives of the member cities met at the network meeting held on September 4, a day before TPO’s program. Their faces glowed with excitement as the official opening was near. Haibin Huang from TPO hosted the opening ceremony and the promotional video of Dalian was played. Dalian is the gateway of the southeastern part of China and the cultural city created by Han Chinese and minority groups. The video introduced many things about Dalian that were not well known. After the video introduction, Li Wencui, the Mayor of Dalian, greeted visitors by saying “Tourism is the fastest growing industry in the 21st century and Dalian is one of the most important tourist destinations in the Asia-Pacific region.” It was followed by the congratulatory remark by Xu Jing, UNWTO Regional Director for Asia Pacific Cities. He said that “The center of the tourism market is moving to the Asia Pacific Region.” The session was opened by MCM Group Holdings CEO Manuel C. Menendez and case study presentations were well presented. The Japanese tourism industry which is already suffering from earthquakes and high exchange rate of yen showed its dedication to saving itself. The Japanese tourist cities presented their cases and development directions to promote a better tourism in the Asia Pacific regions.

JAPANESE TOURIST CITIES PRESENTATION

The Japanese Tourist Cities Presentation started at noon along with the luncheon. Kagoshima, Kumamoto and Fukuoka participated in the presentation held at the reception hall on the 2nd floor of the Furama Hotel West Wing. Before the presentation of these three cities, Vice Mayor of Fukuoka, Yamazaki Motoki encouraged the slightly decreased number of Chinese tourists to Japan by adding that “the number of Chinese tourists decreased sharply after the earthquake on March 11. But the Kyushu Shinkansen which was newly opened on March enables traveling between major cities in about 2 hours. I personally recommend the tour package including three cities Fukuoka, Kagoshima and Kumamoto.” During the presentation, Chinese traditional food was served and the audience stood up to show their interest in the presentation. Various festivals, shopping streets comparable to Tokyo, four different landscapes by season, seafood and the advantages of each city were well presented. The Japanese tourist cities which are already suffering from earthquake and high exchange rate of yen showed its dedication to saving itself.

MAYORS’ ROUNDTABLE DISCUSSION

After the opening speeches of TPO member cities, a meeting at the main venue, TianBoFu Ballroom. As one of the most important events in the General Assembly, two themes ‘member cities cooperation on crisis management’ and ‘measures to increase exchange among TPO member cities’ were discussed. Secretary General of TPO, Hea-Myeung Jo, opened the discussion by introducing the participants. Mayors from 11 member cities including Dalian, Guangzhou, Busan, Fukuoka, Jakarta, Ipoh, Busan, Iksan, Incheon, Kuala Lumpur, Kota Kinabalu, and Sanya of China, Malaysia and Jakarta of Indonesia made a presentation about their cases and plans, respectively.

MEMBER SESSION 1: CASE STUDY PRESENTATION BY TPO MEMBERS

This session was about sharing various tourism strategy patterns focusing on the cause and effects of successful tourism promotion. The session was opened by MCM Group Holdings CEO Manuel C. Menendez and case study presentations of the nine member cities continued. He emphasized on the importance of tourism in the 21st century by saying “Economy and tourism have close relations. Not only developing countries, but also advanced countries are dedicated to the tourism industry.” The case study presentations were very meaningful as member cities were able to learn more about each other. Representative of Dalian introduced their measures to boost the stagnating tourism industry due to financial crisis. Sanya of China, Iksan, Guusan and Incheon of Korea made presentations and then Perang, Kota Kinabalu, Ipoh of Malaysia and Jakarta of Indonesia made a presentation about their cases and plans, respectively.

MEMBER SESSION 2: TPO WORKSHOP

At the second member session, various ways in promoting TPO businesses were discussed. The CEO of the MCM Group Holdings Manual C. Menendez declared the opening of the session and the workshop was composed of 20-minute plenary session, 90-minute group discussion and 20-minute closing session. The mainly discussed agenda in the workshop was about finding ways to promote joint projects. Ongoing projects such as Overseas Joint Marketing Project, Student Travel Exchange Program (STEP) and Travel Agency Networking Project were reviewed. Priority among joint projects and new projects in the future were also discussed. The 10 core projects, Bright Vision 2020 plan grabbed participants’ attention. It includes Enlarging the Membership (Big Body), Establishing a tourism development cooperation fund and Building business cooperation network (Real Power), Building a database of tourism industry information and Researching the tourism market (Infinite Intelligence), Overseas joint marketing and E-marketing development (Gainful Marketing). Operating TPO Tourism School (Lighting Education) and Developing joint projects and proposing a Visit Member (City Year) (Tangible Cooperation). The BRIGHT vision 2020 plan which was named after their first letters reflects that the future tourism industry is not simply about promotion and product development but a complex industry of statistics, exchanges and marketing. The plan was introduced in the plenary session and the group discussions were discussed. In-depth at the group discussion, which was divided into English-Korean group and Chinese-Japanese group.
SPECIAL SESSION FOR TPO TRAVEL AGENCY NETWORK

On September 5th, when the official schedule of the General Assembly began, meetings were held one after another and discussions were concurrently held at two or three different venues with different topics. Then from 2 o’clock after the luncheon, TPO Mayors’ Roundtable Discussion was held at TianBoFu Ballroom, the Member Session 2: TPO Workshop was held at Conference Room and Special Session, for TPO Travel Agency Network was held at the Rose Grill Room. 12 representatives of the 10 travel agencies participated in the discussion of future businesses. The session opened with the discussion on how to cooperate among travel agencies to create potential market while preparing against the crisis in tourism industry. The representatives of participating travel agencies discussed on operating charter flights between Dalian and Busan from October and between cities that have no direct flights from this winter.

In the afternoon, Executive Committee Members discussed the operation of the organization at the 19th Executive Committee Meeting. Deputy Director General of Tourism Administration of Guangzhou, Mr. Li Zhiqin, Director General Culture, Sports & Tourism Bureau of Busan, Mr. Kuk-Joon Lee, Executive Director Convention & Visitors Department of Fukuoka, Mr. Tetsuro Fuchikami, Vice Executive Director of Tourism & Culture Office of Jakarta, Ms. Titia Budisti, Head of International Relations and Tourism Department of Vladivostok, Mr. Saprykin Vladimir, Director of Culture, Sports and Tourism of Ho Chi Minh, Mr. Nguyen Thanh Ram, Director of Sanya Tourism Development Commission of Sanya, Ms. Du Li-Yin, Chief of Korean Tourism Resource Division of Jeonju, Mr. Young Ho Cho, Chief of Tourism Promotion Section of Kagoshima, Mr. Takashi Kakimoto, and CEO of MOM Group Holdings of Honolulu, Mr. Manuel C. Merendes discussed many significant issues concerning the operation of TPO and activity plan for 2012. The first agenda was about new membership. The discussion had been made about approval of Taichung city and Dalian Gulian International Travel Agency that have applied to become a new member. As a result, Taichung and Dalian Gulian International Travel Agency became new members by unanimous consent. The revision of the TPO statues was discussed and followed a procedure of confirming the decision made at the 18th meeting about abolishing the vice president position and having no more than 5 co-president cities. Busan and Daejeon (Korea) and Sanya (China) have been nominated as co-president cities.

THE 19TH EXECUTIVE COMMITTEE MEETING

In the afternoon, Executive Committee Members discussed the operation of the organization at the 19th Executive Committee Meeting. Deputy Director General of Tourism Administration of Guangzhou, Mr. Li Zhiqin, Director General Culture, Sports & Tourism Bureau of Busan, Mr. Kuk-Joon Lee, Executive Director Convention & Visitors Department of Fukuoka, Mr. Tetsuro Fuchikami, Vice Executive Director of Tourism & Culture Office of Jakarta, Ms. Titia Budisti, Head of International Relations and Tourism Department of Vladivostok, Mr. Saprykin Vladimir, Director of Culture, Sports and Tourism of Ho Chi Minh, Mr. Nguyen Thanh Ram, Director of Sanya Tourism Development Commission of Sanya, Ms. Du Li-Yin, Chief of Korean Tourism Resource Division of Jeonju, Mr. Young Ho Cho, Chief of Tourism Promotion Section of Kagoshima, Mr. Takashi Kakimoto, and CEO of MOM Group Holdings of Honolulu, Mr. Manuel C. Merendes discussed many significant issues concerning the operation of TPO and activity plan for 2012. The first agenda was about new membership. The discussion had been made about approval of Taichung city and Dalian Gulian International Travel Agency that have applied to become a new member. As a result, Taichung and Dalian Gulian International Travel Agency became new members by unanimous consent. The revision of the TPO statues was discussed and followed a procedure of confirming the decision made at the 18th meeting about abolishing the vice president position and having no more than 5 co-president cities. Busan and Daejeon (Korea) and Sanya (China) have been nominated as co-president cities.

SEMINAR ON CRISIS MANAGEMENT

March 11, this year, the earthquake not only hit Japan but also the world tourism industry. The number of tourists to Japan sharply decreased and travel agencies specializing in Japan tours are in crisis. Natural disaster is one of the biggest risk factors in tourism industry along with economic depression. At the Seminar on Crisis Management held in the morning of September 6th, participants had chance to learn how to cope with the problem in crisis management. 60 representative from 30 member cities participated in the seminar and the in-depth presentations have been made by the experts and quality speakers from leading organization. Deputy Governor of the Tourism Authority of Thailand (TAT) Mr. Sansern Nguarangsri made a presentation about several natural crisis happened in Thailand and things to learn from the Thailand government’s response to natural disasters. Founder and President of the Tourism & More Dr. Peter E. Tarlow suggested solutions to prevent crisis in advance and minimize damage after the crisis. The ways to respond to the media in case of natural disaster were discussed. Executive Editor of the Travel Impact Newswire Mr. Imtiaz Munib emphasized the importance of cooperation with the media in times of tourism crisis. The case of Phuket which was damaged by tsunami in 2004 was mentioned. Former President and Honorary Advisor of Thai Hotels Association, Mr. Methee Tannanatragul provided specific explanation about the situation and the cooperation between the government and the private organization. Natural disaster might be the biggest enemy to the tourism industry. However, it is not the matter people can control. The panel discussion was about how to respond to the unpredictable tourism crisis wisely and sensibly.

TPO GENERAL ASSEMBLY

2ND DAY 6 SEPTEMBER 2011

The main event, General Assembly was held at TianBoFu Ballroom at 2 in the afternoon September 6. With the participation of 39 representatives from 35 member cities, the Secretary General of TPO Hwan-Myung Joo opened the session. As the most important session of the assembly, about 150 people attended the meeting and the vibrant discussion was made. Special Assembly of TPO is the supreme decision-making of the TPO. Representatives of each member city and industry member organizations gather every two years to discuss the matters on organization management and future strategies. At the General Assembly, the reports were made on activities of 2010 and 2011, subdivision meetings, TPO Working Level Meeting and TPO Travel Agency Network Meeting. In addition, discussions have been made about the revision of the TPO statues and election of President and Co-President Cities. Guangzhou was elected as the President City and Busan and Daejeon (Korea) and Sanya (China) as the Co-President Cities. The next host city of the TPO General Assembly and joint projects were discussed as well. Among them, the decision about the next host city grabbed the biggest attention. Daejeon, Korea was elected as the next host city of the 6th TPO General Assembly in 2013. Heated discussion on TPO joint projects including student travel exchange project, travel agency network project, project of building tourism statistics database and overseas joint marketing project were mentioned once again. TPO Travel Fair as part of the overseas joint project has been approved as priority project, and project for the cooperation between member cities on crisis management of tourism industry and project for expanding exchanges among member cities have been approved as reserve project as a result of discussion.

FAREWELL RECEPTION & TPO BEST AWARD

People meet and time comes to say goodbye. The representatives of the member cities had a farewell reception at TianBoFu Ballroom at 6. At the beginning of the reception, Vice Mayor of Dalian and Vice Mayor of Guangzhou made a speech about the successful hosting of the 9th TPO General Assembly. After the speech, TPO Best Award was followed. The awards were given to the cities who showed outstanding performance in promoting city tourism including marketing, print advertisement, broadcast advertisement, festival events, etc. The Best Marketing Campaign went to Guangzhou and Yantai, Best Print Advertisement went to Sanya, and Best Broadcast Advertisement went to Andong. After 10 awardees were announced, mayors raised their glasses for a festive mood. The evening along with Chinese traditional food and festive atmosphere brightened with the future of the tourism industry in the Asia Pacific cites. The two days of compact and fruitful General Assembly ended with the speech by the representative of Daejeon, the host city of the 6th General Assembly.
12 – January 2012

**Festival Calendar**

**Ho Chi Minh, Vietnam | Jan. 18 to 28**

**SPRING FLOWERS FESTIVAL**

Venue: Tao Dan Park

The festival is a major tet cultural event for city dwellers, a festive day for flowers from different regions of the country. The flower festival is also a propaganda festival for flowers, fruits, and vegetables from all regions, arranged in a magnificent and imposing manner in the heart of the city.

**Kota Kinabalu, Malaysia | Jan.**

**CHINESE NEW YEAR CARNIVAL**

Venue: 5 Alley, Sanya Street

Kota Kinabalu city will hold this carnival to celebrate the Chinese New Year festival. By taking a stroll along the pedestrian St. Gaya Street, your family and friends can enjoy colorful cultural performances during this festival. And a variety of stalls will sell Chinese New Year goodies as well as other interesting and rare items. It will be good to get a special product as a meaning of a new start.

**Bangkok, Thailand | Jan. 19**

**9th WORLD FILM FESTIVAL OF BANGKOK**

Venue: Paragon Cineplex, Esplanade Cineplex Ratchada

9th World Film Festival of Bangkok is postponed from November 2011 to January 2012 because of the critical situation of flood in Bangkok and central area of Thailand. The objective of the World Film Festival of Bangkok is to introduce well-made, non-mainstream films from all over the world. More than its international films and screened at the festival each year. With over seven years experience, the World Film Festival of Bangkok has now become a significant film festival in Southeast Asia attracting more film industry and media from all over the world. Apart from film screenings, there are film-related talks such as Master Class Workshop and other special events.

**Andong, Korea | Jan.**

**AMANJ FESTIVAL**

Venue: Namhae-mun, Gyeongju, Amant Resort

An exciting ice festival is being held at Amant Resort which is famous for scenic nature and high-quality natural ice conditions. This year, a variety of fun and interesting programs (ice sculpture, ice climbing, ice center, etc.) are planned for children and family tourists. In addition, the famous ice festival will see钾 (Korean hot spring, kite flying, sleighing, etc.), taste the traditional (ice cream, ice pop) and enjoy thrilling events such as skating, bare-handed Samheungmok (ground crab), fishing, winter trout fishing, ice scooter, ski riding, etc.

**Kusadasi, Turkish | Jan. 28 to Feb. 6**

**KADUSHING LANTERN FESTIVAL**

An annual activity held around Lantern Festival, on the 15th day of the 1st lunar month, at the Love River. The festival, giving this festival, Nguyen Hue road will be decorated with a large number of lights, making this area look like a fairyland. The men are divided into the Land Team made up of fishermen who work at sea. Whether the man can lift it over his head. The men are divided into the Land Team made up of fishermen who work at sea. Whether the man who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to lay in the legend of the dragon god (ryujin) offering two balls to Empress Jingu. This is one of the three main festivals throughout Japan. If you come to Osaka, who come to pray for prosperity in their business and buy a "Takamak-No-Tama" (Ball-Catching Festival) to
February 2012

29TH NATIONAL FESTIVAL OF KOTA KINABALU, MALAYSIA | MAR. 29 TO APR. 7
The Kota Kinabalu National Festival is a three-day-long event aimed at promoting and showcasing the rich culture and attraction of Sabah. The festival features cultural, sports, and educational events.

KOTA KINABALU, MALAYSIA | MAR. 29 TO APR. 7
National Festival of Kota Kinabalu

PARAGLIDING ACCURACY WORLD CUP SABAH
The annual Paragliding Accuracy World Cup takes place in Sabah, Malaysia. The event is held in the beautiful Kinabalu Park, offering participants a challenging course.

KOTA KINABALU, MALAYSIA | MAR. 29 TO APR. 7
Paragliding Accuracy World Cup Sabah

SALON DE CHOCOLATE (SHANGHAI)
This event features chocolate products from around the world, along with demonstrations and workshops. Visitors can also enjoy chocolate-themed food and drinks.

SHANGHAI, CHINA | MAR. 29 TO APR. 7
Salon de Chocolate (Shanghai)

SHANGHAI INTERNATIONAL FASHION CULTURE FESTIVAL
The Shanghai International Fashion Culture Festival is a platform for designers and fashion enthusiasts to showcase their work and participate in various fashion-related activities.

SHANGHAI, CHINA | MAR. 15 TO 17
Shanghai International Fashion Culture Festival

CHANGHONG, CHINESE TAPIE | MAR. 2 TO 5
MEGAPORT MUSIC FESTIVAL
The Megaport Music Festival is a music event held in Changhong, China. It features various genres of music, including rock, pop, and electronic.

CHANGHONG, CHINESE TAPIE | MAR. 2 TO 5
Megaport Music Festival

FEBRUARY 2012

Incheon, Korea | Feb 2
Jeongwha Daeboreum Traditional Folk Game Festival

February 15

Venice, Italy | Feb 15
Two choirs, as was the practice in Venice of the early 17th century, will perform a selection of Baroque and Classical music at Santa Maria della Salute.

February 16

Amsterdam, Netherlands | Feb 16
The Concertgebouw Orchestra and Choir will perform a program of Brahms’s Symphony No. 4 and Schumann’s Symphony No. 2.

February 17

Dublin, Ireland | Feb 17
The Dublin Symphony Orchestra will present a program of Beethoven’s Symphony No. 9 and Mozart’s Symphony No. 41.

February 18

San Francisco, USA | Feb 18
The San Francisco Symphony Orchestra will perform a program of Tchaikovsky’s Symphony No. 6 and Prokofiev’s Symphony No. 1.

February 19

Tokyo, Japan | Feb 19
The Tokyo Symphony Orchestra will perform a program of Beethoven’s Symphony No. 5 and Brahms’s Symphony No. 4.

February 20

Los Angeles, USA | Feb 20
The Los Angeles Philharmonic will perform a program of Mahler’s Symphony No. 4 and Schubert’s Symphony No. 8.

February 21

New York, USA | Feb 21
The New York Philharmonic will perform a program of Brahms’s Symphony No. 2 and Sibelius’s Symphony No. 2.

February 22

Chicago, USA | Feb 22
The Chicago Symphony Orchestra will perform a program of Stravinsky’s Symphony in C and Shostakovich’s Symphony No. 5.

February 23

London, UK | Feb 23
The London Symphony Orchestra will perform a program of Mahler’s Symphony No. 3 and Beethoven’s Symphony No. 9.

February 24

Berlin, Germany | Feb 24
The Berlin Philharmonic will perform a program of Bruckner’s Symphony No. 5 and Tchaikovsky’s Symphony No. 4.

February 25

Paris, France | Feb 25
The Orchestre National de la Maternité will perform a program of Ravel’s Boléro and Stravinsky’s Pulcinella Suite.

February 26

Rome, Italy | Feb 26
The Orchestra della RAI will perform a program of Mozart’s Symphony No. 41 and Beethoven’s Symphony No. 3.

February 27

Vienna, Austria | Feb 27
The Vienna Philharmonic will perform a program of Mahler’s Symphony No. 5 and Bruckner’s Symphony No. 7.

February 28

Salzburg, Austria | Feb 28
The Salzburg Festival Orchestra will perform a program of Beethoven’s Symphony No. 5 and Brahms’s Symphony No. 4.

February 29

New York, USA | Feb 29
The New York Philharmonic will perform a program of Mahler’s Symphony No. 1 and Beethoven’s Symphony No. 9.
It’s been a year since you were inaugurated as the mayor of Daejeon City. You were re-elected as the Mayor of Daejeon City for three times in a row. It appears that ‘Daejeon as a Tourist City’ is the ultimate goal of Daejeon. Would you please give us an overview of the current status of Daejeon’s tourism industry.

Daejeon is a distinguished tourist city. It has the population of 1.5 million providing comfortable residence condition encouraged by the richness in culture, engagement in education program, administrative support system and strength in scientific technology. Surrounded by four mountains, Daejeon places cluster of research park, venture enterprise, and sufficient tourism infrastructure such as convention center, hotels and performance halls. There are 50 tourist sites under the themes of science, culture, and nature, and we host about sixteen festivals every year offering abundant tourism resources to enjoy.

The City of Daejeon is not a well known tourist destination. What is the charm of Daejeon as a tourist city? "Please explain to us the reasons why we must head to Daejeon.

We have Citizen’s Observatory, Geological Museum, the first of its kind to study displays of geological specimens, Currency Museum which offers the world history of currency and its impact to the economy, and a Science Park from Expo in 1993. There are Ppuri Park with the theme of fox, meaning respect to parent, and a genealogy museum tracing the family tree. O-world, the largest zoo in central Korea consisting ‘Zoo Land’, ‘Flower Land’ and ‘Joy Land’ also offers many interesting attractions and recreational activities to enjoy.

Please name five tourist destinations you strongly recommend to foreign tourists visiting Daejeon. What has made you choose these spots?

I would pick Daejeon Mount Doo-le Forest Walk, Mount Gyejoksan’s Forest Walks, Ppuri Park, Hanbat Arboretum, and O-world as our representative tourist attractions. Daejeon is raising its reputation as a city with many remarkable festivals. We are hosting series of festivals in variety of themes such as Gyejoksan Barefoot Forest Festival reflecting the well-being culture, Dicu Festival under the theme of comic animation, Science Festival, Hyo Ppuri Cultural Festival, Hot-air Balloon and Eco-Science Festival. Especially, Daejeon expects to host an internationally recognized food festiva in the following October which is designed to promote Korean food and wine to the world. I strongly advise member cities to participate in these exciting festivals which have already gathered large interest home and abroad. I expect that this event will lead the wine industry of Korea and to greatly contribute to the globalization of Korean traditional cuisine.

At the 5th TPO General Assembly which was held at Dalian in September, Daejeon was elected as the Co-President City along with Busan and Sanya. Would you like to say few words on being elected and any project plans you have in mind to jointly promote with TPO?

I am very happy to be elected as the Co-President of TPO, and at the same time I also have a tremendous responsibility. I would like to work on promoting development of joint tourism products and marketing projects by connecting member cities’ tourism resources such as their beautiful natural environments, history and culture to bring benefits to the city and industry members of TPO.

Daejeon was selected as the next host city of the General Assembly at the 5th TPO General Assembly. The year 2033 seems to be a meaningful year with the 20th anniversary of Daejeon Expo and the hosting of TPO General Assembly. Please share with us your goal and plan for the successful hosting of these international events.

Through the experience of successfully hosting international events such as the 1993 Daejeon Expo, 2002 World Cup, and the 64th IAC 2009 Daejeon, the city is well equipped with urban infrastructure. By holding various programs such as cultural performance, event, exhibition, and tour courses during the 6th TPO General Assembly, Daejeon will attract mass participation and strengthened exchange and cooperation among the member cities. I will do my utmost in contributing to the revitalization of tourism in the Asia Pacific region.

You are an enliven poet with having published many collections of poems in the quarterly poetry magazine “Poems and Spirit”. Do you write often? How does writing poems affect your roles on municipal administration?

I used to write more poems before my inauguration. But after taking the office, it is not easy to write due to busy schedule. However, I write during weekends or in the early morning hours so that I could prevent from losing the taste for poetry. The similarity between the composition of poetry and administration works is that you should never neglect the little things. Winston Churchill once said that he gets political inspiration through drawing. Likely, my mind instinctively turns to hear the voice of the citizens while writing poems.

What are the goals of tourism industry in 2012 including the second half of 2012? And what are your specific activity plans?

I plan to revitalize the fields of green tourism, medical tourism and MICE industry that meets the 21st century paradigm in tourism industry. I will enhance developing Daejeon’s tourism resources such as Gyejoksan Barefoot Fine Walks, Mountain Doo-le Walks, and Daedung Hoban Street into tourism products, and expand tourism infrastructure programs linking with the neighborhood cities. Moreover, Daejeon plans to promote medical tourism by utilizing excellent medical infrastructure and services. We are especially concentrating our marketing efforts targeting Southeast Asia and Mongolia. I plan to link MICE and tourism industry, and execute priority promotion by hosting international conferences and events.

How would you describe Daejeon in a word?

Daejeon is a new hub city. Located in the center of Korea, Daejeon has established convenient transportation system to travel every corner of the country. Daejeon Research and Development Inopolis has been a leading IT, BT, NT industries in Korea for thirty years through accumulation in high technology. Being selected as an international science business belt city where world class researchers develop critical studies and the future growth engines are produced, Daejeon expects to rise as a leading city in the national competency. Overall, it can be said that Daejeon is growing as a new hub city of Korea with its excellence in transportation, science, administration and cultural art.
Soccer, fashion and woman. Those are words searched with the keyword, Dalian. The close but strange city is just the hometown of the pro soccer team where Korean player Jung-Hwan Ahn belonged to, the city of latest fashion trend or the hometown of a glamour girl. Going back in time, Dalian is the address of the Lushun Prison where the independent movement activist Jung-Geun Ahn was jailed. We started journey to Dalian without any information. Located at the southern part of the Liaoning Peninsula, Dalian is still China but is far from it at the same time. We went there with three words, soccer, fashion and women.

PORT CITY
HIDDEN IN THE CONTINENT,
DALIAN
Sneak-peak of Dalian

My voice got louder, eyes flowed and fist tightening. I have a painful memory of China. When I saw the signboard of Dalian I remembered an unpleasing memory at the Beijing Airport 5 years ago. I drank fake Pepsi which had soy-sauce taste and had a meal at the table with three Chinese strangers, and a security lady scanned my butt at the Beijing Airport where I had to wait for 5 hours as my transfer flight was delayed. I felt dizzy due to the memory. And I did ‘hide-and-seek’ with the airport staff when arriving at the Dalian International Airport. A female staff who can’t speak English avoided me. I escaped the airport after three or four times of tussles. She spoke no word until we met a Korean-Chinese guide who was waiting in the car. I was in China, and China time began. Dalian has the population of 6 million and the size of the land is similar to that of Gyeonggi-do, Korea. The shipbuilding industry and the trade are developed in the city, as the gateway of the southeast part of China. After the 1990s, the industrial complex has been established based on IT and software industry, which also houses 100 Korean companies and many Japanese companies. Due to its geographical position, the city has been an important military strategic point and has played a role of protection to Chinese major cities including Beijing and Tianjin. The influence of Russia and Japan through the China-Japan War and Russo-Japan War has been the foundation of the city. European-style buildings around the city, and Nanshan Japanese Cultural Street near Children Park are unexpected landscape in China. Dalian is famous for latest fashion as the gateway to western culture and various games and sports as the base of the Chinese most famous soccer team, Dalian Shide. Dalian is a bit strange city where long history of the continent and dynamic present coexist. Communicating in English is not easy in Dalian. Except for five star hotel employees, people in Dalian barely understand more than hello and thank you. Body language does not work well in Dalian. Dalian people do not try to understand English. After being rejected two times, you might think of the F word naturally. No matter how much you get mad, there is no possibility of fighting as people do not respond. Silence of Dalian which has kept the Chinese capital for hundreds years and suffered invasions from up and down is different from unkindness or arrogance. “History education requires miraculous combination of training about memory and baptism of spirit.” I remembered a phrase I saw at the Lushun Russia-Japan Prison. Poker face of Dalian which has kept the nation and tried hard not to lose their root might be their power to maintain their own time. Picking a fight is of no use. Dalian’s time shows its miracle little by little.

1. Brand-name goods are especially expensive in China. The guard appeared at night might be a warning sign of consumption. 2. History is irony. Bai Yun Tower in Lushun was established to commemorate Japanese soldiers died during the Russo-Japanese War. One of the most popular sky parks in Dalian. 3. Russian Street, 10 minutes away from Renmin Road by car, is crowded with cars from early in the morning. Commuters and tourists create Russian scramble. 4. Movies deceive the reality and the reality hides behind the movies. I met a group of people making a film while taking a walk around the Lushun Prison. 5. Working clothes or white handkerchief cleaned and dried. The white clothes are swinging pleasantly in front of house. Maybe the most silent place in Dalian. Nanshan Japanese Cultural Street is quite good for relaxing. River flows, time passes. That is enough.
Dalian is the city of plaza, 70 small and big plazas create circles around the city. Roads have been constructed around the circles and the city creates rectangular road network. Among them, Xinghai Square, Youhao Square and Xinghai Square are centers of the city.

**Youth Meeting Point Youhao Square**

Another square which was made during the Russian colonial period. It was called as West Square before, but the name changed into Youhao. For commemoration of friendship between China and Russia. Crystal Ball at the center of the square was established when the square was innovated in 1996. The establishment symbolizes various ethnicities and values in Dalian. The square houses many French and Russian-style buildings, restaurants, movie theaters, and shopping malls, attracting many young people.

**Ocean Station Xinghai Square**

The square is located near Xinghai Bay, north to Dalian. Meaning the sea of stars, the center of the square looks like a star. With the land area of 45,000m², it has the biggest scale in the eastern world. It was made to commemorate the return of Hong Kong to China in 1997 and one center of the square is embroidered with the footprints of 1,000 Dalian citizens. The Xinghai Convention and Exhibition Center, luxury restaurants, amusement park, etc. are located around the boundary of the square and the sea is wide-spread on its south.

**Museum of Architecture and Culture, Zhongshan Square**

Russia selected Dalian as a special territory in 1898. The Qing Dynasty leased Dalian to Russia for participating in the China-Japan War. Russian officials of the time established ‘Oriental Paris’ by considering the urban construction structure of Paris. Many orientation were constructed in western style and one of them is Zhongshan Square. It is the oldest square in Dalian as it was established in 1899 and its diameter is almost 200m. The ten roads coming from its center look like a flower. It is also a financial district. Address: Dalian Shi Zhongshan Shi, Dalian Station Square.

**Ocean Convenion Exhibition Hall Zhongshan Square**

The building follows Art Deco Method of Paris, France. The use of geometric straight line and curved line is impressive. It was established in 1956 as Japanese Oriental Development Company Dalian Branch.

**Industrial Commercial Bank of China Dalian Branch**

Zhongshan Square has two branches of Industrial Commercial Bank. (Zhongshan Square and Dalian) Built in 1959 by Japanese, the building was Dalian City Hall at that time.
Dalian had lived in the war between Japan and Russia from the end of 19th century to the beginning of the 20th century. Won in the 1898 China-Japan War, the Qing Dynasty leased Dalian to Russia out of appreciation to Russia’s participation in the war. Won in the Russo-Japan War, Japan colonized Dalian. The Russian-style Street is 20 minutes walk away from the Dalian Station and the village was created when it was leased to Russia. European and Russian-style buildings create a unique landscape. Souvenir shops, schools, hotels and restaurants gather around the street, good enough to spend the half day.

Russian-Style Street in Dalian

Taking a Walk Artistically, Russian Art Exhibition Hall

It is the first art gallery in Dalian, opened in 1997. As the Gothic-style building built in 1902, it was used as a government building during the leftist colonial period. Western works with anti-Chinese contemporary art are exhibited. The Cultural Exhibition Hall is held when visiting for reporting. Located at the southern end of the Rabindranath Tagore Street, the building is now designated as a restoration of protection.

Hours of operation
09:00~16:00
Tel 0411-82540584

A Cup of Tea in the Afternoon, Tianfu Tea

Untraditional tea brand, Tianfu, is known for tea and teacup. In the building, visitors can buy tea and enjoy tea time at the three-aisled building. The price varies from 25 Yuan to 100 Yuan.

Hours of operation
09:00~21:00
Homepage http://www.tenfu.com/en/shop/

Old Legacy, Russian City Hall of Dalian

At the end of the Russian Street, an oval square with a round fountain is in sight. A big old building stands behind of the square. The Russian City Hall of Dalian’s former name when Dalian was leased to Russia. Even though the building was partly renovated as part of the Russian Street renovation project in 1999, the building still looks instable. The restoration is in need. It is the ending point and landmark of the Russian Street.

Japanese Food Added With Chinese Flavor, Ginpei

Naturally the Japanese cultural street has many Japanese restaurants. Among them, Ginpei serves Japanese sashimi and sukiyaki. The food is different from original Japanese and the one in Korea. Sukiyaki which is similar to Korean bulgogi has herb aroma. Fish is relatively fresh. English is not spoken but the restaurant staffs can speak Japanese. The price per person is approximately 50~70 Yuan.

Tel 0411-82657000

Slow Time with Espresso, 2010 Coffee

It is very difficult to find café in Dalian which has only three Starbucks. Tourists go to KFC or McDonalds in despair in the end. 2010 Coffee serves 20 espresso beverages and sandwich and rice served with toppings. The cooking time is quite long. But it is better to visit when you have enough time. When I ordered banana shake, the staff went out and returned with a bag of bananas, returned later. The price per person is 25~30 Yuan and rice with toppings is 30~40 Yuan.

Tel 0411-82825757

Children Park with Green Innocence of Childhood

The park is a good starting point of exploring the Nanhai Japanese Cultural Street. Located at the southeastern part of Jongsan District, pond and wide green make visitors feel pleasant. Established with the theme of children’s education in 1920, the park was the first Japanese cultural street. Reopened in June 2004, the park has been loved by citizens and tourists.
In Dalian, beaches in southern part are booming in summer and golf courses in the southeast and southwest are booming in spring and autumn. They are most popular both among locals and overseas tourists. However, other than water parks and golf courses, there are charming, sometimes absurd, meaningful but sometimes shabby spots for tourist hidden in Dalian. Disappointed or revered, so hot spots in Dalian are here.

**Beijing Opera, Hongji Grand Stage**

Beijing opera is performed at the Hongji Grand Stage. Dalian has three theaters which present Beijing Opera. Hongji Grand Stage is the most popular for its price and the quality of pieces. The building, its purpose of use has changed several times. The theater with 400 seats provide two performances a day. Dalian’s theater company performs, the admission is 30 Yuan and when the Chinese famous performance companies perform the admission is 50~20 Yuan.

**Luxury Shopper’s Heaven, Reimnin Road**

Along with the five star Furama Hotel where North Korean leader Kim Jong-il stays in Dalian, top-notch hotels are lined up at the Reimnin Street. It is the center of Dalian and where consumption level soars up. Brands such as Bally, Just Cavalli, Bang and Olufsen opened at the base. The Dalian Times Square, five minutes’ walk from the hotel, houses luxury brands including Dior, Celine, Prada, Tod’s, Giorgio Armani, Gucci, Boss and Mont Blanc.

**Beethoven Hill**

Beethoven Hill is located 20 minutes drive north from Lushun Bay. There is a tower which is the top of the hill, which can be seen from anywhere in Lushun. It was made by Japanese during the Russo-Japanese War to commemorate the war. For the reason, it looks like a bullet. At the top of the 67-meter high tower observatory, you can see the whole area of Dalian.

**Observedry with Hidden Pain**

Baiyun Hill is located 20 minutes drive north from Lushun Bay. There is a tower at the top of the hill, which can be seen from anywhere in Lushun. It was made by Japanese during the Russo-Japanese War to commemorate the war. For the reason, it looks like a bullet. At the top of the 67-meter high tower observatory, you can see the whole area of Dalian.

**Lushun Russian-Japanese Prison**

The prison was where Korean independence movement activist Jung Hwan Ahn was jailed and is a well-known tourist spot among Koreans. Lushun belongs to Lushun, Dalian in terms of administrative district. It takes 3 hours drive from the downtown Dalian. It was established by Russian in 1902 and used by Japanese after that. The building is composed of red color and black color parts, which shows two different occupations. The black parts were made by Russian and the red parts were expanded by Japan after the Russo-Japanese War. There is no specific exhibition, but the building has been well-preserved. It has been just preserved rather than managed, which makes me feel sorry. But the roses of Sharon blossoming around the prison give a meaningful greeting.

**Water Paradise**

Dalian Lao Hutan Ocean Park

While Sun Asia Ocean World is a ocean theme park in the urban area, Lao Hutan Ocean Park offers many different kind of activities including sea bathing, water show, attraction and boating. Dalian evaluates the grade of tourist attractions and the red parts were expanded by Japan after the Russo-Japanese War. There is no specific exhibition, but the building has been well-preserved. It has been just preserved rather than managed, which makes me feel sorry. But the roses of Sharon blossoming around the prison give a meaningful greeting.

**Club & Bar Dongping Street**

Open shops selling Japanese and European beers gathered around the street. Small pubs and Japanese-style izakaya open after 6 in the evening. Among them, Cheonma is famous for croquette, sashimi salad and seasoned squid and sells Japanese draft beer including Asahi. Bars and clubs in Dalian are mostly big and packed with people, but shops in Dongping are quite and cozy.

**Observatory with Hidden Pain**

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**Hot History, Lushun Russia-Japan Prison**

The prison was where Korean independence movement activist Jung Hwan Ahn was jailed and is a well-known tourist spot among Koreans. Lushun belongs to Lushun, Dalian in terms of administrative district. It takes 3 hours drive from the downtown Dalian. It was established by Russian in 1902 and used by Japanese after that. The building is composed of red color and black color parts, which shows two different occupations. The black parts were made by Russian and the red parts were expanded by Japan after the Russo-Japanese War. There is no specific exhibition, but the building has been well-preserved. It has been just preserved rather than managed, which makes me feel sorry. But the roses of Sharon blossoming around the prison give a meaningful greeting.

**VACATION TO THE WATER IN THE CITY, SUN ASIA OCEAN WORLD**

The water theme park was opened in January, 1994. The ocean aquarium with the 118-meter long water tunnel houses more than 7,000 ocean fauna and flora of 200 species. They include sea, penguin and dolphin. Other than ocean aquarium, Ocean World is equipped with attractions including Viking, Ferris wheel, bumper car and park. The sea spread in front of the Ocean World is good for taking a walk.

**Trace of War, Lushun Dongjiguang Hill**

It is the military fortress made by Russian soldiers during the Russo-Japanese War. Located 20 minute drive away from the downtown Lushun, its air defense artilleries and memorial tower have been preserved along the mountain. It has been said that more than 300 Russian soldiers had lived in 1905 and Japanese construct a tunnel to defeat them. You can feel the urgency of the Russo-Japanese War when having some time to look around. But for uninformed tourists, it could be boring. It is a good place to breathe fresh air and take a rest. There are many Japanese tourists as the history is written by the victors.

**Illegal Kingdom**

Coffee in Dalian tastes plain. Hard to find a starbucks in Dalian for there are only three of them. Ily Cafe is easy to visit as it is located at the center of the Renmin Road. It is on the second floor of the Galeria Fashion Walk. It has a open structure but has cozy atmosphere. It has many expresso variations and bakery menus. Hot Americano is 35 Yuan. You can enjoy better quality coffee than in hotel coffee shop.

**Lushun Dongsiguan Hill**

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**Large Sand Beach of the Continent**

Xinghai Bay Bathing Place

Dalian has four famous beaches. They are Bangchuidao beach from east, Fujiazhuang beach, Jinshtan beach and Xinghai beach at the west. The 800 meter long sand beach is crowded with locals and overseas tourists every summer. The wave is not high so that it is good to enjoy swimming. And the service facilities are good. Above all admission is free of charge.
Dalian does not have proud forest of buildings or beautiful arch leg, but the night market at the backstreet shines the most in the city. On one side is lined with cart bars and the other side is with street stalls. People wheels and farming sound of car's maker sky and ground. Several nights at Dalian. That was the landscape of market and people.

9 FOODS 9 TASTES

1. After 9, streets of Longquan, Fushou and Xinghe are full of street stalls. People are staggered with high fever and none whether they are sea-sounding to buy or not. Just logic that the pig in white dress is a pickpocket.
2. Fruits, just fruits. Maybe the cleanest thing in Dalian night market.
3. Only a dumb chooses store by menu. All stores sell skewers and beer.
4. A method for making the film of the director Ming-Li W. Initially, time is in her arms.
5. Remarkable story appears. Special tasty Una Dish L, which literally suppresses hooting sound of a car.
6. Every one becomes a turtle in the mind of rabbit. Road is composed with cars and people.
7. What you are going to eat in Dalian. One of these men of Dalian night market.
8. There is no such Calvin Klein and Dior among street stalls. People are tumbled in Myoongseong.
9. Even if you know nothing about Chinese language, you can easily understand its correct pronunciation. The animal needs a light.
10. You can find time to relax at Myoongseong. A week table is prepared for husband and a young man in yellow T-shirts in agony over inventory.

Dalian night market.

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Yeongju

The City of Nobility

Yeongju situated on the Sobaek Mountain in the northern part of Gyeongsangbuk Province is a new discovery. The antique traditional Korean houses, elegant and refined temples and scenic Sobaek Mountain create a remarkable charm unlike big cities such as Seoul and Busan. Come and meet Buseoksa Temple, one of Koreans’ most beloved temples and high-quality Punggi Insam (ginseng) and experience traditional Korean houses.

Editor: Jin-Joo, Shin
Photo: Seung-Min Hyun
Cooperation: Yeongju City www.yeongju.go.kr

The City of Yeongju at situated on the Sobaek Mountain in the northern part of Gyeongsangbuk Province is a new discovery. The antique traditional Korean houses, elegant and refined temples and scenic Sobaek Mountain create a remarkable charm unlike big cities such as Seoul and Busan. Come and meet Buseoksa Temple, one of Koreans’ most beloved temples and high-quality Punggi Insam (ginseng) and experience traditional Korean houses.
Yeongju, the City of Ginseng (Insam)

When I arrived at the City of Yeongju, Punggi Insam Festival was on its way. The weather was fine and clear, and the wind was refreshingly calm. I could hear amusing songs sung by young ladies. Punggi Insam Festival is one of the biggest festive events of Yeongju. Farmers come out with their just harvested, high-quality ginseng (1 to 6-year old roots). After passing through a long line of ginseng booths lined along the Namwoncheon Stream, I could smell the strong scent of ginseng. The village was bustling and bustling with a lot of people, and some tipsy local villagers danced around. After drinking up a bowl of maggolli (turbid rice wine), I finally realized that I was in Yeongju. Even though I was a stranger, I easily got along with the locals thanks to friendly Gyeongsang accent. Punggi Insam Festival differs from general cultural festivals in that it creates high revenues by selling a variety of ginseng. During the festival, consumers can buy reliable, high-quality ginseng, and farmers can make money. For the 6 day, you can get diverse local products such as apple, wine and sweet potato bread as well as ginseng at good prices. A lot of fun and exciting events (ex: Tasting ginseng dish, ginseng liquor making, digging out ginseng, etc.) are held during the festival. Punggi Insam Festival is a great chance to see the charm of Yeongju.

FESTIVAL

PUNGGI INSAM (GINSENG) FESTIVAL
DATE Friday of the first week to Wednesday of the second week, every October
VENUE Around Namwoncheon Stream in Punggi-eup

ABOUT PUNGGI INSAM
The high quality of Punggi Insam comes from its geographical advantages. Punggi Ginseng is cultivated in the northern part of the Sobaek Mountain. The basin has a fertile land. Due to a lot of streams which originate from the Sobaek Mountains, productive eroded basins were developed. Spring and fall are short with high rainfall (744mm) in summer (Jun – Aug.). This highland has a cold continental climate with great air and dew. Thanks to these biased environmental conditions, the finest ginseng has been produced in Punggi.

CHARACTERISTICS OF PUNGGI INSAM
1. The ginseng stays hard and solid after being boiled twice and three times.
2. The color is dark and strong.
3. Strong scent
4. Firm flesh and heavy with great medicinal effect
5. It is effective in preventing and healing cancer and diabetes.
6. It promotes metabolism such as increase in the number of red blood cells.
7. It is effective in improving memory and learning ability.
8. It is effective in improving memory and learning ability.

PUNGGI INSAM FESTIVAL DIFFERS FROM GENERAL CULTURAL FESTIVALS IN THAT IT CREATES HIGH REVENUES BY SELLING A VARIETY OF GINSENG. DURING THE FESTIVAL, CONSUMERS CAN BUY RELIABLE, HIGH-QUALITY GINSENG, AND FARMERS CAN MAKE MONEY. FOR THE 6 DAY, YOU CAN GET DIVERSE LOCAL PRODUCTS SUCH AS APPLE, WINE AND SWEET POTATO BREAD AS WELL AS GINSENG AT GOOD PRICES. A LOT OF FUN AND EXCITING EVENTS (EX: TASTING GINSENG DISH, GINSENG LIQUOR MAKING, DIGGING OUT GINSENG, ETC.) ARE HELD DURING THE FESTIVAL. PUNGGI INSAM FESTIVAL IS A GREAT CHANCE TO SEE THE CHARM OF YEONGJU.

WEBSITES

www.e-goguma.com

GINSENG

Punggi Viscose Rayon
Punggi Viscose Rayon is a specialty of Yeongju that is made of pulp from refined larch and linters (short cotton fiber) from cotton seeds. About 85% of viscose rayon in Korea is produced in Punggi, Yeongju. That’s why it is called ‘Punggi Viscose Rayon.’ It looks like ramie fabric, but it is softer and lighter. It is mostly used in making summer clothes because of its airy.

WELLBEGN GALLERY
As the flagship store of Punggi Viscose Rayon, it sells a variety of naturally dyed products (ex: clothes, scarf, bag, bedcloth, etc.) made of Punggi Viscose Rayon. High-quality fabrics are produced through six manufacturing stages including extraction, dying, and design. You can experience natural dyeing in person.

YEONGJU SWEET POTATO CAKE
Healthy and nutritious bread made of Yeongju sweet potato. The use of wheat flour and sugar was minimized to emphasize the genuine taste of sweet potato. The sweet potato contents are as high as up to 80%. Other delicious and nutritious products (ex: green tea powder, fruit, whole red beans, etc.) available as well.

YEONGJU NUTRIENT CATTLE
Yeongju Hanu (Korean beef) from native cattle which grew in healthy soil, clean water and laidback nature is highly recommended as well. Under the beef traceability system, you can easily check the farmers and the entire distribution processes at a time.

YEONGJU LIVESTOCK COOPERATIVES RANG (KOREAN BEEF) PLAZA
It is a reliable Korean beef shop run by Yeongju Livestock Cooperatives. Because there is a restaurant on the 2nd floor, you can buy and taste fresh Korean beef on the spot. The prime beef is only sold.

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It is a reliable Korean beef shop run by Yeongju Livestock Cooperatives. Because there is a restaurant on the 2nd floor, you can buy and taste fresh Korean beef on the spot. The prime beef is only sold.
The Valley of Mt. Sobaek

The Sobaek Mountains which stretch to the southwest from the Toebaek Mountains are situated in the northern part of Yeongju. Here, you can meet Buseoksa Temple, one of Korea’s most beautiful wooden buildings, and scenic hiking trail.

Along Mt. Sobaek

Mt. Sobaek is one of 12 noted mountains of Korea and was designated as a national park in 1987. It includes Yeongnam's No. 1 Hibang Falls and the observatory deck of Hibangsa Temple. Jungnyeong (629m) with 95 turns surrounds the national park. The park is beautifully covered with royal azalea in spring and snow blossoms in winter. Birobong (1,439m), Gukmangbong (1,421m), and Yeonhwabong (1,387m) Peaks are magnificently rising between Gyeongsangbuk-do and Chungcheongbuk-do Provinces. The park is covered with the rare yew trees. A total of 12 scenic hiking trails are developed in Mt. Sobaek, and eight of them belong to the City of Yeongju. It takes about 40 minutes to finish short trails (about 2 hours to finish long trails). It’s recommended to come and get lost in meditation.

Website of Mt. Sobaek, National Park: http://toebaek.sobaek.or.kr

Ascent Routes of Sobaek Mountain

<table>
<thead>
<tr>
<th>Route 1</th>
<th>TIME 4.5-hours</th>
<th>DISTANCE 15 km</th>
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<tr>
<td>Huibang Parking Spot</td>
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<table>
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<th>Route 2</th>
<th>TIME 5-hours</th>
<th>DISTANCE 16 km</th>
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<td>Samga Parking Spot</td>
<td>Birobong Peak</td>
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<th>Route 3</th>
<th>TIME 5-hours</th>
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<td>Chiransa Temple</td>
<td>Gukmangbong Peak</td>
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<th>Route 4</th>
<th>TIME 5.5-hours</th>
<th>DISTANCE 19 km</th>
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<tr>
<td>Choamsa Temple</td>
<td>Gukmangbong Peak</td>
<td>Birobong Peak</td>
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</table>

Path to Hanyang (Former Name of Seoul) Old Streets of Hunghyeong

The Old Streets of Hunghyeong, which started from Sobaeksan Station, were the major path to Seoul from Bujeon during the Joseon period. If you climb up the Bawitgil Trail surrounded by old trees for about 40 minutes, the legend of Priest Euisang and Lady Seonmyo appears. Hanyang is the origin of the name of Buseoksa Temple. Considering that we can still pass the thieves who had been at the site. This floating stone with the legend of Priest Euisang and Lady Seonmyo is called Buseok. The valley water park management office. The valley water park management office. The valley water park management office. The valley water park management office.
A village of Confucian scholars, in which their voices would be heard from the distance. Here, you can connect Korea’s first private Confucian school bestowed by the throne and elegant traditional Korean houses. You can go back and forth between the past and the present here in Yeongju.

TRADITIONAL VILLAGE WITH BEAUTIFUL STREAM
SUDORI FOLK VILLAGE
It takes about 40 minutes by car to get to Sudori Folk Village (Museum Village) from Sosu Seowon Academy. A peaceful Naeseongcheon Stream flows through this beautiful village which is surrounded by thick forest. The village is called ‘Museum’ because it looks like a floating island. Ilnamnam Park’s family and Seoseongkim’s family would live in this fascinating village in the past. At present, about 50 antique traditional Korean houses remain. You can meet real Haeundae Old House and Manjukjae Old House in Sudori Folk Village. Sudori Folk Village is also popular with a single-log bridge above the Naeseongcheon Stream. It had been partially lost in last past. At present, about 50 antique traditional Korean houses remain. You can meet real Haeundae Old House and Manjukjae Old House in Sudori Folk Village. Sudori Folk Village is also popular with a single-log bridge above the Naeseongcheon Stream. It had been partially lost in the past. At present, about 50 antique traditional Korean houses remain. You can meet real Haeundae Old House and Manjukjae Old House in Sudori Folk Village. Sudori Folk Village is also popular with a single-log bridge above the Naeseongcheon Stream.

A VILLAGE OF KOREAN TRADITIONAL HOUSES
SEONBICHON VILLAGE
Once you arrive in front of the huge stone pillar adorned with ‘Seonbichon Village,’ blue tile-roofed old houses appear. The village features low stone fences, antique houses and straw-roofed houses. The Seonbichon which was completed in Sunheung-myeon in 2004 restored a Confucian scholars’ village during the Joseon period. It is not like a film location with a goal of attracting tourists only. People actually live in the traditional houses which have been designated as cultural heritage. It is known as a future-oriented tourism resource that renews Korean traditional ideologies and offers various traditional experiential activities. Yeongui has been known as the ‘town of nobility’ and has designated Seonbichon and vicar as the site of historical and cultural experiences. The houses were named after an owner’s name such as Haeundae Old House, Indang Jang Jang Hyun’s Head House and Kim Sanyi’s House. The Seonbichon Village offers a variety of fun and exciting Korean cultural programs such as Hanji (Korean paper) craft, natural dyeing and knotting craft. Come and get away from a hectic life for a moment and enjoy the romantic moonlight here in this beautiful village.

KOREA’S FIRST PRIVATE CONFUCIAN SCHOOL BESTowed BY THE THRONE
SOSU SEOWON
Sosu Seowon, established by Gouvernor Ju, Se Bung of Punggi in the 38th year of the reign of Joseon King Jungsung (1545 B.C.E), is the first Seowon built in Korea and the first Seowon accepted by the King. It was erected to redevelop education and philosophies. Sosu Seowon fostered many recognized scholars and nobles. An average of 80,000 tourists visit here every year. Currently, it is preserved as Historical Item No. 55 and cherishes invaluable cultural heritages, including the portrait of Hoiheon (Sir Anhang, and Philosophy) and the portrait of Sunhye (Lady Seon). The Seonbichon Village offers a variety of fun and exciting Korean cultural programs such as Hanji (Korean paper) craft, natural dyeing and knotting craft. Come and get away from a hectic life for a moment and enjoy the romantic moonlight here in this beautiful village.

LET’S TRY PRIME HANU (KOREAN BEEF!)
YEONGUI LIVESTOCK COOPERATIVES
HANU (KOREAN NATIVE CATTLE) PLAZA
This Yeongui Hanu wholesale store offers ‘one-stop service’ which makes it possible to taste and purchase Yeongui beef at a time. Deumui (beef sirloin) and Galsibai狩 (beef short ribs) are main menus. Insam Bulgogi (with 30g of ginseng) is also popular. It is recommended to grill the beef fast to prevent its juice from being drained away. The charcoal grill makes the beef more delicious. In general, AAA grade beef is available at KRW 25,000/200g. On the 1st floor, you can have tasty Korean beef over a cold beer. Yukpo (beef jerky) is also available. The delivery service is available on all products.

HEALING FOOD PARTY
YEONGUI SAMGYETANG (CHICKEN SOUP WITH GINSENG)
It is Samgyetang (chicken soup with ginseng) restaurant which opened three months ago. ‘Yeongui Samgyetang’ made of healthy Punggi chicken with 5-6 years old ginseng is the main menu. The menu stock made of medicinal herbs and dried ginseng is very savoury and refreshing with a strong scent of ginseng. The tasty tender and juicy flesh and glutinous rice with healthy beans may heal your body. Park Sun-hwa, a medicinal food specialist, praised the excellence of ginseng, saying that it removes a toxin in every corner of our body and enhances immune system by increasing body temperature. If ginseng is grinned or fried, its bitter taste could be reduced. Therefore, grinned ginseng would be added to Samgyetang for those who don’t like ginseng smell.

DELICACIES OF YEONGUI
I have discovered three great restaurants which use healthy and nutritious food materials from Sobseok Mountain. The dishes were very refined and healthy with a deep taste. The greatest restaurants of Yeongju!

DINNER TABLE FOR THE KING AND CONFUCIAN SCHOLARS
MUSEUM GOLDONGBAN
As the only restaurant in Museum Village, it is situated across from the entrance to the village. This traditional Korean house-style restaurant serves Goldongban, a former name of Bibimbap (Rice Mixed with Vegetables and Beef). According to a legend, people would eat Goldongban on December 30 (the lunar calendar) to wrap up the year. The dishes cooked by Yeongui local food specialist Kang Seong-suk are served in high-quality brass tableware (made by Intangible Cultural Property No. 22 Kim Sun-il) on the refined and elegant wooden table. About 30 different jan-gajis (vegetables picked in soy sauce) made by Kang Seong-suk without artificial flavors are a pride of Museum Goldongban. The menus are Parnip (red bean leaves), Dodam Namul, Bibim-bap and Museum Seonbi (yeojang (set meal). Advanced reservations are required.

TIP QUESTIONS ABOUT GINSENG
Q  Why is ginseng not good for those with high body temperature?
A  It is good for people with high body temperature. Because ginseng boosts energy by promoting the activities of organic matters, it may rather decrease body temperature and keep the balance if taken for a long time.
Q  What is the most effective way to eat ginseng at home?
A  The sapensive is the highest in ginseng harvested in full (September to early November). Therefore, boil the slice for 30 minutes to eat it. It is a good way to keep the ginseng in full and try not keep it properly. You can extract good ingredients (almost 90% of the raw ginseng) by boiling it properly.
Q  What is the most effective way to eat ginseng at home?
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China’s biggest industrial city with the largest artificial port, Tianjin is a gateway to Beijing. It has been growing since the opening of the great canal during the Sui Dynasty and continued its expansion in the economic and social areas. Many areas are under construction with the focus on redevelopment. Its growth speed already exceeds that of Shanghai. It is more famous as an economic city than as a tourism city, but it still has many tourism factors. As a port city which is generous to other cultures, the city is full of foreign cultures from European buildings including Italian, French and Austrian ones, various museums, and traditional streets to cuisines full of Chinese colors. The one-night and two-day trip to Tianjin starts now.
Tianjin, referred to as “Jin” for short, is one of the four municipalities directly under the Central Government of China. Not only is it an international harbor and economic center in the north of China, but it is also well-known for its profound historical and cultural heritage. The name of Tianjin, meaning “a port for the emperor”, was first adopted in the first year of Yongle Reign in Ming Dynasty. In 1860 Tianjin was opened as a trading port. After the founding of the People’s Republic of China, Tianjin became one of the first coastal cities in China to open up. The adoption of the policy to reform and open up to the outside world, Tianjin became one of the first national harbor and economic center in the north of China, but it is also an ecological city. This positioning of the city provides Tianjin a broad stage to seek further development.

As a famous city of historic and cultural significance in China, Tianjin is a birthplace of culture and arts in the north of China. It enjoys a reputation as the “Cradle of operas” and “Motherland of Quyi”. The professional performance troupes of Tianjin deal with a wide range of arts, including Peking opera, Pinghu opera, Hebeibangzi, Quyi, drama, singing and dancing, symphony, etc. In the museums and memorials in Tianjin, there are nearly 60,000 pieces of cultural relics, including some rarities which deserve to be recognized as national treasures. The local folk arts of Tianjin are varied and interesting. The colorful Yangliuqing New Year Paintings, vivid colored sculptures of Clay Figurine Zhang, impressive well-designed kites of the Weis, and exquisite carved bricks of the Lius are outstanding representatives of the folk arts of Tianjin. As a modern cultural metropolis, Tianjin claims possession of a 415.2 meter tall TV and radio broadcasting tower, a world-class exhibition center, and the largest modern book edifice in China. These first-rated cultural facilities, with their unique features, constitute a public culture and sports service system, which contributes to the prosperity of the culture in the modern city.

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PART 02

One Day Tour in Tianjin

WALKING ON HISTORY

TIANJIN ANCIENT CULTURAL STREET 天津古文化街

Tianjin Ancient Cultural Street was formally opened in 1986. Tianjin Ancient Cultural Street attracts tourists who come to see its special architectural styles, admire its classic cultural features, buy various folk crafts, and sample the delicious local Tianjin snacks. Above all, as visitors walk along the street, they will be particularly impressed by the splendid replica classical architecture in the folk style of the Qing Dynasty. Visitors who are interested in Chinese traditional handicrafts will also appreciate another Tianjin Ancient Cultural Street attraction - the hundreds of stores selling a wide variety of folk handicrafts.

Understanding Modern China

THE GOLDEN STREET 天津金街

The Golden Street (Heping Road) is situated to the west side of Haihe River, with a total length of 1,358 meters. Along the street, there are shops providing services, general merchandise, foods & drinks, cultural education, recreation, all for shopping, tour, eating and entertainment. Various branded commodities can be found here, and shoppers enjoy cuisines and famous Tianjin local snacks, at establishments such as Goobu Li Paos Fast Food Restaurant, Up Island Café, Brazil BBQ, Korean Kusini, Italian Pizza, McDonald, KFC, and others.

Bigger Than London Eye

TIANJIN EYE 天津之眼

Standing 120m (390 ft) tall, the Tianjin Eye is one of the largest Ferris wheels in China and the only structure of its kind to have been built on a bridge. Completed in April 2008 in time for the Beijing Olympics, the Tianjin Eye sits astride the Yongle Bridge (永乐桥) over the Hai River, its 48 capsules swinging passers-by up and around on a 30 minute rotation that takes in commanding views of the city below. Brightly lit at night, the Tianjin Eye is far bigger than London Eye, its reflection making a dramatic, some might say auspicious, figure of eight in the river below.

Understanding Modern China

THE WESTIN TIANJIN

The Westin Tianjin is located on the east side of the Haihe River, its 48 capsules swinging passers-by up and around on a 30 minute rotation that takes in commanding views of the city below. Brightly lit at night, the Tianjin Eye is far bigger than London Eye, its reflection making a dramatic, some might say auspicious, figure of eight in the river below.

The Astor Hotel

Address: No.250 Chifeng Street, Heping district.

The Astor Hotel is the largest hotel in Tianjin. The hotel has more than 1,500 guestrooms and suites, with multi-channel cable, iPod docking stations with conveniences such as flat screen LCD televisions and downtown Tianjin. Each room offers modern ceiling windows with stunning views of the Hai River and downtown Tianjin. The hotel is conveniently located within a five-minute walk to the railway station.

Understanding Modern China

THE PORCELAIN HOUSE 瓷房子

The Porcelain House, a private museum decorated with about 400 million pieces of ancient Chinese ceramic tiles and over 13,000 ancient Chinese porcelain vases, plates, and bowls, is the most the strange and eye-catching house in Tianjin. The owner said he spent over 20 years collecting materials and five years completing the decoration. The house, originally a French style villa, is located in Chifeng Street, Heping district.

IN TOUCH WITH HISTORY

THE PORCELAIN HOUSE 瓷房子

Opening on 31 Oct, 2011!

Brand New, Opening on 31 Oct, 2011!

New Italian Style Town is called the Italian Custom Region which was built in 1902. It was engineered on the previous Italian Concession Region, which was the only real concession region of Italy within the world. The most of the buildings are restaurants and bars that attract foreign tourists. Here tourists can’t solely tastes Italian noodles, the pizza and alternative Italian snacks. Besides, tourists may fancy liking the Italian performances and alternative Italian garments and handcraft exhibition.

The new renovation Tianjin Railway Station is equipped with most modern facilities with dimensional transportation. While not presently connected to the Tianjin Metro network will be completed in 1-2 years, the new Lines 2 and 3 as well as an extension of Binhai Mass Transit (Line 8) will intersect at the station.

RISING TIANJIN!

TIANJIN RAILWAY STATION 天津火车站

The Tianjin Railway Station was built in 1888 first and was rebuilt in 1987-1988. On August 01, 2008, the bullet trains linking Tianjin and Beijing was put into operation. The high-speed train reaches above 350km/h, shortening the ride time to 30 minutes. Its newest renovation started in Jan, 2007 and finished 2010. The Tianjin Eye, a landmark of Tianjin, is a huge Ferris wheel standing 120m (390 ft) tall, the Tianjin Eye is one of the largest Ferris wheels in China and the only structure of its kind to have been built on a bridge. The wheel takes in commanding views of the city below. Brightly lit at night, the Tianjin Eye is far bigger than London Eye, its reflection making a dramatic, some might say auspicious, figure of eight in the river below.

The existing buildings, constructed by French Catholicism, include the catholic chief church built in 1904, and the cathedral built in 1917. The whole church follows the European style, adopting French Romanesque architecture technique. The church takes up an area of 1,585 square meters, and is 45 meters high. It has a long cross-shaped layout. There are three tall towers standing at the apexes of a triangle, at the front and the back of the church. There are three corridors inside with luxury colored frescoes on the inner wall. Now it is still the local center of Catholic activities.

Underground Metro Station

The Golden Street (Heping Road) is situated to the west side of Haihe River, with a total length of 1,358 meters. Along the street, there are shops providing services, general merchandise, foods & drinks, cultural education, recreation, all for shopping, tour, eating and entertainment. Various branded commodities can be found here, and shoppers enjoy cuisines and famous Tianjin local snacks, at establishments such as Goobu Li Paos Fast Food Restaurant, Up Island Café, Brazil BBQ, Korean Kusini, Italian Pizza, McDonald, KFC, and others.

Understanding Modern China

THE ST. REGIS TIANJIN

The St. Regis Tianjin defines a new benchmark in the city of modern luxury and bespoke services. The hotel offers 296 exquisitely designed guestrooms and suites that are among the largest in Tianjin. The elegant décor is a seamless integration of contemporary Western architectural and ancient Chinese influences punctuated by Rose de France ceilings with stunning views of the Hai River and downtown Tianjin. Each room offers modern conveniences such as flat screen LCD televisions with multi-channel cable, iPod docking stations with sound systems, and high-speed wireless internet access. The spacious and lavishly appointed bathrooms offer double vanities, luxurious rainshowers, plush towels and robes, and exclusive Armani accoutrements.

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Gunsan, Vintage & Modern

Silently preserved old past as if time stops and growing and new future like a fast running sprinter. Gunsan has two faces like Janus. Yesterday and today of Gunsan met in a time machine. Editor Su-Jin Kim Photo Choong-geun Oh
**Vintage Travel Course**

**A HUT BY THE RAILWAY - RAILWAY VILLAGE**

Houses gather around an old railway in the village. The village hasn’t changed as if time goes back in the village. Refugees started to build houses near railway during the January 4th Retreat (The Korean Government retreated from the capital when attacked by the Chinese army during the Korean War in 1951) to create the current village. The railway was established during the Japanese colonial rule and had been used by the cargo train from the old Gunsan Station and a paper factory. The operation has stopped since June 2008 and loud train engine sound became the thing of the past.

Location: A Hut by the Railway, Gusan-mi, Gunsan-si, Jeollabuk-do

**THE ONLY JAPANESE-STYLE TEMPLE IN KOREA**

**DONGGUIKSA TEMPLE**

The temple was established in 1909, exactly ten years later since Gunsan opened its gate to Japan in 1899. Its original name was Geumgangseonsa. The landscape makes visitors feel that they are in Japan. The building used the construction technique that the building inclined inside slightly. It is Japan’s unique earthquake-resistance technique. The bell ringing in the wind and the green and tall bamboo forest create a nice harmony. Take a look at a jar buried under the bell. It’s Korean style to make the bell ring, which proves that Dongguksa is the temple in Korea.

Opening Hour: 10:00~18:00

Location: 135-1 Geumgwang-dong, Gunsan-si, Jeollabuk-do

**RECOMMENDED RESTAURANTS**

**Bakery in Memory YUSEONGGANG**

“Anne” started by a Japanese owner in 1920 was the start of Yuseonggang. It changed the name to Yuseonggang in 1950, and moved to the current location in 1954. Yuseonggang is the oldest bakery in Korea. The bakery reminded the generations who were born in the 70s or 80s of past memories as a hot place of that time and all areas are named of at reasonable price to young generations of today. Half of the bread is made of rice, not of wheat, considering customers’ health. Husband of the owner operates the adzuki bean factory and provides ingredients. Some customers buy so adzuki bean breads at a time. The bakery sells a huge amount of seafood, 40kg Manila clam, 30kg mussel and 10kg cockle. But the ingredients run with the special taste once again. A lot of pork is used a huge amount of seafood, 40kg Manila clam, 30kg mussel and 10kg cockle. But the ingredients run with the special taste once again. A lot of pork is

Opening Hour: 10:30~16:00 (closed on Sunday)

Location: 840-5 Susong-dong, Gunsan-si, Jeollabuk-do

**BEST JJAMBONG**

Tourists to Gunsan visit famous Jjambong (Chinese style-noodles with vegetables and seaweed) restaurant as if it is a must. When a lady wrapped a red Aaron servers a bowl of Jjambong, tourists are surprised with the large portion of the meal once and all through the year. You can place an order through phone or internet within Korea.

Jjambong KRW 5,500, Jajang KRW 4,500, Fried rice KRW 6,000

Tel: 063-445-3772, 3773 Opening Hour: 11:00~22:00

Website: www.yuseonggarden.co.kr

**YUSEONG GARDEN**

What is the food you must have in Gunsan? That is seasoned raw crab. Gunsan is famous for the main producing district of plump crabs. Cutting a big crab into several pieces, hot boiled rice inside the soy sauce seasoned crab shell and mix it up with eggs and wrap it with seaweed. Red pepper paste seasoned crab is also delicious. You can finish a bowl of rice quickly with the seasoned crab. You can order seasoned crab in April and May and quick-freezes them to maintain the best taste throughout the year. You can place an order through phone or internet within Korea.

Tel: 063-453-6670, 063-455-3722

Website: www.yuseonggarden.co.kr
**Modern Travel Course**

**ISLAND EMBRACING THE WATER**

Sinsido has Wolyoungbong Peak and Daegak Mountain as the 7th course of Gunsan Gubulgil. Visitors can enjoy the island's landscape along the 16.5m-long shoreline and climb Daegak mountain observatory or Wolyoungbong Peak. In particular, autumn leaves of Wolyoungbong Peak are so splendid that it moves hearts of visitors. A cherry blossom path and inline skate rink can be found along the 16.5m-long shoreline. Modifiable experience and fishing on a boat with a generous and friendly fisherman are the course you should not miss in traveling Sinsido island. Picking seaweeds and marine organisms at the mudflat in the village and catching fish with hook and line are cool as well. You will be surprised by the unexpected pleasure. The mudflat experience includes a course charge (KRW 5,000 per person, seas included), the one-time experience course charge, and meals included.

**SILVER WAVE**

EUNPA RESORT

Nights in Gunsan begin with constantly changing lightings of the Eunpa Resort. The 38.5m-long ‘Multi Bridge’ colors the calm lake and the ‘music fountain’ dancing to the music symbolizes pedigs. The popular Eunpa Resort was originally called ‘Mije Reservoir’. Mije originated from the Korean word ‘Rice Land’ as the reservoir had been used as an agricultural land. The local government turned the reservoir into a popular Eunpa Resort and the ‘music fountain’ dancing to the music symbolizes pedals. The popular Eunpa Resort offers a 370m-long ‘Mulbit Bridge’ colors the calm lake. Various exhibitions including tall flat sedge, traditional food and farming are a great opportunity to greet visitors at the experience center. Make soft tofu by grinding beans and make products with tall flat sedge. Tall flat sedge is split and dried to make mat or sitting mat. Visitors can see how it grows and how it is made to mat. After observing the process, visitors make Bokjori. After observing the process, visitors make Bokjori. Put fortune in Bokjori. Dried Bokjori is used to make mat or sitting mat. Visitors can make Bokjori with tall flat sedge. Put fortune in Bokjori. The popular Eunpa Resort offers a 370m-long ‘Mulbit Bridge’ colors the calm lake. Various exhibitions including tall flat sedge, traditional food and farming are a great opportunity to greet visitors at the experience center. Make soft tofu by grinding beans and make products with tall flat sedge. Tall flat sedge is split and dried to make mat or sitting mat. Visitors can see how it grows and how it is made to mat. After observing the process, visitors make Bokjori.

**WHERE TREES AND FLOWERS WHISPER**

WOLMYEONG PARK

Wolmyeong Park, Wolmyeong Mountain is good for couples to enjoy date as it has trees growing tall and fully blossoming flowers. On the Susi Tower and observatory which look like a flaming torch and a sail flapping in the wind, you can overlook the sea in front of Gunsan and Geumgang River. Wolmyeong Lake near the forest of Japanese cypress makes visitors feel cool. Rattan and cherry trees get greener in the forest of Japanese cypress makes visitors feel cool. Rattan and cherry trees get greener. Rattan and cherry trees get greener.

**BIRDS ARE FLYING IN**

GEUMGANG MIGRATORY BIRDS OBSERVATORY

Every winter, various species of rare migratory birds including spectacled teal, mallard duck, common shelduck nest around the mouth of Geumgang River. Migratory birds fly in the area where the sea is calm and fully blossom flowers are floating over water. As the bank was completed in 1990 at the mouth of the river, the place became the best habitat for winter migratory birds in Korea. The Birds Observatory was established in 2003. The observatory is equipped with a permanent exhibition hall, an incubation experience zone, a plant ecological exhibition and sky lounge on the first floor of the observatory and enjoy various events during the 2013 Gunsan World Migratory Birds Festival held from Nov. 16-20.

**FLOATING ON THE MUSIC**

FLYING ISLAND

Funky interior and lights are free like a cafe at the backstreet of Hongik University. Sometimes indie music bands perform and art market ‘Nanjangpan’ opens. The cafe is full of artistic vibe as it sells CD of indie musicians in Gunsan. Address: 2F 11-4 Gaebok-dong, Gunsan-si, Jeollabuk-do 511-777, Gunsan 510-080. Open Mon-Fri, 11 am-9 pm (closed on every first Monday).

**WARM PLACE**

NAMU GALLERY

The owner’s husband, sculptor, built all the furniture inside the cafe and interior. Warm and soft floor feels cozy. A stage is created on the first floor and paintings of artists in Gunsan are exhibited on the second floor. Address: 2F 11-4 Gaebok-dong, Gunsan-si, Jeollabuk-do 511-777, Gunsan 510-080. Open Mon-Fri, 11 am-9 pm (closed on every first Monday).

**THE GREAT WALL ON THE WATER**

SAEMANGEUM BREAKWATER

The 33.9km-long Saemangeum Breakwater was listed on the Guinness Book as the world’s longest breakwater. It connects Gunsan-su of Jeollabukdo, Gogunsangundo and Buangun. The museum tour is driving toward the wind power plant which looks like a white pinwheel, passing through Jeung Tourism Port where red and white lighthouses face each other and entering Saemangeum Breakwater. Address: 511-777, Gunsan 510-080. Open Mon-Fri, 11 am-9 pm (closed on every first Monday).
The scope of MICE is broad. The MICE has rapidly grown with significant tourist attraction power in various fields such as meeting, incentive travel, convention, exhibition, international conference, event and festival. First of all, the MICE differs from general tourism industry in that it targets businesses. In other words, while the conventional tourism is Business-to-consumer (B2C), the MICE is Business-to-Business (B2B). Therefore, the MICE can generate far greater values than the general tourism industry. Many countries from around the world have already concentrated on the MICE to develop it into their strategic industry. They have been active in building huge-scale convention facilities and attracting international events.

Can you guess the potential economic effect of the MICE the world has kept an eye on?

**CURRENT STATUS OF MICE INDUSTRIES**

ITB Asia, the Trade Show for the Asian Travel Market, which was held in Suntec, Singapore in October was a great opportunity to see the rapid growth of the MICE industries in Asia and witness its great potential.

The stage for the MICE industries has recently shifted from Europe and the U.S. to Asia. In particular, South Korea has seen the value of the MICE after successfully hosting the 1988 Olympic Games in Seoul. In April 1997, ‘Act on Development of International Convention Industry’ was enacted. In 1998, ‘Master Plan for Development and Promotion of International Convention Industry’ was established. Since then, Korean government has focused on boosting the MICE industries. In 2000, world-class COEX Convention Center in Seoul opened. Empowered by the success of the 2000 ASEM in Seoul and 2005 APEC Summit, Daegu Exhibition & Convention Center (DECCO) and Busan Exhibition & Convention Center (BEXCO) were built. Since then, large convention facilities have been built across the nation such as Jeju and Daejeon. In addition, South Korea hosted the G20 summit last year. Thanks to expansion of this kind of infrastructure, the number of international conventions held in Korea has tripled for the past decade. Because of these competent modern facilities, the related industries have developed.

In fact, the MICE has been the mainstream throughout the world. Regarding convention industry, for example, a total of 181 exhibition centers (5000m2 or greater in exhibition area) were built during the last year alone. As a result, the total number of exhibition centers reaches up to 1,100. According to the Union of International Associations (UIA), which collects and announces international conference statistics around the world, a total of 11,519 conventions were held all over the world in 2010 (11,503 conventions in 2009). In terms of the number of international conventions hosted by nation, the U.S. ranked 1st for two consecutive years with 936, followed by Japan (741), Singapore (725) and France (686). According to the figures above, Asian countries were very strong in 2010.
It was Singapore which stood out most among Asian countries. Considering top 30 countries in terms of the number of international conventions hosted as of 2008, the growth rate for the past decade reached up to 426%. Singapore has invested SG 107 million dollars in global marketing since 2006. All these have been possible because of a great support from the Singaporean government. Singapore targets to generate KRW 10 trillion of revenue through the MICE industries. China has also grown at a rapid pace since the hosting of the Shanghai World Expo in late October last year. In fact, Chinese exhibition & convention industry has annually grown by 20%. Since the massive earthquake, Japan has suffered a downturn in tourism industry. However, Japan still maintains JPY 47.7 trillion of international exhibition & convention market by authorizing about 50 local authorities to host the international events. In fact, Japan has generated JPY 11.4 trillion of economic ripple effect through the MICE industries.

**MICE INDUSTRIES BOOSTING LOCAL ECONOMY**

In September this year, Jeju Island situated in the southernmost part of the Korean peninsula was crowded with Chinese tourists. A total of 11,200 employees of Bao Jian Commodity Co., Ltd. of China visited Jeju through ‘Incentive Travel’. For two weeks starting September 13, they spent about KRW 42.5 billion. The economic ripple effect reaches up to KRW 91.4 billion. In other words, it is no wonder that the MICE is called ‘chimneyless golden industry’. In case of the 2010 G20 Seoul Summit, each participant spent US 264.8 dollars in average, roughly twice greater than the spending by general tourists. The tourists of ‘Incentive Travel’, a way to motivate and reward valuable employees through an overseas trip, are also greater than general tourists in terms of expenditure. The City of Incheon is also one of the leading cities in Korea, which has boosted local economy through the MICE business. The Songdo Convention Center Convention in the Incheon Free Economic Zone (IFED) has hosted a total of 426 events since 2008. It has already attracted about 2 hundred events for 2012. The state-of-the-art center aims to host 700 events (about 2 events per day) in 2014. Because of the success of the World Expo 2010, Shanghai has also expanded its exhibition & convention facilities. In other words, the competition has become fierce in East Asia. Once ongoing exhibition and convention-related construction across Asia such as Seoul, Kuala Lumpur and Chiang Mai is completed, it is likely that the new facilities would significantly boost local economy.

**OBSTACLES OF MICE INDUSTRIES**

There still are a lot of problems to solve in the MICE industries such as a lack of understanding on the industry, poor infrastructure, unskilled staff and absence of related organizations. In addition, the MICE industries are diversely classified depending on scale, scope, subject and purpose of participation and differently defined by international organization or country. Therefore, it is difficult to establish reasonable standards on the MICE industries. In particular, the MICE industries in the Asia-Pacific region should be further developed both quantitatively and qualitatively, compared to those in Europe and the U.S. No matter how much Asian market grows, it just stays at 25% of the global market. In terms of the percentage of the exhibition & convention business to GDP as well, Asia is about 1% of the western advanced countries.

It is important to systematize MICE planning to meet customer needs and demands and provide high-quality services. It is also required to use the exhibition & convention facilities as a cultural space for local citizens. What is most critical is that local authorities should fully aware the importance of MICE industries, make investments in the facilities and make continued efforts to secure professional staff. Even though there is a great concern about a huge economic loss, the MICE industries in the Asia-Pacific region may flourish in the future considering their great growth potential.
the world have attempted to develop food-themed tourist products. In addition, increase in public interest in health has enhanced the value of the food-related tourist products. In average private consumption expenditure in tourism, restaurants have been greater than hotels or aviation in terms of economic contribution. Even though ‘food’ cannot be expressed with words like language, this cultural resource covers various fields such as politics, economy, tradition and natural features. It even contains local villagers’ mind. In other words, food culture has existed since the beginning of mankind. Because food culture is formed over time under the influence of ambient environment, it can be a valuable tourist product which makes the trip more fascinating. When you go on a trip, it is an exciting experience to taste local delicacies. As a social tourist resource, the food culture makes your trip more valuable and exciting. Hence, ‘food culture’ is a core and essential element in tourism.

**CASE STUDIES AND SUGGESTIONS**

**CASE 1 - GLOBALIZATION OF THAI FOOD**

Right now, there are nearly 6,975 Thai restaurants around the world. For global standardization of Thai dishes, EXIM Thailand has promoted ‘Kitchen of the World’ since 2004. This project aims to open up to 20,000 Thai restaurants all over the world by supporting the globalization of franchises. In particular, Thai government has been active in the globalization and standardization of Thai food. Thanks to its unique flavor and taste, Thai food has been popular around the globe. It appears that the government-led projects such as ‘Thai Brandization’ and standardization of Thai food may improve the reputation of Thai food and Thailand at the same time.

**CASE 2 - SINGAPORE FOOD FESTIVAL**

Singapore Food Festival which had been held in April has been held in July since 2005. Singapore is a nation in which diverse cultures are welcomed and accepted such as Chinese, Malay, Indian, Eurasian and Peranakan. For one-month festival period, tourists can taste a variety of localized Chinese, Malay and Indian dishes. In addition, a variety of fun and exciting events (ex: food-related events and contests, cooking class, cultural tour, etc.) are held throughout the nation during the festival.

This year is the 17th anniversary of Singapore Food Festival. About 560,000 tourists annually. One of the keys for the success is that all kinds of Singaporean food are served for a certain period of time. In addition, a variety of fun and innovative events are held in connection with tourist attractions during the festival.

**CASE 3 - MENTON LEMON FESTIVAL IN FRANCE**

The Lemon Festival in Menton is the world’s only lemon festival. It is the second biggest festival in Riviera, following Nice Carnival. It has been held annually since 1934. In 1895, hotel owners proposed carnival parade to boost tourism in winter season. However, it was similar to Nice Carnival. In 1929, one hotel owner came up with the idea of ‘flower and citrus exhibition’ considering the fact that Menton is No.1 in Europe in terms of lemon production. The Menton authority has developed the festival into one of the most famous festivals in France. It has been held over seven decades so far.

Menton is a small city with a 30,000 population. However, it has attracted nearly 400,000 tourists annually. The Menton Lemon Festival is held in February, nearly same period of time with the Nice Carnival. Therefore, it attracts the tourists of the Nice Festival as well. The number of tourists has gradually increased every year.

**CASE 4 - JAPANESE FOOD MUSEUM**

In Japan, ‘Single-menu Food Theme Park’ has drawn great attention. To attract diverse customers, various food theme parks (ex: Ramen Museum, Curry Museum, Dumpling Museum, Ice Cream Museum, etc.) have opened (or have been under development).

Japanese’s first food theme park is ‘Shin-Yokohama Ramen Museum’ which opened in 1994. Even though it originat- ed from China, it has become popular with ‘Ramen.’ Since the opening of the museum, various Ramen restaurants (Ex: Menya Musashi, Aoba Ramen, Kujira-ken, etc.) have opened. A variety of ramens, ramen products and souve- nirs are showcased in the museum. In the basement, you can meet an old street and famous Ramen restaurants (5 restaurants in total). This museum attracts 100,000 -150,000 tourists every month.

Empowered by the success of the Ramen Museum, ‘Dumpling Museum’ and ‘Traditional Food Museum’ were additionally established. In the Dumpling Museum, the historical resources on the origin of the dumpling about five decades ago are showcased. And an old street is restored. At present, 22 dumpling restaurants are operat- ed in the Dumpling Museum. Three of them are Chinese Dumpling restaurants. It appears that if we establish a food cluster just like Ramen Museum or Dumpling Museum in Japan, we would be able to make a sensation through it is not traditional food.

**CASE 5 - MENTON LEMON FESTIVAL IN FRANCE**

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CHINESE TAIPEI

TAIWAN NAMED AS ONE OF THE TOP 10 DESTINATIONS TO VISIT IN THE WORLD IN LONELY PLANET’S BEST IN TRAVEL 2012

Taiwan has been named as one of the top 10 destinations to visit in the world by Lonely Planet. Lonely Planet’s Best In Travel has annually announced the best travel destinations in the world and introduced them to millions of readers from around the globe. The largest travel guide book and digital media publisher in the world stated that Taiwan has remarkable nature with open coast and thick forest. In addition, tourists can meet a variety of valuable Chinese cultural relics in a museum. Taiwan offers the unique opportunity to experience a living presence of Taoism and Buddhism. The travel guide book also pointed out that delicious food is one of the greatest prides of Taiwan. With well-designed transportation infrastructure, Taiwan has great travel environment. In particular, tourists can tour every corner of the country through a bike path. The best travel destinations in the world have been chosen by voting in accordance with the evaluation criteria (ex: region, thrill, value, etc.).

NAMHAE, KOREA

NAMHAE-GUN SIGNS AN MOU FOR PRODUCTION OF THE CABLE TV SERIES “SAVING MADAME GOH BONG SHIL”

On October 26, 2011, Namhae-gun and Group Eight signed an MOU for production of “Saving Madame Goh Bong Shil” at a Namhae-gun office. The new TV series will be aired through the TV Chosun channel. “Saving Madame Goh Bong Shil” is a story of Namhae-gun office. The new TV series will be introduced through the new soap opera. As a result, the number of tourists visiting scenic Namhae will significantly increase. Meanwhile, TV Chosun’s new TV series has been shooting at Namhae-gun and Iksanen.

SANYA, CHINA

SANYA IS ABOUT TO COME OUT TO THE WORLD THROUGH THE VOLVO OCEAN RACE

The Volvo Ocean Race is the world’s premier offshore race. Crews set sail on a 24,000-nm course, across five continents and three oceans for nine months. As a real extreme endurance event, it is described as ‘the Everest of Sailing.’ It is held every four years. The 2011-2012 Volvo Ocean Race begins in Alicante on October 29. According to the schedule, the race ends at Sanya, China on February 4, 2012.

Sanya is one of the top major port cities selected for this international event. Sanya aims to come out to the world through this world’s renowned sporting event. From February 4 to 19, a variety of events (ex: welcome ceremony, opening ceremony, Jeong-wol Daeboreum congratulatory performance, awards, youth yachting championship, sailing ceremony, farewell ceremony, etc.) will be held in Sanya. In addition, the City of Sanya plans to install ‘Sanya PR Center (50 pyeong wide)’ and promote PR activities at the port stopover. In addition, the municipal authority aims to promote PR activities at five major stops in cooperation with travel agency owners.

SHANGHAI, CHINA

TO THE SHANGHAI DISNEYLAND IN 2015, A DEDICATED METRO LINK FOR VISITORS

Visitors to the Shanghai Disneyland and its related resort in Pudong will get a dedicated Metro link and rapid access when it opens in 2015. Shanghai government officials said. To facilitate the Disneyland project, the first on the Chinese mainland, a metro link is to be constructed plus supporting highways. The initial cost to build the park is about 24,5 billion yuan (US$3.7 billion). An additional 4.5 billion yuan will finance other aspects of the resort, including hotels and a retail, dining and entertainment complex. The city government regards the project as vital in its bid to make Shanghai a world-class tourist destination. The first phase of the project is expected to attract 7.3 million visitors annually. The park is about 21 kilometers from People’s Square and 24km from Pudong International Airport. Besides the Disney Metro link, Shanghai will start the construction of other new subway projects, including the third phase of Metro Line 8, the third phase of Line 9, the second phase of Line 5, and Line 17. The subway projects are only part of the city’s efforts to improve and expand public services and traffic infrastructure.

YOGYAKARTA, INDONESIA

THE ROYAL WEDDING

If London had its Royal Wedding earlier this year in April, this October the Palace of Yogyakarta Hadiningrat will be the setting for Java’s own grand royal wedding between Princess Gusti Raden Ajen Nur Astuti Wijarneni, youngest daughter of the Sultan of Yogyakarta, and Ahmad Ubaidillah. Scheduled to take place on 18 October 2011, the date chosen for this memorable occasion has been carefully determined through ancient and sophisticated Javanese calculations based on the dates of birth of both the bride and the groom. Daughter of Sultan Hamengkubuwono X of Yogyakarta and the staff member of the office of the Indonesian’s Vice President originating from Lampung in Sumatra, tie the knot during a full royal Javanese ceremony. As for colors used for this happy occasion, the princess said that the couple used white-orange during the ‘Ijab Qabul’ or wedding vows ceremony and white-green during the evening wedding reception. The Ijab Qabul ceremony held in the Palace of Yogya, a horse carriage built in 1880. The royal wedding also coincided with Yogyakarta’s 295th anniversary celebrations. Yogyakarta’s Culture and Tourism office is planning to merge the royal wedding together with the city’s annexary celebrations into an elaborate package, which have as its pinnacle the jogja Java Carnival on October 22nd. This year, the Jogja Java Carnival 2011 has purposefully chosen the theme: “Magniworld”, representing the magnificent world. "We hope the theme can establish Yogyakarta as the home of the world’s arts. Yogyakarta is the perfect place to express arts and cultural expressions.

BANGKOK, THAILAND

ROYAL CARIBBEAN CRUISES NAMED BEST CRUISE OPERATOR OF TTG TRAVEL AWARDS FOR FOUR YEARS IN A ROW

Royal Caribbean Cruises (Asia) is named the Best Cruise Operator of the TTG Travel Awards 2011, and this is the fourth consecutive year the company is honored with the award since 2008. The TTG Travel Awards are given out annually to honor organizations in
Asia Pacific’s travel industry for their strong commitment towards service excellence. Royal Caribbean has been voted unanimously by TIG panels for the Award. Royal Caribbean won the award for offering the best product in terms of service and itineraries as well as the best onboard programs and facilities such as signature rock-climbing wall and mini golf course.

The Asian-based Legend of the Seas stops at Phuket, Halong Bay, Nagasaki, Fukuoka, Seoul, Jeju and Beppu with Busan Incheon, Singapore, Hong Kong, Shanghai, Tianjin, and Yokohama as home ports. “It is a great honor to receive this prestigious award for four years in a row. Winning this award means that we maintain our strong position in Asia, and customers have been satisfied with our elegant and refined service.” He added, “We’d like to express my deepest gratitude to all our customers and business partners. We promise that we will keep providing the best services.”

Royal Caribbean’s Eastern Asia Director, Kevin Tan, said “It is a great honor to receive this prestigious award for four years in a row. Winning this award means that we maintain our strong position in Asia, and customers have been satisfied with our elegant and refined service.” He added, “We’d like to express my deepest gratitude to all our customers and business partners. We promise that we will keep providing the best services.”

One of the main gifts to Irkutsk city on its anniversary is the 130th quarter (the Irkutsk Sloboda), which was growing and changing almost every hour during last days before celebration. Now it is not constructed completely, but it has already impressed. The Irkutsk Sloboda became a square which can be transformed in a concert space which unfolds the country’s hidden gems, best-kept secrets and natural bounties scattered throughout its 7,107 islands. From the stunning geographical landscapes, verdant vistas, sun-blessed shores, prolific underwater life and the myriad of adventures on offer, to the vibrant nightlife, remarkable shopping and delectable cuisine, unique destinations and activities were introduced and promoted during the event. With the main objective of sustaining the growth of inbound tourists to the Philippines, the Travel Exchange or PHITEX, which was held on 01 September, provided updates and insights on how to maximize opportunities from vital and potential tourist source markets.

VIETNAM, HANOI

GRAND MEETING MARKS BUDDHIST SANGHA’S ANNIVERSARY

A grand meeting was held in Hanoi on Nov. 7 to celebrate the 30th founding anniversary of the Vietnam Buddhist Sangha (VBS). A message of the VBS leader presented by Most Venerable Thich Chon Thien, Vice Chairman of the VBS Executive Council, said the foundation of the VBS on Nov. 7, 1981 was an important event for the Vietnamese Buddhism. The VBS is a sole organization that lent achievements to the VBS’s affiliates.

The Pre and Post Tours would be an experiential tour for the Buyers bringing them to the highlighted attractions that are critical in their decision making. On the other hand, the Educational Seminars on 31 August for Sellers, provided updates and insights on how to maximize opportunities from vital and potential tourist source markets.

JAPAN

TOURING BOTH KOREA AND JAPAN WITH KOREA-JAPAN JOINT RAILROAD TICKET!

KORAIL Tourism Development launched Korea-Japan Joint Railroad Ticket service on November 3, 2011. With the pass, tourists can get special discount (up to 30%) on ship and train tickets in various routes including Seoul-Hakada, Seoul-Oita and Seoul-Osaka. Because KORAIL, Tourism Development starts to sell the ticket, it appears that a variety of tourist products will be developed. In addition, tourists from both countries will now go on a trip in a more convenient manner. After signing a cooperation agreement with JR Kyushu Railway Company and JR Kyushu Jet Ferry, KORAIL has concentrated on developing Korea-Japan railroad tourism products. As a result, the train tourism industry in both Korea and Japan may expand in 2012.

IRKUTSK, RUSSIA

THE IRKUTSK SLOBODA (THE IRKUTSK LARGE VILLAGE)

One of the main gifts to Irkutsk city on its 60th anniversary is the 130th quarter (the Irkutsk Sloboda), which was growing and changing almost every hour during last days before celebration. Now it is not constructed completely, but it has already impressed. The Irkutsk Sloboda became a square which can be transformed in a concert space which unfolds the country’s hidden gems, best-kept secrets and natural bounties scattered throughout its 7,107 islands. From the stunning geographical landscapes, verdant vistas, sun-blessed shores, prolific underwater life and the myriad of adventures on offer, to the vibrant nightlife, remarkable shopping and delectable cuisine, unique destinations and activities were introduced and promoted during the event. With the main objective of sustaining the growth of inbound tourists to the Philippines, the Travel Exchange or PHITEX, which was held on 01 September, provided a venue for invited Foreign Buyers of tourism products and services, to transact business with Philippine Sellers on one-on-one pre-scheduled business appointments. The Pre and Post Tours would be an experiential tour for the Buyers bringing them to the highlighted attractions that are critical in their decision making. On the other hand, the Educational Seminars on 31 August for Sellers, provided updates and insights on how to maximize opportunities from vital and potential tourist source markets.
**TPO REGIONAL MEETING FOR KOREAN MEMBER CITIES HELD IN BUSAN**

On Tuesday, June 28, 2011, a TPO regional meeting for Korean member cities was held at the Busan City Council, with about 20 tourism officials from 12 member cities participating. The meeting was held at the request of TPO’s performances in the first half of 2011 and plans for the second half of 2011 and 2012. The upcoming 5th TPO General Assembly, which is scheduled to be held in September in Incheon City’s Daesin Park, drew the main issue of the meeting. TPO Secretory General encouraged member cities’ active participation in the Daesin meeting. In addition, delegates had hot discussions on the budget for security plans in TPO’s projects. The regional meeting offered a very good opportunity to exchange tourism-related information as well as to strengthen friendship among TPO member city coordinators. In the future, our city will work on the plans for more active participation in TPO’s activities,” said Mr. Kim Jong Dae, chief of the Tourism Promotion Division in Gwangju Metropolitan City.

**TPO REGIONAL STUDENT EXCHANGE CAMP “W.A.F.L COMPETITION” CONCLUDED WITH GREAT SUCCESS**

Jointly held by the TPO, Busan Metropolitan City, and APTA, the “W.A.F.L Competition (We Are the Future Leaders),” TPO’s Student Travel Exchange Program (STEP), was successfully held July 5-11, 2011, in TPO’s Korean member cities of Busan and Gyeong. More than 100 tourism-major universities (or postgraduate) students from 13 TPO member cities of seven countries in the Asia Pacific region participated in the camp. The students were divided into 10 groups, with given project missions, they participated in various interesting programs. Highlights of this year’s camp event were the lectures given by world-famous tourism experts, Prof. Jerome Agrusa from Hawaii Pacific University, Prof. Bruce Prideaux from James Cook University, and Prof. Back Kiyun from University of Houston. Speeches on the development plan and future vision of the tourism industry were delivered, followed by Q&A sessions. In addition, field studies were arranged in Busan and Geoj, cities, enabling the students to complete the given project missions through tourism products experiences. “W.A.F.L Competition” was held on the last day of the camp (July 10); group presentations were made based on the given projects. TPO Secretary General Hwan-Myung Juno paid a four-day visit to the Chinese member cities of Shanghai, Chengdu, Tianjin, and Dalian from July 20 to 23. During his visit in Tianjin, the Secretary General met with Mr. She Qingwen, Director General of the Tianjin Tourism Administration. They shared views on the tourism development in China and Asia Pacific region and explored ways to strengthen cooperation between the TPO and Tianjin. “We are very pleased to welcome you in Tianjin. Tourism, especially tourism manufacturing, plays an important role in the city’s strategic development. We hope to enhance Tianjin’s tourism development through further cooperation within TPO’s network,” said Director General She.

The TPO General Assembly, the supreme decision-making body of the TPO, is a special gathering for member cities’ mayors, tourism officials, and travel businesses to make resolutions on significant issues of the TPO. Currently, it is held once every two years.

**TPG SECRETARY GENERAL HWAN- MYUNG JUNO VISITS CHINESE MEMBER CITIES TO PROMOTE THE 5TH TPO GENERAL ASSEMBLY**

In order to promote the 5th TPO General Assembly, which is to be held September 4-7, 2011, in Dalian, China, as well as to enhance mutual exchanges and cooperation, TPO Secretary General Hwan-Myung Juno paid a four-day visit to the Chinese member cities of Shanghai, Chengdu, Tianjin, and Dalian from July 20 to 23. During his visit in Tianjin, the Secretary General met with Mr. She Qingwen, Director General of the Tianjin Tourism Administration. They shared views on the tourism development in China and Asia Pacific region and explored ways to strengthen cooperation between the TPO and Tianjin. “We are very pleased to welcome you in Tianjin. Tourism, especially tourism manufacturing, plays an important role in the city’s strategic development. We hope to enhance Tianjin’s tourism development through further cooperation within TPO’s network,” said Director General She.

**5TH TPO GENERAL ASSEMBLY CONCLUDED WITH GREAT SUCCESS IN DALIAN, CHINA**

The 5th TPO General Assembly, the supreme decision-making body of the TPO, came to a successful conclusion at Furama Hotel Dalian, China. The event, which was held September 5-7, 2011, brought together approximately 200 delegates from 36 city governments and 13 industries in the Asia Pacific region. Now let’s have a look at the important decisions made at this General Assembly.

- **Expansion of TPO Membership** The 5th TPO Executive Committee held on September 5 approved the membership application of Tai-hung City (Chinese Taipei), Zhaoping City (China), and Dalian Gulian International Travel Service Ltd. With these three organizations’ joining in the TPO, the number of TPO members has reached 300 (68 city governments and 32 industry businesses).
- **Reelection of Guangzhou City as the Next President City of the TPO** Guangzhou City in China was reelected as the President City of the TPO for the period of 2012 to 2013. And the mayor of Guangzhou serves as TPO President.
- **Adoption of Co-President System and Election of Co-President Cities of the TPO** The General Assembly approved the abolition of the position of Vice President and the introduction of the System of Co-Presidents, not more than five of whom will represent the TPO internally and externally along with the President. Busan City, Dalian City, Chengdu City, and Sanya City (China) were elected as the Co-President Cities, and mayors of these three cities serve as Co-Presidents of the TPO.
- **Announcement of the Official Establishments of the TPO Travel Agency Network (TAN)** The Travel Agency Network Committee was officially established. The President of CITS Guangdong Co., Ltd. (China) was elected as the Chairman, while presidents of Dalian Gulian International Travel Service Ltd. and TAN (Korea) were elected as the Vice Chairmen. The Committee decided to launch a charter flight between China’s Dalian and Korea’s Busan this October.
- **Selection of Joint Projects and Assignment of Priority Project of the TPO** The following projects were approved as joint projects of the TPO: Student Travel Exchange Project, Travel Agency Network Project, Overseas Market Development and Project, and the Building Members’ Tourism Statistics Database. Among these joint projects, priority shall be given to marketing the TPO Travel Trade events that have been held as part of the Overseas Joint Marketing Project into the TPO Travel Fair from 2013.
- **Proposals for Member Cities’ Cooperation on Crisis Management for Tourism and Measures to Expand Exchanges among Member Cities** At the Mayors’ Roundtable Discussion on September 5, high-level officials from member cities made proposals on crisis management for tourism and measures to increase exchange among member cities, including holding seminars on tourism crisis management for the period of officers of member cities, publishing manuals to cope with tourism crises, developing tourism products that allow visiting a plural number of member cities, and developing tourism products. The General Assembly also adopted the Yearbook of the TPO member cities.
- **Announcement of the TPO Executive Committee’s Case Study Presentation** The TPO Executive Committee presented a variety of programs to enhance members’ exchanges and friendship-building, including Member Cities’ Case Study Presentation, Japanaise Cities’ Promotion Session, seminar on Crisis Management for Tourism, Member Cities’ Tourism Photo Showcase, and Welcome and Farewell Reception, etc.

**TPO TRAVEL AGENCY NETWORK ONLINE TRAVEL-TRADING SYSTEM OPENS**

Recently, the TPO online travel-trading system opened. The system is designed to facilitate international business members of the TPO Travel Agency Network (TAN) through the Internet. With this online travel-trading system, travel agencies with TAN membership can carry out a variety of businesses as well as exchange travel and tourism information related to TPO member cities. This will enhance the network as well as provide more development opportunities for private members within TPO’s network. Correspondingly, the TPO Secretariat also established a business center to manage the business operation and facilitate communication among TAN members. To date, 21 travel agencies across the Asia Pacific region have joined the TAN network. For more active development of the businesses, the TPO Secretariat plans to recruit more travel agencies to join the network.
Korea

DEAEU

MEDICAL TOURISM

Lotus World is the largest lotus theme park. As the global society is aging, the world has become more interested in health. People from around the world have searched for better medical services at good prices to live a healthier and better life. The City of Daegu organized Medical Industry Team for the first time in Korea in March 2008. In August 2009, the municipal authority won a bid to construct High-tech Medical Complex. On January 14, 2011, the local government constructed a Medical Complex.

Best Tourism Product

Tourism Promotion Organization for Asia Pacific Cities

Western Medicine Center which aims to heal chronic and hard-to-cure diseases is under construction. After all, Daegu City has made its best efforts to realize ‘Medi City, DAEGU.’ Through Daegu Medical Tourism, tourists can get a variety of modern treatments such as hair transplantation, general check-up, oriental aesthetics, integrated diagnosis of oriental/western medicines, plastic surgery, skin aesthetics, dentistry and surgeries for severe diseases including cancers. The City of Daegu will keep moving forward to attract more medical tourists by supporting the development of bilingual websites, fostering experts such as interpreters and coordinators and designing and nurturing local medical institutions.

HADONG

TEA CULTURE CENTER

Hadong Tea Culture Center features ‘Tea Culture Exhibition Hall’ in which you can learn the history and culture and Hadong tea and experience the mystery of tea. ‘Tea Experience Hall’ where you can make Deggum Tea in person using traditional Korean tea making technique and experience Hadong tea ceremony, ‘Ceramics Hall’ in which you can make Hadong pottery in person and ‘Tea Shop’ where a variety of premium Hadong teas are available. Hadong Tea Culture Center is a great shelter to tourists throughout the year. Hadong Tea Culture Festival is annually held here. As the place where you can learn the past, present and future of traditional Korean tea, Hadong Tea Culture Center has played a key role in spreading the excellence of Hadong tea.

GIMHAE

FORMER PRESIDENT ROH MOO-HYUN’S BIRTH PLACE

Jinyeong Bongha Village situated at the foot of Bonghwa Mountain (140m, elevation) and about 4.5km away to the east from Jinyeong-eup is a typical rural village in which Jinyeong Sweet Persimmon and rice are farmed. It is named ‘Bonghwa Village’ because it is situated at the bottom of Bongha Mountain. There are Jangjutown Temple and Maebul (rock-carved Buddha statue) in the mountain. You can also meet magnificently beautiful Lion Rock at the mountain peak. The Hawapcheon Stream flowing near the village is a treasure house of ecological resources with 68 different bird species and 16 different plant communities. The Roh Moo-hyun’s Birth Place was restored and finally opened to the public in September 2009. This typical thatch-roofed house (11 pyeong) features Bonchae Building and Araechae Building. The 11 pyeong-wide Bonchae Building consists of two rooms and a kitchen while the 4.5 pyeong-wide Araechae Building features a barn and toilet. For tourists’ convenience, an information center is installed at the entrance to the house. A cultural interpreter is also available.

Chinese Taipei

KAOSHSUNG

E-DA WORLD

Located in Kaohsung city at the foot of Guan Yin Mountain, E-da world is a recreation paradise that incorporates a Theme Park, Outlet Shopping Mall, and 2 hotels. Over 25 years of planning and constructing, E-da World opened in December 2010 and became the newest and largest wonderland in Taiwan. You could start your adventure from E-da Theme Park, which is built according to Trojan Castle, Acropolis and Santorini Mountain City style. Exquisitely styled architecture and original amusement facilities make it a suitable trip for the whole family and a get-together venue for good friends. The E-da Outlet Shopping Mall is a good place to stroll and adventure. Being Asia’s largest Outlet Mall, the mall offers consumers great shopping environment and reasonable prices for various brands. After exciting shopping tour, you could end the adventure by taking the highest Ferris wheel in Taiwan. There is a Ferris wheel with a diameter of 88 meters on the roof of the outlet mall. You could enjoy an impressive panoramic view of southern Taiwan.

GEORGETOWN

LITTLE INDIA

Little India is located at the side of Jalan Mill Street. Home to many traditional Indian traders back in the 18th century when Penang was declared as a trading post, Little India is the centre of George Town’s Indian culture and legacy, perfect for those seeking a different kind of shopping experience. Little India is arguably the most colorful area of Georgetown. Filled with an assortment of shops offering a myriad of goods and products, it is quite a delightful experience for visitors, offering lovely sights, sounds and scents. As you walk along its streets, Indian songs can be heard blasting through the speakers from the shops, contributing to the district’s din and lively atmosphere. Their menu includes favourites such as samosas, pakoras, kabobs, naan bread, roti, rices, masalas, paneers and perennial favourites such as butter chicken and curries. Little India is also the starting point of the procession of devotes celebrating Thaipusam, a Hindu religious festival.

Malaysia

KOTA KINABALU

NORTH BORNEO RAILWAY

North Borneo Railway is the oldest running steam train in Sabah and Borneo. The nostalgic romance of an old steam train relives memories of a bygone era. Passing through villages and coastal towns, paddy fields, rainforests and plantations of rubber and coffee, a ride on North Borneo Railway is truly a journey of rediscovery into the heart of Borneo. The North Borneo Railway is a joint venture project between Sutera Harbour Resort and the Sabah State Railway Department, signifying a historical collaboration between the private sector and the state government. The primary goals of the project are to enhance existing infrastructure as well as help in efforts to promote Sabah as a destination for domestic and international tourism. The North Borneo Railway offers passengers an opportunity to experience the bygone era of British North Borneo while transporting passengers along the line of Sabah. Refurbished to recreate the nostalgic romance of people travelling by steam train in the days of the Chartered Company and the British Colonial Office, both the exterior and interior provide an environment that would have been typical of stepping onto a train in the 1920s. The exterior utilises the traditional deep green and cream of the original North Borneo Railway, with carved brass logos showcasing the original design of a tiger holding a rail wheel, standing on the royal crown. The interior highlights the natural woods of Sabah and unless the train is fully booked, passengers are offered free seating on one of the five colonial-style passenger train carriages.

FORMER PRESIDENT ROH MOO-HYUN’S BIRTH PLACE

Jinyeong Bongha Village situated at the foot of Bonghwa Mountain (140m, elevation) and about 4.5km away to the east from Jinyeong-eup is a typical rural village in which Jinyeong Sweet Persimmon and rice are farmed. It is named ‘Bonghwa Village’ because it is situated at the bottom of Bongha Mountain. There are Jangjutown Temple and Maebul (rock-carved Buddha statue) in the mountain. You can also meet magnificently beautiful Lion Rock at the mountain peak. The Hawapcheon Stream flowing near the village is a treasure house of ecological resources with 68 different bird species and 16 different plant communities. The Roh Moo-hyun’s Birth Place was restored and finally opened to the public in September 2009. This typical thatch-roofed house (11 pyeong) features Bonchae Building and Araechae Building. The 11 pyeong-wide Bonchae Building consists of two rooms and a kitchen while the 4.5 pyeong-wide Araechae Building features a barn and toilet. For tourists’ convenience, an information center is installed at the entrance to the house. A cultural interpreter is also available.
Japan

OSAKA

UNIVERSAL STUDIOS JAPAN

Universal Studios Japan which opened in March 2001 is a movie-based theme park. Here, both children and adults can experience thrilling and exciting Hollywood. In Attraction, a fantastic movie world such as Terminator and Jurassic Park is restored. You can also meet Japanese animation events. The theme park is divided into Ride Attraction (ex: Jaws, Back to the Future, etc.), Show Attraction (ex: Shrek 4D Adventure, UNIVERSAL MONSTER LIVE ROCK’N ROLL SHOW, etc.) and Play Zone (ex: Snoopy Sound Stage Adventure, Snoopy Play Land, etc.). In addition, the 10th anniversary Christmas is held under the theme of “The Greatest Park, The Happiest Surprise!” It would be a great opportunity to experience the true thrill and excitement of Universal Studios Japan.

FUKUOKA

GREEN BUS

Green Bus is a sightseeing bus that allows passengers to get on and off at any time at any bus stop along the route connecting JR Hakata Station (Hakata Bus Terminal, the bus stop no. 21) with other tourist spots in the Fukuoka and Hakata areas. One loop takes about 90 minutes. There are two routes for Green Bus. Art Museum Route, which is used in the day time and Night Explorer Route in the evening and at night. With such features as floor, seats and hand straps all made of wood and, for some buses, streamline-shaped seats for passengers to sit face-to-face, it is joyous just to ride this bus. Green Pass is available in Green Bus, Hakata Bus Terminal, airport boarding area, tourist information center and major hotels in downtown. With the Green Pass, you can get diverse benefits.

Indonesia

YOGYAKARTA

GAMELAN

Gamelan comes from the word gembelan, tone of gendhing, a scale which played in the music of Javanese ceremonial, such as Sekakat Night Market. Now, gamelan has become the heritage of Indonesian culture. Indonesian is the owner of gamelan. But, some foreigners, such as Australian, United States, Malaysia, Japan, Filipino and Canada, have visited to Indonesia to learn gamelan. Many gamelan Festival that you may find in Jogja, such as Festival Gamelan Yogyakarta, Festival Kesehatian Yogyakarta, Children Art Biennale, etc. Most of the festival is involved gamelan musician as their part performance.

SURABAYA

SURABAYA’S MANGROVE FOREST

ECO-TOURISM

In Surabaya, there are at least eight kinds of mangrove growing in the Wonorejo forest, including the black mangrove (Aegiceras corniculatum), the yellow mangrove (ceriops tagal), and the apple mangrove (sonneratia alba). Mangroves not only serve as a buffer against the waves, but are also a thriving environmental conservation fortress for Surabaya, defending nature from ever expanding human development. And so the mangrove forest eco-tourism not only serves as the city’s lungs, but has also become a new tourism asset for Surabaya, a city which until now has relied almost entirely upon giant shopping centres and cultural attractions to attract visitors. Even before its official opening in February 2011, tourists flocked here and there were about 1,000 visitors per month, both domestic and foreign, from countries like Australia, the Netherlands, Italy, Germany and China.

China

YANTAI

HORSE RAISING ISLAND

Horse Raising Island is a provincial holiday resort, approved by the government of Shandong Province. It is situated in Ningsha, Muping District. The holiday resort occupies an area of 3000 hectares including a villa area, a central pleasure area, an international exhibition and commercial area. The island has beautiful scenic spots and pleasant climate. It is sometimes called the “Hawaii in the east.” It is said that first Chinese emperor once raised horses there. This is where the island got its name from. The island has set up more than 20 scenic spots and nearly 30 service facilities, such as the “Caves at the Bottom of the Sea”, “Paradise on the Sea”, the “Splendid Walled Town”, the “Palace of the Tour to the West”, a horse race course,_convalescent centers, and hotels and holiday inns which attract a large number of tourists from inside and abroad.

CHENGDU

BIRTHPLACE OF HAPPY FARMHOUSE TOURISM

At the opening ceremony of the 1st China Rural Tourism Festival in April, 2006, the National Tourism Administration named Chengdu officially the “Birthplace of Happy Farmhouse Tourism,” where there are 6,000 plus Happy Farmhouses that have a total number over 100,000 across China. Five kilometers away from the southeast of Chengdu proper is an Eden of rural tourism, widely known as the “Five Golden Flowers” of San Sheng (Three Sages) Village. The local villagers have lived on cultivating flowers and trees from one generation to another.
Ever since 2003, the Village has pushed forward various forms of tourism projects respectively focusing on leisure and sightseeing, flower appreciation and fruit tasting, and farm work experiencing, which later have developed into five distinctive agricultural villages specially for tourism, i.e. Five Golden Flowers, Farmer’s Floral Hometown, the Lotus Pool under Moonlight, Blessed Plum Woods, Chrysanthemum Garden on the East Side of the Hedge, and the Jiang’s Vegetable Plot.

**Vietnam**

**HANOI 15**

**ELECTRIC CAR TOUR**

Traveler can use to hop on the electric car and enjoy a short city tour, on a public service specifically aimed at tourists only. Each car can carry a maximum load of 8 passengers at any given time, and no bulky luggage is allowed. The route is about 7km with 10 stations, with Hien Van Hoang Street are both the first and the final stop. The itinerary contains up to 281 commercial streets, 15 old streets, 3 pagodas, 8 historic sites and many tourism destination around Hoan Kiem Lake area and Dong Xuan Market. The electric cars are ready to take in passengers from 8.30 a.m to 16.30 p.m and from 19p.m to 23 p.m. While enjoying the city tour, tourists will also have a chance to listen to many beautiful old songs about Hanoi played on the car audio. During the car is in motion an audio guide will be offered, but only in Vietnamese.

**HO CHI MINH 15**

**WATER PUPPETS SHOW**

Water Puppetry is a unique art of Vietnamese culture. Water Puppet was developed based on Vietnam's background as an agricultural country whose rice paddy fields are so popular. The art of controlling the puppets and use them to perform human activities underneath water attracts lots of foreigners when they visit Vietnam. The Water Puppets Show is often conducted in the evening at the Golden Dragon Water Puppet Theater, inside the Labor Culture Palace HCMC. It costs about $4 / adult for a ticket. The show lasts for 45 minutes or an hour. In the show, you can have a thorough view on Vietnamese people's daily life in the past such as: paddling and fishing, farming or even dancing. Language might be a barrier to your understanding. Don’t worry about it. The puppets’ movements by skilful puppeteers can deliver non-verbal communication and fade the language gap. If you are curious about how puppets show their love feelings, you should not miss a Water Puppet Show at the Golden Dragon Water Puppet Theater.

**Russia**

**IKRUTSK 15**

**THE KRUGOBAIKALSKAYA RAILWAY**

The Krugobaikalskaya railway is considered to be the main made-man sights on Baikal. It is a unique monuments of architecture and engineering, the most beautiful section of the Trans-Siberian railway. The Krugobaikalskaya railway was constructed in almost impassable place, on precipices, which are overhanging on deep waters of Baikal, in a severe climate and in such conditions when navigation is possible only when the weather is calm. It is necessary to notice that the greatest quantity of works was concentrated in rather narrow zone limited by mountains on the one hand and by Baikal Lake on the other. 39 tunnels, 15 galleries, 440 bridges were constructed for a distance of 16 kilometers. This railway is fairly called "the gold buckle of steel belt of Russia" because the volume and cost of construction work of the railway surpassed all the railways in the world. The train of Krugobaikalskaya railway goes in two directions: from irkutsk to Slyudyanka and from Slyudyanka to Port Baikal, or in the opposite direction. Also a diesel locomotive “Matanya” goes between the station Slyudyanka and the station Baikal some times in a week.

**VLADIVOSTOK**

**ARSENYEV MUSEUM OF NATURAL SCIENCE 17**

The natural science museum was named after Russia's famous traveler and explorer, Arsenev. This is the biggest museum in Vladivostok and the oldest one in the Primorsky region which opened in 1890. It has a collection of 200,000 items including stuffed animals and botanical specimens with exhibitions on nature, ethnography and archeology. On the first floor, a black bear and 4.5 m tall Amur Tiger are displayed. Most wild an imals in display are stuffed ones of real life and they are the ones easily found in Eastern Russian or northeastern China. Also, records and remains of the natives and remains of Korea’s Balhae period are eye-catching.

**Thailand**

**BANGKOK 18**

**BLUE ELEPHANT COOKING CLASS**

Blue Elephant operates its chain restaurants in 22 cities throughout the world including London, Brussels, Copenhagen, Dubai, and others. Entering into the restaurant that goes back 100 years, you first come to meet elegant table settings and aroma which stimulates appetite. If you are willing to experience Thai court cuisine, there is no place like Blue Elephant. From the typical menu, Tom-yum, to creative desserts created by world-wide recognized chef Kun Nuew, and to organic rice, you will be satisfied with everything in Blue Elephant. Affection of Thai tradition instilled in the cuisine, Thai court cuisine’s unique delicacy, and friendly English-speaking atmosphere will upgrade your travel and make your trip special. Blue Elephant cooking class is a class that participants cook and taste four courses of food whose recipes are not too complicated and whose ingredients are readily available. In the morning class, participants do grocery shopping with the chef at morning markets. Then, through lessons of theory and practice, they learn the secret recipes of Blue Elephant. After the cooking class, all participants and the chief share food they made. Then, they receive the certification and presents - Thai herb tea, curry paste, and an apron. All the classes run in English.
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 66 city governments and 31 non-governmental members representing the private sector, educational institutions and other tourism authorities. TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.

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

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

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

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

TPO Members
68 city members, 32 industry members

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Tel: +82-51-502-1967  Fax: +82-51-502-1968  E-mail: secretariat@aptpo.org
Korean Air’s A380 provides you with

1.3 times the space

Duty Free

Showcase offers onboard shopping for luxury items.

bars

While cocktails are served in spacious lounges and

94

Prestige Sleeper Seats comprise the entire upper deck.

comfort

providing greater

There’s more to our A380 than meets the eye

Korean Air’s A380 has the finest seats to give you 1.3 times the normal space for a more comfortable flight experience.

While onboard, unwind at our Duty Free Showcase, lounges and bars, or simply relax in the upper deck devoted to just 94 Prestige Sleeper Seats. Less crowding also means a lighter plane and cleaner skies through which to fly, in comfort and luxury.