

# TOURISM SCOPE

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CHINA | Sanya  
KOREA | Gwangju  
INDONESIA | Jakarta  
KOREA | Incheon

Volume.19 2011

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**Tourism Promotion Organization  
for Asia Pacific Cities**

## Tourism Promotion Organization for Asia Pacific Cities

TPO is a network of Asia Pacific cities  
and a growing international organization in the field of Tourism.  
It serves as a centre of marketing, information and communication for its member cities.

Its membership includes 64 city governments and 31 non government members  
representing the private sector, educational institutions and other tourism authorities.

TPO is committed to common prosperity of Asia Pacific cities geared  
toward sustainable tourism development.



## Contents 2011 Volume.19

### TPO FOCUS

- 06 CULTURE  
A CITY WHERE THE SKY MEETS LAND  
Urumqi, China
- 07 TRAVEL  
CLASSIC AND NEW TRAVEL IDEAS  
Pohang, Korea
- 08 INTERVIEW  
Zainal Bin Abu, Melaka  
Atty. Solfia Arboladura, Manila
- 10 TOURISM INVESTMENT  
Exploitation and Development  
Strategy of UNESCO World  
Heritage Tourism
- 12 FESTIVAL CALENDAR
- 16 PEOPLE  
DIRECTOR GENERAL OF URUMQI  
TOURISM BUREAU  
Shawkat Turdi

### DESTINATION GUIDE

## 18 SPECIAL Sanya

#### SPECIALITY OF SANYA

Sanya has drawn great attention from the world. About a decade ago, it was just a small fishing village located at the southernmost tip of Hainan Island. Now, it is a dream of tourist destination called 'China's Hawaii' thanks to warm weather throughout the year, long beach, hot spring, romantic hotels and resorts (approximately 200 accommodations), shopping street and department stores. Sanya is one of the fastest growing tourist cities. Many resorts and skyscrapers are under construction around the city. Therefore, Sanya will have a better look in the future. In terms of recreation and travel, Sanya is a perfect spot for all tourists. Here, let's take a look at the must-visit destinations in Sanya recommended by Tourism Scope.

## 28 CITY TOUR 1 Gwangju, Korea

## 36 CITY TOUR 2 Jakarta, Indonesia

## 44 CITY TOUR 3 Incheon, Korea



### TREND & ANALYSIS

- 50 Research in the Significance and Potentials for Development of LOHAS Tour
- 54 New Trend of the Exhibition Industry and Tourism

### TPO NEWS

- 58 Industry News
- 62 Organization News
- 64 Best Tourism Product

### DIRECTORY SCOPE

- 70 TPO Objectives & Members



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EDITOR IN CHIEF Myung-Hyo Chung  
EDITORIAL DIRECTOR Jin-Joo Shin  
EDITOR Si-Won Kim, Su-Jin Kim, Seon-ae Yu  
INTERN Eu-Jin Oh  
PHOTOGRAPHER Choong-Keun Oh

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A CITY WHERE THE SKY MEETS LAND

# Urumqi, China

*Xian, Dunhang, Turfan, Taklamakan Desert and Urumqi. These names are familiar to those who dream of the Silk Road. The 7000-km trade route that used to connect China and Europe via Central Asia in the ancient times has been reborn as a tourist attraction for curious travelers.*



## THE SILK ROAD – THE OLDEST TRADE ROUTE IN THE WORLD

The Silk Road was named by the German geographer F. Richthofen in 1877, after he found out that the main item traded through the route was silk. Besides silk, items like china, gunpowder, compass, spices and glass crafts were traded through the Silk Road as well. The Silk Road caravans did not merely transport the items, but also the history, religion and art of Asia and Europe. This contributed to form a unique culture of the Silk Road. Though the caravans no longer exist, the exotic culture and ancient heritages remain on the Silk Road, attracting curious travelers to visit the region. Traveling the Silk Road can be divided into two main parts – the southern and northern part. Xian will be the starting point of trip for one who starts off from the east, and Urumqi for one from the west.

## URUMQI, THE GATE TO THE SILK ROAD

When you meet the Uyghurs whose large eyes are distinctively different from the Chinese, observe the unique style of mosque, and street filled with smell of lamb meats, you will easily experience the ambience of the ancient Silk Road in this city of diverse culture and ethnicity. Urumqi, located in the northern part of Tianshan, is surrounded by mountains and rivers. The city itself boasts vast meadows. The name Urumqi represents this geographical feature, which means 'Beautiful Pasture' in Mongolian. Currently, it is the state capital and the political and cultural center of Xinjiang Uygur Autonomous Region. The city is a favorable starting point of Silk Road trip, equipped with diverse tourist attractions like the Heavenly Pond on Tianshan and Nanshan Ranch and tourism infrastructure. Also, the unique culture that blends the cultures of Uyghur that counts for a half of total population and ten other minor ethnicities also appeals to travelers.



Mosques with round domes and busy bazaar that sells agricultural products and daily goods are worth visiting in downtown. A traveler can get a birds-eye view of Urumqi on the peak of Hongshan, whose rocks are said to gleam in red when the sun sets. People's Park, located in the mountains of Zhenlong Tower constructed in 1778, is a suitable place for taking a rest. One can witness 3800-year-mummy of Loulan and ancient heritages from Niya Kingdom and Dandan-uilik in Xinjiang Uygur Museum, which was constructed using the traditional style of Uyghur.

Tianshan Mountains, a grand natural wall that penetrates Taklamakan Desert, are the important water source for Urumqi and major cities on the Silk Road. There are two major tourist attractions around Tianshan Mountains – One is the Heavenly Pond that is made of water from permanent snow, and the other is Nanshan Ranch located in the northern part of Tianshan. A traveler can experience the traditional culture of Kazakh, watch the reindeers on coach or horse at Nanshan Ranch. A traveler can also have dynamic experiences at the Heavenly Pond, where one can pass through the Pond on funicular or ferry.

CLASSIC AND NEW TRAVEL IDEAS

# Pohang, Korea

*110km north of Busan and 360km south east of Seoul, Pohang attracts visitors with technological wonder and coastal charm. From the gigantic steel mills to wildflowers, from art pieces to historical buildings, Pohang's got more than your expectation.*



## WHERE TO VISIT

### HOMIGOT SUNRISE PLAZA

Homigot is located in the easternmost area of the Korean Peninsula. Choi Nam-Seon, the well-known historian and a poet, selected this place as one of the top ten views in Korea because of its beautiful sunrise scenery. Being the earliest sunrise in the Korean Peninsula, a national millennium event, the Homigot National Sunrise Festival, was held from December 31, 1999 to January 1, 2000 in this area. You can find the sculptures here signifying the New Year's Homigot sunrise, entitled 'Hands of Harmony'.

**Location** Nam-gu Homigot-myeon Daebo-ri Korea **Tel** 82-54-280-0656 **Website** <http://sunrise.ipohang.org>

### GYEONGSANGBUK-DO ARBORETUM

Gyeongsangbuk-do Arboretum is 3,222ha-large, making it the largest arboretum in Asia and the 2nd largest in the world. This arboretum has 179,226 plants from 1,510 different species, including rare plants and special local plants as well as common trees and wildflowers. A total of 24 gardens,

including the Alpine Botanical Garden and the Iris Garden, offer a place to relax and experience nature and are often used by students.

**Location** Buk-gu Jukjang-myeon Sangok-ri Korea **Tel** 82-54-262-6110 **Operating Hour** 10:00-17:00 (from November to February closed at 16:00)



## OEOSA

Oeosa, a Buddhist temple built during the Shilla Dynasty, is located in Unjesan (Mt. Unje), southwest of Pohang city. Along with Oeoji, a large reservoir, it has beautiful scenery harmonized with nature. The temple has Dae-woongjeon (the main building of a temple), Gyeongbuk cultural asset 88, Beomjong, the national treasure #1280, and traditional cylindrical Korean hat of Wonhyo and other relics.

**Location** Hangsa-ri, Ocheon-eup Nam-gu, Pohang city, Gyeongsangbuk-do, Korea **Tel** 82-54-292-2083



## JAPANESE HOUSE STREET IN GURYONGPO

Guryongpo is one of the places that still have Japanese houses where Japanese lived about 100 years ago. Even if many houses are old and empty, on the backstreets in Guryongpo-eup, which used to be the residences of Japanese under Japanese occupation, you will feel as if you are watching the everyday lives of Japanese in Korea in the early 1900s.

**Location** Guryongpo-ri, Guryongpo-eup, Nam-gu

## TRAVEL IDEAS

### •• High Technology Based Industry Tour

#### POSCO

POSCO, the only national furnace enterprise in Korea, is one of the main reasons people visit Pohang city. POSCO was selected by Forbes as the world's best corporation for the year 2002 and was nominated as the world's best steel producer by WSD (World Steel Dynamics), the world-renowned steel industry evaluation agency. The Pohang Steel Mill with the size of 1.03 million ton which has 4 furnaces will provide a special experience to watch the dramatic scenes of producing hot rolling, cold strip, steel plate, wire rod and blooms. Tour program for personal visitors to POSCO Pohang Steel Mill is operated on Saturdays departing at 10:00 and 14:00 at the visitor's center, taking the Posco Bus. The POSCO Museum, not far from the POSCO Pohang Steel Mill, chronicles the short but illustrious history of Korea's first and foremost integrated steelmaker.

**The Posco Museum Address** 1 Goedong-dong Nam-gu, Pohang-city, Gyeongsangbuk-do, Korea **Tel** 82-54-220-7720 **Operating Hour** Mon-Fri 09:00-18:00, Sat 10:00-17:00 (Closed on Sundays and Public Holidays) **Website** [museum.posco.co.kr](http://museum.posco.co.kr)



### ••Tasting Guamegi

To local people, winter is the season for Guamegi, the local specialties of Pohang city region. The Korean half-dried mackerel is widely popular as a winter delicacy and reputed to prevent high blood pressure. In the middle of December, Guamegi Festival presents folk games, traditional Korean music performances, specialty product competitions, free sampling exhibitions, and other cultural experience programs.

# Zainal Bin Abu

MAYOR OF  
MELAKA HISTORICAL CITY COUNCIL



*Melaka belongs to the Melaka Channel, located in the south-western part of Malaysia. From the ancient time, Melaka has been the center of Silk Road on water connecting Europe and Asia. Constantly influenced by Portugal, the Netherlands and the United Kingdom, the city boasts diverse cultures and unique charm as a tourist attraction. We met Zainal Bin Abu, Mayor of Melaka Historical City Council to ask about tourism in Melaka.*

## Could you introduce us about Melaka?

Melaka is a World Heritage City, UNESCO and Everlasting Living Heritage. It is located on the west coast of the Malaysian Peninsular which is the state of Melaka (or as it was formerly known as Malacca). In the early days, Melaka was just a small and unnoticed fish-

ing village located nearby the Straits of Melaka. However, as time passed alongside the changing hands of the occupants, Melaka has developed into a full fledge port under the influences of various cultures. Nowadays, although Melaka is no longer operating as a port for trading, there are still thousands and thousands of visitors coming into Melaka as Melaka is nothing less than an interesting tourism spot for the local and international tourists. There are quite a number of interesting places here in Melaka ranging from historical buildings to modern day entertainments. It is a must visit state or else your Malaysia travel tour will be incomplete! The reason is because this is where Malaysian history started.

## What kinds of efforts are made to make it a tourism city?

The Government of Melaka had done many efforts in order to make it a tourism city. Melaka is best known for its well preserved culture and heritage. This is why Melaka

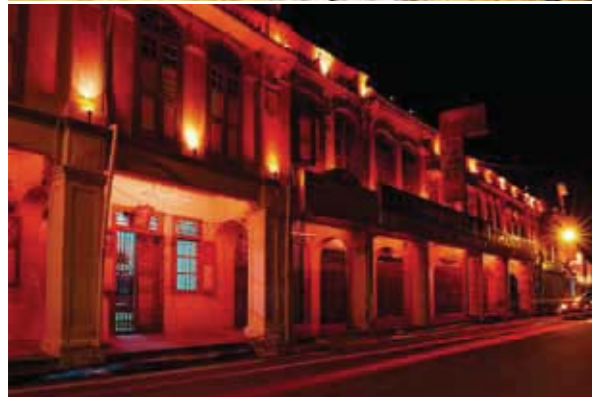
earned its place in the coveted UNESCO World Heritage Sites. Melaka is Malaysia's oldest historical city and one of the most popular tourist spots in the world today. Melaka has developed over the last 500 years through trading and cultural exchanges between the east and west in the Straits of Malacca. Asian and European influences have given the city a very specific multicultural heritage that is both tangible and intangible. Melaka's vision for heritage conservation is to protect the unique cultural heritage resources of Melaka Historic City by fostering a healthy collaboration among all stakeholders in developing a sustainable tourism industry, and to consolidate cultural heritage tourism as the unique selling proposition for the three heritage districts in Melaka. The idea is that tourism would be a bonus by-product to conservation efforts where visitors are invited to 'share' the site with local communities, who can therefore enjoy improved facilities. The conservation for tourism approach raises some concerns; Melaka is represented as 'living heritage city.' This means that both the tangible and intangible elements of the heritage neighbourhoods are to be conserved. Actually, it is hard to conserve a heritage site and promote its cultural heritage while maintaining residents' current lifestyle and keeping it open for tourists. In a nutshell, the Melaka Historic City Council has done a good job for their work and dedication to conserving an important part of local history, and agrees that improvements to infrastructure and facilities do benefit the local population.

## Where is the top international market of your city? And what is the main purpose of travelers to your city?

In my opinion, the top international market of Melaka is Jonker Street. The main purpose of travelers to my city is for their heritage. They want to see the old buildings and the school children come for the history, facts they learn from the history text books. The travel guide books state that a visit to Melaka is a must.

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

The new tourism development plan in Melaka was "Pulau Melaka Project". The Pulau Melaka is located off the straits of Malacca. The Pulau Melaka is going to house 85m-tall substitute giant wheel from China soon.



# Atty. Solfia Arboladura

DIRECTOR OF  
MANILA TOURISM & CULTURE AFFAIRS BUREAU



*Manila, located in the south-western tip of Luzon Island, is the capital of the Philippines. The city is the center of 7107 islands in the Philippines, and also a growing tourist city. This attractive city is filled with friendly people, lively streets and time-honored buildings. We met Atty. Solfia Arboladura, Director of Manila Tourism & Culture Affairs Bureau to ask about appeals and visions of Manila as a tourist city.*

## Manila is known as the stopover place for going to well-known vacation spots like Cebu, Bohol and Boracay. Will you tell us about the charms of Manila as a tourist city?

Manila is among Asia's most popular cities. The country's capital city which is an urban center where most of the Philippine's culture converge. Whoever goes to Manila will surely be captured by the city's charm. Just like the famous Manila Bay sunset, Manila will always be proud of its cultural heritage and rich history.

Several famous and significant landmarks which have contributed to the nation's history can be found inside the city, Intramuros and Rizal Shrine in Luneta amongst others. Manila has also preserved buildings dating from its colonization under the Spaniards and Americans. Other landmarks which survived the devastation of World War II are still existing, most of the Spanish and Post war historical buildings are found inside the walled city, Quiapo, Binondo and Santa Ana.

## What is the new tourism development plan or process for your city?

With the mission of Mayor Alfredo S. Lim to strengthen Manila's prestige as the Premier City of the Philippines, the Mayor included Tourism Development as a major part of the Medium Term Manila Development Plan (MTMDP) for 2010-2013. MTMDP focuses on the city's major comprehensive development

programs, projects and activities for the next three years.

Developing a consolidated long term comprehensive tourism master development plan is the topmost priority. Increasing historical appreciation and awareness through designing a comprehensive tour destinations inside the City is also one of the priorities. Among its goals also include restoring and reusing identified historical structures and buildings, increase in tourism related support facilities and promotion of public safety.

## We'd like to know about your roles as a Director of Manila Tourism & Culture Affairs Bureau, and what you are focusing on?

As a Director of the Manila Tourism and Cultural Affairs Bureau, I am tasked to lead the office which have the following objectives: to develop and preserve Philippine arts and culture in the City of Manila in all levels and fields; to sustain and further develop Manila as the center of tourism in the country.

## How do you evaluate the activities of TPO organization, and what do you expect from them in the future? We'd like to listen to your suggestions.

The activities of TPO help cities and organizations in the Asia Pacific region to jointly promote tourism in the area. It also facilitates linking of ties between and among cities for



tourism promotion and development. It has also greatly contributed in carrying out and making people aware of the tourism related information they would need within the region.

## What kind of vision do you have for Manila as tourist city?

My vision for Manila as a tourist city is similar to the vision of Mayor Alfredo S. Lim. It is anchored on his 11 point agenda which is aimed to end the continued struggle of the city government to hurdle its ordeals and in reclaiming the honor and prestige of being the prime city of the nation. With the battlecry of "Linisin at Ikarangal ang Maynila" its primary objective is to restore the rule of law in the City of Manila through leadership, integrity and good governance.

At the top of his 11 point agenda is war against criminality which as we all know would be a deterrent to tourism activities if not addressed properly will have an enormous negative effect to the city as a whole. Other aspects of the Mayor's 11 point agenda that would have significant positive outcome in so far as tourism is concerned are historical awakening, environmental protection and conservation. With the achievement of the Mayor's 11 point agenda, not only will we have Manila that is the country's premium tourist destination, but a city that is vibrant and ever progressive.

# EXPLOITATION AND DEVELOPMENT STRATEGY OF UNESCO World Heritage Tourism



*As UNESCO consistently lists the world heritages, natural and cultural heritage sites it is attracting much attention as unique tourism resources of the region.*

*Central and local governments are planning out its strategies to systematically manage and utilize these heritages.*

*We overviewed the confronted problems and visions of world heritages.*

UNESCO started listing the world heritage in November 1972 in its seventeenth general conference. It enacted UNESCO World Heritage Convention noting that the cultural and natural heritage are increasingly threatened with destruction by human exploitation. The World Heritage Committee holds the general conference every June to choose the world heritage among cultural and natural heritages applied by various countries. The world heritage is divided into cultural heritage, natural heritage and mixed heritage. Cultural heritage consists of monuments, buildings and sites. It generally involves important heritage sites, temples, castles, residences and religious sites that are significant in studying the ancient civilization. Natural heritage refers to natural features consisting of physical and biological formations, geological and physiographical formations, the habitat of threatened species, and natural areas of outstanding universal value.

When chosen as the world heritage, the site receives financial and technological supports from World Heritage Fund. Until March 2011, 911 sites from 151 countries including 704 cultural heritages, 180 natural heritages and 27 mixed heritages have been listed. Many special sites that are confronted with the risk of damage are located in Italy (41), Spain (40) and China (35).

Among countries that have TPO Member Cities, China has 40 heritages including The Great Wall, Temple of Heaven: an Imperial Sacrificial Altar in Beijing, Capital Cities and Tombs of the Ancient Koguryo Kingdom, Historic Ensemble of the Potala Palace, Lhasa; Japan has 14 heritages including Buddhist Monuments in the Horyu-ji Area, Gusuku Sites and Related Properties of the Kingdom of Ryukyu, Himeji-jo, Historic Villages of Shirakawa-go and Gokayama; Korea has 10 heritages including

Changdeokgung Palace Complex, Gochang, Hwasun and Ganghwa Dolmen Sites, Gyeongju Historic Areas, Jeju Volcanic Island and Lava Tubes; Indonesia has 7 heritages including Borobudur Temple Compounds, Lorentz National Park, Tropical Rainforest Heritage of Sumatra; Vietnam has 6 heritages including Central Sector of the Imperial Citadel of Thang Long - Hanoi, Complex of Huế Monuments, Ha Long Bay, Hoi An Ancient Town; Malaysia has 3 heritages including Gunung Mulu National Park, Kinabalu Park, Melaka and George Town, Historic Cities of the Straits of Malacca.

UNESCO World Heritage region attracts much attention from tourists, even if it is located in rural area. Indeed, the number of travelers to Shirakawa, the traditional Japanese rural town with 300-year-old wooden house, grew from 700 thousands per year to 1.8 million per year after being selected as the World Heritage Site. UNESCO acknowledged the values of the town's unique wooden house and time-honored ambience of old town, and therefore listed Shirakawa as the world heritage in 1995. Town residents have played a leading role in preserving the town until now. It is interesting to notice that a half of tourists have visited the town for more than once. Recently, the number of tourists from European countries like France is growing rapidly. Shirakawa town appeals to tourists by providing high value-added tourism product and folk culture experience. Town residents are actively participating in the training program that teaches how to treat tourists, how to greet them and serve them food organized by local self-governing province. It is an exemplary case of developing the region that is listed as a World Heritage. The town plans to study a method of preserving the traditional appearance of wooden house, while supplementing modern facilities to it. Shirakawa Town Preserving Committee endeavors to teach young people that preserving the town is the only way to protect Shirakawa and revitalize local tourism.



## NEED FOR LEGAL REGULATIONS



conserving, managing and supporting the World Heritage' as the legal foundation, and cooperate with local members of the National Assembly to enact the special law about 'selecting and supporting the World Heritage.' The Province of Gyeongsangbuk-do plans to add the contents about installing the World Heritage Committee, installing the separate

committees for each heritage sites and establishing 'the history town preserving committee' to the ordinance.

## NEED FOR ESTABLISHING TOURISM INFRASTRUCTURES

Melaka in Indonesia was not appreciated enough before it was listed as the World Heritage. The number of tourists coming to Melaka soared after it became the World Heritage, and Melaka had to execute an emergency plan for accommodating tourists. The main problem is poor tourism infrastructure. Most of World Heritage Sites in Asia do not have proper parking system, and greatly lacks accommodation and toilet facilities. Regional government believes that it is their utmost priority to secure accessibility, establish convenient transportation system and basic facilities like accommodation and parking lot while taking the maximum tourist capacity into consideration.

## NEED FOR DEVELOPING CULTURAL CONTENTS THAT CAN ALSO PRESERVE THE ENVIRONMENT

The World Heritage region also has to develop diverse tourism products and programs. In order to provide enduring memories of the region to tourists, the region has to develop experience programs and new tourism products that involve nearby tourist attractions. Of course, the excessive development has to be avoided. Banaue in the Philippines logged the trees to make souvenirs, and it led to the decrease in the number of trees in nearby areas. Ecuadorian government is rigidly controlling the number of tourists to prevent the pollution in Galapagos. It tells us that the region has to consider the environment while developing proper leisure facilities and cultural contents. If the region takes this into consideration and develops their cultural heritages into tourism contents, UNESCO World Heritage will lead the development of unique tourism in the area.

## 4

April, 2011

SUZHOU, CHINA | APR.

**INTERNATIONAL TOURISM FESTIVAL IN ZHOUSHUANG**

Venue: Zhouzhuang, Kunshan

International Tourism Festival is hosted in the ancient town of Zhouzhuang on April every year. It hosts international art creation contest every year, with the subject of river villages, ancient towns, photography, calligraphy, painting, literary art, art&craft, literature, etc. Meanwhile, the fair has traditional folk activities with river village characteristics, such as the Village Girls Dance, Lamp Boat, Fish Hawk, Lotus-fruit Beating Box, Carrying Flower Basket and Ape Tea, etc. It has been developed into a festival celebration activity with both congregation of famous artists and art lovers.

SANYA, CHINA | APR. 5 (LUNAR MAR. 3)

**HAINAN LI & MIAO**

Lunar March 3 is a traditional festival on which Li people get together to express their admirations to each other. This is the chance for the young girls and boys to get together for singing and dancing. Young people will look for their beloved by singing and dancing competition. It is called a day of saying love. Also named The Sanyue-san Festival. Miao people also hold the tradition of celebrating the gala day. Preparation for the festival starts half a month in advance. Men go hunting and women cook dishes. Then they will gather near a big cave or a big square to enjoy Zongzi (stick rice wrapped in bamboo or reed leaves) and cakes, and gather from far and near in the front of the caves. On the day, the Li people would flock together to wish for double harvest in Shanlan rice plantation and hunting. The elderly would bring along the preserved meat and rice wine, come to the most prestigious elderly of the village, sit in circle and drink to their satisfaction.

JEJU, KOREA | APR. 14 TO 16

**JEJU CANOLA FLOWER FESTIVAL**

Venue: Noksan-ro, Seogwipo, Jeju-do

In spring, Jeju Island is fully covered with yellow Canola. In particular, you can enjoy splendid Canola blossom across the island (ex: Seongsan Ilchulbong Peak, Songaksan Mountain, Yongmeori Coast, etc.) besides Noksan-ro where the festival is held in April. Thanks to magnificent Canola blossom and open field, Noksan-ro has been nominated as one of 'Korea's 100 most beautiful roads' for two consecutive years. This beautiful street which stretches 10km creates a picturesque landscape in perfect harmony between yellow Canola and cherry blossom. The yellow Canola field is as large as 28ha. The Jeju Canola Flower Festival will bring romance to young peoples and dream to family visitors in perfect harmony among the azure ocean, stone fences and Canola blossom.

NAGASAKI, JAPAN | APR. 21 TO 25

**NAGASAKI TALL SHIPS FESTIVAL**

Venue: Nagasaki Port, Nagasaki Seaside Park, Dejima Wharf Area

Tall ships from Japan and around the world gather in Nagasaki Port and take part in events such as the Port

Entry Parade, opening of ships to the public, sailing drills, and cruise experiences as well as ship illuminations and fireworks in the evening. Because the tall ship sails are usually only flown during training runs at sea, the sailing drills are the main highlight of the Nagasaki Tall Ships Festival. These ships show off magnificent sails specifically for the festival so be sure not to miss seeing these stunning vessels. Be sure to enjoy the colorful fireworks as well as they explode in the air over the port filled with lit up tall ship.

HANGZHOU, CHINA | APR. 21 TO 25

**LONGJING SPRING TEA FESTIVAL**

Venue: Longjing (Dragon Well) Village

Dragon Well Village hosts this popular annual event which attracts visitors from across the country as well as overseas who come to enjoy tea-picking, tea preparation ceremonies and, tea drinking. Longjing tea also known as Dragon Well tea, is a variety of green tea from Hangzhou, Zhejiang Province, China where it is produced mostly by hand and has been renowned for its high quality, earning the China Famous Tea title. Long Jing is often called the national drink of China and is frequently given to visiting heads of state. It is also a favorite tea of today's top leaders, with a portion of production reserved for government customers. Easy link from Shanghai. Edible Adventures provides off-the-beaten path, privately guided tea and culinary tours starting from Shanghai, Beijing, and from Hangzhou city.

DANANG, VIETNAM | APR 29 TO 30

**DANANG INTERNATIONAL FIREWORKS COMPETITION 2011 (DIFC 2011)**

Venue: Han River Port

With the permission of the Prime Minister since 2008, Danang has been honored as the host city to run the International Fireworks Competition every year. This is an international cultural and tourism event which has been successfully organized by Danang. The event attracts wider participation of residents and visitors' attention, contribute to brand Danang City - a dynamic and innovative city in the new period, and give a good opportunity to stimulate stronger city development in tourism, services and domestic investment attraction. English team (Jubilee Fireworks), Korean team (Hanwha), Vietnamese team (Danang), Italian team (Parente Fireworks A&C SNC), Chinese team (Panda Fireworks) will take part in this competition. Each team will perform for 20-25 minutes depending on the theme of competition.

INCHEON, KOREA | APR. 30 TO MAY 1

**INCHEON-CHINA DAY CULTURAL FESTIVAL**

Venue: Incheon China Town

The Incheon-China Day Cultural Festival was launched in 2002 in celebration of the 10th anniversary of the Sino-Korean diplomatic relations. This festival has developed into Korea's largest Chinese cultural festival. This year, it will be held on April 30 and May 1. To attract more tourists, the City of Incheon will invite Chinese arts & cultural groups and have them display genuine Chinese performing arts such as acrobatic performance, changing mask show, dance and instrumental performance. In addition, you can experience Chinese traditional crafts, wedding ceremony and costumes in person and participate in various exciting events including caricature and photo gallery, which would in turn make you have unforgettable memories. Moreover, a variety of fun programs (ex: Dragon Dance, Lion Dance, Chinese traditional martial arts, Jajangmyeon eating contest, Chinese dumpling eating contest, etc.) will be held. It is also recommended to watch 'the Night of Harmony between Korea-China' because you can see Korean pop singers and vocalists and Chinese performing arts group.



International Tourism Festival in Zhouzhuang



Hainan Li &amp; Miao



Jeju Canola Flower Festival



Longjing Spring Tea Festival



Danang International Fireworks Competition 2011 (DIFC 2011)



Incheon-China Day Cultural Festival



Cherry Fair



Chinese Rose Festival



Shimonoseki Kaikyo [Channel] Festival



Jeonju Hanji Festival



Royal Ploughing Ceremony



International Walking Festival

QINGDAO, CHINA | MAY

**CHERRY FAIR**

Venue: Beizhai of Mt.Laoshan

It started in 1996 and is held every May. Mt. Laoshan in May is very beautiful. The Cherry Festival is hosted by Laoshan District Government, Qingdao Tourism Bureau and Qingdao Laoshan Scenic Area Administration Committee. It advocates biological tour and fitness tour and combines leisure, holiday, sightseeing, folk-custom and trade negotiation in one. The festival offers a beautiful natural place for people to relax and trade. Visiting farmhouse, tasting cherry, viewing scenic spots and appreciating folk-custom are so interesting. There are 14 gardens open to tourists. Here you can enjoy farmer's dinner, sleep in heated Kang, walk on rural path, enjoy farmer's life and have a good relaxation.

TIANJIN, CHINA | MAY

**CHINESE ROSE FESTIVAL**

Venue: Various locations

Tianjin Chinese Rose Festival is the annual rose celebration established in 1984. Tianjin Municipal Government have chosen the China Rose as their city flower since it has long been favored and cherished in Tianjin. The festival nowadays have already developed and become the international tour festival with local characteristics.

SHIMONOSEKI, JAPAN | MAY 3

**SHIMONOSEKI KAIKYO [CHANNEL] FESTIVAL**

Venue: The Coast of Kanmon Kaikyo [channel] Shimonoseki (Karato Pier), Ganryujima Island, etc.

Shimonoseki Kaikyo Festival is based on real historical events in Kanmon Kaikyo [Channel]. 'Jourou Douchu', the beautiful Noblewomen Parade, is based on the Naval Battle of Dannoura of 1185 when the Heike clan lost their power. In the 'Senteisai' festival, the Noblewomen in the parade visit the Akama Shrine. The 'Genpei Fune Gassen' festival is a reenactment of the Genpei War, in which armored samurais of the Genji and Heike clans got into boats with red and white banners and fought against each other. History seems to come alive at these festivals. Also on Ganryujima Island, there is the 'Ganryujima Island Festival', at which you can have a picnic, enjoy a concert and see a performance of the famous sword duel between Musashi Miyamoto and Kojiro Sasaki.

FUKUOKA, JAPAN | MAY 3 TO 4

**HAKATA DONTAKU**

Venue: Fukuoka Streets

The origin of Hakata Dontaku goes back to 1179. Dontaku comes from a Dutch word, 'Zondag.' In the Edo period, people went to Fukuoka Castle, greeted the governor and wandered about in the streets in the beginning of the year in disguise as the Japanese god of good luck & fortune and or Daikoku (the god of wealth and prosperity). This festival originated from the said customs. A fancy parade which stretches hundreds of meters has been the pride of Fukuoka. With a long history, this festival has been the biggest festival in Fukuoka. Approximately 2 million people are necessary to host this festival. An arts performing group titled 'Dotakudae' displays the martial arts. This group consists of various group members, employees of private firms, students and members of tourism PR groups from other cities and provinces.

JEONJU, KOREA | MAY 5 TO 8

**JEONJU HANJI FESTIVAL**

Venue: Jeonju Hanok Village

This festival offers a variety of fun and exciting programs under the slogan of 'Come and Get Together - Jeonju Hanji.' During this festival, a lot of people from all social standings are flocked together through Hanji (Korean traditional paper). The festival begins with the opening of Jeonju Hanji Fashion Show. You can participate in a variety of exciting events such as crafts exhibition, Hanji

## 5

May, 2011

making, experience of traditional culture and tea ceremony. You may feel the genuine beauty of Korea at Jeonju Hanok Village. Don't miss Jeonju International Film Festival. For more information, visit the website ([www.jhanji.or.kr](http://www.jhanji.or.kr)).

BANGKOK, THAILAND | MAY 13

**ROYAL PLOUGHING CEREMONY**

Venue: Sanam Luang

The Royal Ploughing Ceremony is an ancient royal rite held in Cambodia and Thailand to mark the traditional beginning of the rice-growing season. In the Khmer language, it is called "Preah Reach Pithi Chrot Preah Neangkol" The Royal Ploughing Ceremony Day is actually two ceremonies in one. The first, the Phra Ratchaphiti Phetcha Mongkhon is a Buddhist ceremony to bless the plants. The second, the Chrat Phra Nangkhan Kan is a Brahmin ceremony to bless the plants. The Ceremonies are carried out each year to bring good fortune to all plants. Crown Prince Maha Vajiralongkorn has presided over the ceremony, which is held at Sanam Luang in Bangkok. Rice grown on the Chitralada Palace grounds, home of King Bhumibol Adulyadej is sown in the ceremony, and afterward, onlookers swarm the field to gather the seed, which is believed to be auspicious. Farmers will often mix the grains with their own rice stock, or the grains might be kept as a good luck charm.

DALIAN, CHINA | MAY 21 TO 22

**INTERNATIONAL WALKING FESTIVAL**

Venue: Xinghai Square (Ornamental Columns)

Dalian Walking Association is a community group approved by Dalian Municipal People's Government and a subordinated organization of the Dalian City Sports Bureau. Dalian Walking Festival is sponsored by Dalian Municipal People's Government and co-sponsored by Dalian Walking Association. The purpose of this Walking festival is to foster health and peace for the whole community, and this is accomplished by holding international two days every year in Dalian. The Walking Festival is being held every year on the third weekend of May. Dalian is the only international walking city in China that is recognized by IML Walking Association ([www.imlwalking.org](http://www.imlwalking.org)). So far, the walking festival has been celebrated 6 times.

ULSAN, KOREA | MAY 26 TO 29

**ULSAN WHALE FESTIVAL**

Venue: Taehwagang River, Jangsaengpo Marine Park

Ulsan Whale Festival is one of the world's rarest festivals. It is the only whale-themed festival in Korea. It starts with an exciting play by a civil troupe on the surface of Taehwagang River under the topic of the past and present of Ulsan Whale. A variety of fun and interesting whale-related events will be available. During the festival, Whale Cruise is operated. In addition, you can meet Whale Museum and Whale Ferry Boat and taste Whale meat. For more information, visit the website ([www.ulsanwhale.com](http://www.ulsanwhale.com)).

6

June, 2011

JAKARTA, INDONESIA | JUN. 1 TO 3

**JAKARTA FAIR**

Venue: Jakarta International Expo (JIE) Kemayoran

Jakarta Fair is held annually in Jakarta International Expo (JIE) Kemayoran around June to July. It features exhibitions, trade promotions, shopping, music performances, various shows, amusement rides, and food festival. The fair is meant to celebrate the anniversary of Jakarta city. The Jakarta Fair sees exhibitors from across the country display a whole range of goods and products ranging from specialty food items to traditional handmade arts and crafts. In addition to the many exhibitors, there is also live entertainment including music, dance and cultural performances.

SHANGHAI, CHINA | JUN. 1 TO 19

**SHANGHAI INTERNATIONAL FILM FESTIVAL**

The Shanghai International Film Festival (SIFF), founded in 1993, is China's only A-category international film festival accredited by the FIAPF. In the circumstance of globalization, China's film industry grows rapidly. SIFF devotes itself to building up an international platform with four main programs including Competition, SIFF Mart, SIFFORUM, and International Film Panorama, in an effort to promote the industry development and enhance cooperation with the rest of the world. Supported by the booming economy and rising international status, Chinese film has drawn attention from all over the world for its role in lifting the country's soft power. Every June, the Shanghai International Film Festival is a must-see event for filmmakers and has established its reputation for its influence to present a multicultural film fair

MELAKA, MALAYSIA | JUN. 1 TO 30

**MELAKA RIVER FIESTA**

Venue: Taman Rempah, Dataran Sungai Melaka

The water festival is full of excitement and fun-filled activities along the Melaka River. This event is organized by the Melaka River and Beach Development Corporation. You will be fascinated by the various activities that have been arranged to make this festival as a memorable one.

BUSAN, KOREA | JUN. 3 TO 6

**BUSAN HAEUNDAE SAND FESTIVAL**

Venue: Haeundae Sand Beach

Busan Haeundae Sand Festival which was launched in 2005 in wish for the success of the APEC Summit 2005 became one of the most famous festivals in Busan in just three years since then. Last year alone, it attracted approximately 900,000 tourists. It appears that it would attract more people this year. A variety of unique and exciting hands-on programs are planned. Above all, Haeundae Sand Festival has been successful due to its abundant programs, not just simple exhibitions such as sand sculptures. In addition, you can watch and at the same time experience things in person. Therefore, the festival has attracted people from all over the country. This year as well, a variety of fun and exciting hands-on programs (ex: sand golf, sand marathon, Ssireum (Korean wrestling) Contest, beach soccer, beach volleyball, etc.) will be held for three days. In

addition, you can watch about 40 dynamic events including sand exhibition and yacht & kayak exhibition.

IRKUTSK, RUSSIA | JUN. 4

**CARNIVAL PROCESSION "WALK TOGETHER!"**

Venue: Irkutsk History Museum to the Monument to Tsar Alexander III.

Unusual carnival procession "Walk together!" will be held in Irkutsk on June 4, 2011 and it will become the brightest event of the anniversary of the Irkutsk City. 54 groups of Irkutsk organizations, firms, creative associations and schools walked from the Irkutsk History Museum to the monument to Tsar Alexander III. There were about 3000 people worn in suits of fairy-tale heroes, wedding dresses, and native costumes of inhabitants from different places of the world. Irkutsk carnival became international in November, 2010. The official web-site of Irkutsk carnival will start to work soon.

GANGNEUNG, KOREA | JUN. 4 TO 9 (LUNAR MONTH MAY 4-9)

**GANGNEUNG DANO FESTIVAL**

Venue: Across the City of Gangneung

The day of Dano is May 5 of the lunar calendar. Gangneung Dano Festival is held in May. Since a long time ago, various religious services and exorcisms have been performed in wish for good harvest and friendship among villagers on the day of Dano. The rites begin by brewing rice wine for the god. During the five-day festival, the rites and exorcism are performed in the morning and in the evening in wish for peace and prosperity. On the next day of the day of Dano, a sacred tree is put on fire, and the ceremony is finished. A variety of exciting events such as a dynamic mask drama are held during the festival. Korean traditional art performances which include dance, music, folk play and narrative poetry in oral tradition are performed as well. A variety of exciting Korean folk games such as Korean Swing and Ssireum (Korean wrestling) and dynamic Nongak (Korean farmers' music-dance) contest are held across the City of Gangneung. In addition, national composition and painting contests are held for students. Thanks to its cultural uniqueness and artistic values, Gangneung Dano Festival was designated as one of 'the Masterpieces of the Oral and Intangible Heritage of Humanity' by the UNESCO in 2005.

KAOHSIUNG,

CHINESE TAIPEI | JUN. 6 TO 11 (LUNAR MONTH MAY 5-10)

**KAOHSIUNG DRAGON BOAT RACE**

Venue: Love River

Dragon Boat Festival falls on the 5th of the May lunar month. Aside from eating glutinous rice tamales, the festival is highlighted by the dragon boat races, which are held in many areas around the island. 2011 Kaohsiung Dragon Boat Race will be held from June 6th until June 16th, 2010 on the Love River. It is expected that there will be a total of 111 teams comprised of 59 competitive dragon race teams and 52 traditional dragon boat race teams participated in this year's event. Visitors from elsewhere can be expected to enjoy a fascinating and exciting array of dragon races.

MALAYSIA | JUN. 15 TO AUG. 31

**MALAYSIA MEGA SALE CARNIVAL**

Venue: Throughout Malaysia

Every summer, Malaysia Mega Sale Carnival offers a variety of items (ex: fashion brands, Haute Couture collection, jewelry, accessories, cosmetics, electronic goods, Malaysian traditional handicrafts, living goods, etc.) at good prices (15 to 70% OFF). During the carnival period, you can shop a variety of high-quality goods, stay in modern accommodations and enjoy delicious foods and soft drinks at low prices. The Malaysia Mega Sale Carnival organized by Ministry of Tourism and Shopping Bureau of Malaysia has attracted approximately 5 million tourists every year.



Jakarta Fair



Shanghai International Film Festival



Melaka River Fiesta



Gangneung Dano Festival



Kaohsiung Dragon Boat Race



Malaysia Mega Sale Carnival



Subli-an sa Manila



Hakata Gion Yamakasa



West Lake Lotus Festival



Ipoh International Run



Tenjin Matsuri



Pohang International Fireworks Festival

MANILA, PHILIPPINES | JUL.

**SUBLI-AN SA MANILA**

With the theme A Date with Batangeno Traditions, the week-long festival features serenades, a farm skills Olympics, Santacruzian folk dance competition, recitation of the lua a religious poem, and prayer vigils, among others. There will be a Palara ng Lahi which will highlight indigenous games such as patintero, dinuron, culliot, kadang-kadang, tayakad (race on stilts), sabong (cock fight) and karera sa sako (sack race), which are dying because of the advent of Western sports. Other sporting events are a five-kilometer fun run around the city's major streets and a paraw regatta on the Calumpang River. The highlight of the festivity is the Foundation Day Parade and the Sublian sa Kalye on July 23 where participants will parade in native attire and dance the Subli, a Batangeno liturgical dance. In lieu of motorized floats, participating delegations will be on board carabao-drawn carriages. After the parade, the public will take part in the Lupakan a sampling of the local delicacy nilupak at the city hall complex. In the afternoon, old folks from neighboring towns of Lobo, Bauan and Agoncillo will compete as they perform the more authentic form of the Subli.

FUKUOKA, JAPAN | JUL. 1

**HAKATA GION YAMAKASA**

Venue: Hakata Town

This festival is said to originate from the legend that the founder of Shotenji Temple scattered sacred water on the street to get rid of plague. Come the 1st of July, the town of Hakata becomes filled with a festive mood, with floats over 10m high exhibited at over a dozen spots around the town. The climax of the festival is around a minute before 5pm on the 15th of July. Under the gaze of many people who have gathered in the middle of the night, at the sign of a drum, men carrying the Yamakasa float dash out with full speed into the streets of Hakata. This vigorous festival, designated as a national intangible folk heritage, is worth seeing at least once in your lifetime.

HANGZHOU, CHINA | JUL. 1 TO AUG. 1

**WEST LAKE LOTUS FESTIVAL**

Venue: West Lake

The lotus flower is synonymous with Chinese culture and certainly the lovely flower is popular in Hangzhou. West Lake throws a festival in honor of this notable plant with a variety of fun events, including folk drama performances, lotus foods (made of the roots and buds of the plants) and flower shows.

HANOI, VIETNAM | JUL. 11

**CHEM TEMPLE FESTIVAL**

Venue: Phuong Village

Chem Temple is located in Thuy Phuong village in Hanoi's suburban district of Tu Liem. It is dedicated to Ly Ong Trong, alias Ly Than, a legendary figure during the reign of the Hung Kings. Ly Ong Trong was a native of Chem area. When the Chinese Tan dynasty wanted to expand its territories, Ly Than made a great contribution to this victory. Later, the Chinese Emperor entrusted Ly Than with the task of safeguarding the northern frontiers against the Mongolian invaders. Ly Than's feat of arms was duly rewarded by the Emperor, who gave one of his princesses, Bach Ly Cung, in marriage to him. When he grew old, his statue was put at the entrance of the Shen-Yang fortress as deterrence against Mongolian invaders. Thinking that the statue was Ly Than, the invaders retreated. Every year, Chem Temple Festival in Hanoi is held from May 14 to May 16 (lunar calendar) in remembrance of the hero.

IPOH, MALAYSIA | JUL. 18

**IPOH INTERNATIONAL RUN**

Venue: Perak

Founded in 1985 by Non-Governmental Organisation

7

July, 2011

(NGO) based in Ipoh, the Rotary Club. Qualifying participants is Veteran women's 10km MSIA / International (40 years & above), 21km open men / women MSIA / International (18 years & above) .etc you can check the website (<http://www.ipohrun.com>) and apply per online. First 5,000 will receive a free T-shirt to be worn during the run. Certificate of Participation will be rewarded to participants who complete 21 km in 120 minute, 10 km in 80 minute, 7 km in 50 minute and 5 km in 40 minute.

INCHEON, KOREA | JUL. 22 TO 24

**INCHEON PENTAPORT ROCK FESTIVAL**

Venue: Incheon Dream Park

Every summer, Incheon is filled with young energy and passion. A lot of people come to Incheon Pentaport Rock Festival to get rid of the stress and fatigue from their routine lives. The festival started in 2006 and attracted as large as 235,000 visitors. This year (6th year), it will be held at Incheon Dream Park from July 22 to 24. So far, a lot of famous musicians including renowned foreign bands have participated in the Incheon Rock Festival. This year, there will be a variety of fun and exciting events in which the audience is welcomed to participate in addition to enthusiastic performances by top musicians.

OSAKA, JAPAN | JUL. 24 TO 25

**TENJIN MATSURI**

Venue: Throughout Osaka

If you are in Osaka in summer, don't miss the fascinating Tenjin Matsuri Festival which is held on July 24 and 25 every year. It is believed that the god visits the followers during the festival period to ensure peace and tranquility. Right now, Tenjin Matsuri is one of the three best festivals of Japan. You can see a splendid street parade created by about 3,000 people in extravagant traditional costume and about 100 boats sailing along the river. In addition, you can enjoy spectacular fireworks at night. With a thousand-year history, Tenjin Matsuri offers you a chance to see and learn the history, tradition and culture of Osaka. On the eve, you can already feel the festive mood in the city. With the beat of the drum at 4 o'clock in the morning, the exciting eve party begins.

POHANG, KOREA | JUL. 25 TO 26

**POHANG INTERNATIONAL FIREWORKS FESTIVAL**

Venue: North (Bukbu) Beach

Pohang International Fireworks Festival presents energetic marine sports in the daytime and lights up Yeongil Bay with a festive display of lights at night. The festival is held at Hyeongsang Athletic Park and North (Bukbu) Beach every summer. A variety of fun and exciting events (ex: international fireworks, 'the City of Light' performance, light parade, etc.) are held during the festival. In addition, you can watch the Pohang Bada (Sea) International Theater Festival and Light Arts Festival and participate in various hands-on programs such as experience of the life of a marine / coast guard. In addition, various summer sports (ex: Yacht, beach volleyball, etc.) are held during the festival period. You can also watch many other exciting events such as International Musical Fireworks Competition, Beach Culture Festival, Fire Dance, Light Fashion Show and Beach Musical Festival.



# Shawkat Turdi



DIRECTOR GENERAL OF  
URUMQI TOURISM BUREAU

*Located in the north of Tien Shan Mountains in China, Urumqi is the state capital of Xinjiang Uyghur Autonomous Region. It is the largest city and the center of politic, economy, traffic and culture in West China. Once played a crucial role as the northern part of the ancient Silk Road, the city is still attracting many tourists. We met Shawkat Turdi, Director General of Urumqi Tourism Bureau to talk about the present and future of Urumqi, the representative tourist city of China that is preparing to soar in 2011.*

*Just like its name meaning 'Beautiful Pasture', Urumqi boasts many attractions with its abundant green areas, forests and natural resources. Could you introduce us about Urumqi?*

Historically, Urumqi was the important city on the northern part of ancient Silk Road. Currently, it is playing its role in the modern Silk Road as the second largest bridgehead connecting Europe and Asia. Geographically, it is one of the main cities in Asia. The city boasts abundant, large, diverse, qualified and exploitable tourist resources, including mountains, glaciers, pine forests, meadows, desert, water falls, ancient heritages from the Silk Road era, diverse ethnic cultures and mysterious fortress. It possesses 46% of 68 tourist resources in China, and 55% of 56 tourist resources in Xinjiang.

*What is the status quo of tourism in Urumqi?*

The importance of tourism industry has been emphasized with the active execution of government's tourism development strategies. Tourism industry in Urumqi successfully industrialized itself, and became the core developing industry in Urumqi. Tourism industry in Urumqi started to soar from 2000. After suc-

cessfully hosting 2000 China Tourism Fair, the city government announced the goal of "establishing the city that has competitive economy and well-known tourism." In the early 2001, Urumqi became "the outstanding tourist city in China." Its tourism office became an independent organization, symbolizing the gradual improvement of tourism in Urumqi. The city government emphasized that the entire city has to focus on developing its tourism industry. These all contributed in guiding and laying a foundation for Urumqi's tourism industry.

The city focuses on establishing tourism infrastructure, and the development of "Four-in-one" project. In 2003 the city initiated the establishment of tourist attractions, invested a large amount of budget and had much success with them. Effectively using the government's tourism fund, the city is focusing on developing advantageous tourist resources, securing important tourist resources and consistently executing its development plans. The budget is used in developing tourism infrastructure in Yaxin and Xuelianshan Golf Course & Ski Resort, Tianshan International Ski Resort, Pingxiliangzi Ski Resort and Dabancheng. Also,

by providing subsidies, the city attracted a large amount of social fund invested in establishing tourism infrastructure. Therefore, the city initially succeeded in creating a diverse tourism investment system that consists of financial budget, government bond and social funding. The opening of Xinjiang Grand Bazaar, which was constructed using CNY450million investments from Lande and Hongjing Group in Hong Kong, was the symbolizing event in Urumqi's tourism and urban development.

*What is the biggest attraction of Urumqi as a Tourist Destination?*

Compared with the inland China, Urumqi has unique customs, music, dance, food, costume, history and culture. Erdaoqiao is the center of ethnic cuisine, products and crafts; Nanshan is the center of nature and nomadic culture like glaciers, mountains, forests, meadow, waterfalls and Nanshan Ranch. In the winter, Nanshan is equipped with winter sports facilities that are located near by and have favorable weather conditions. The area also provides unique tourism products like mountain tracking, desert exploration and a visit to the Silk Road.



*How to develop and utilize tourist resources in Urumqi?*

Effectively using the government's tourism fund, the city is focusing on developing advantageous tourist resources, securing important tourist resources and consistently executing its development plans. Every year, 20 million CNY of tourism fund is used to improve tourist infrastructure in Urumqi. The city hosts festivals, develops the Ten Representative Tourist Spots in Urumqi, actively promotes Urumqi's tourism in other cities, open up the Chinese market, and improve the brand awareness and image of Urumqi. By establishing the Seven Cities Tourism & Economy Partnership, the city opens a door to other cities, cooperates with them and develops its resources.

Under the principle of 'Four-in-one', the city improves its tourist infrastructure to provide qualified and unique tourist products. The city reinforces the control over tourism industry, organizes the tourism market, and improves tourist environment. With the rapid development and expansion of tourism industry in Urumqi, the effective control over tourism industry is becoming more important, especially to achieve the goal of "establishing the city that has competitive economy and well-known tourism."

*Is there any international event or festival you are preparing in 2011?*

Benchmarking the winter tourism in Haerbin, Urumqi started the snow festival on the Silk Road. Thanks to large supports from Urumqi government, major ski resorts in the city have high quality and large area in a few years of time. Currently, there are 8 ski resorts with different levels and numbers of slopes, lift facilities, high-quality service and a daily capacity of 5000 people. Also after analyzing advantages and disadvantages of Urumqi's tourism, the city developed the tourism product that combines the Silk Road Tour, Snow Tour and Ethnic

Tour, and systematically promoted this to 30 major cities and countries like Beijing, Shanghai, Hangzhou, Guangzhou and Hong Kong, Singapore, Korea and Taiwan. The city held the advertising event for more than a hundred times. Thanks to years of endeavor, as the number of tourists coming to hotels and customers through travel agencies grew rapidly. In 2010, 1.3 million tourists enjoyed winter tourism. Snow Festival on the Silk Road was broadcasted by local and foreign media, and winter tourism in Xinjiang is attracting much attention from travel agencies outside Xinjiang. All these show that the development of winter tourism in Urumqi has been quite successful.

In order to create a unique winter tourism product, the city government declared that the entire city has to cooperate to improve the brand image of winter tourism in Urumqi. From 2003, the city carefully established a marketing plan and strategy to create a brand image of snow tourism on the Silk Road. It targeted tourists in developed areas like east coast cities and Huadong as its main customers. It opened



up the winter tourism market in inland China, especially focusing on state capitals. Our marketing staffs have advertised Urumqi's winter tourism in 30 major cities in China, Hong Kong, Japan, Singapore, Malaysia, Korea and India. The city is putting much effort in promoting the snow tourism products. Promotion has been carefully organized, invested, diversified and focused. For many years, promotion of winter tourism has been led by government, carried out by companies, and adjusted by market force. By adopting many marketing strategies like advertising on cars, trains and planes, the government and company effectively cooperated in promoting winter tourism of Urumqi. The city also published brochure and media materials about snow tourism. It also broadcasted TV advertisements, receiving positive responses.

*How will you promote Urumqi to potential visitors?*

In China's "11<sup>th</sup> Five-Year" Guidelines, the government decided to cultivate large and interactive tourism industry, and selected tourism as the main industry in Urumqi. It clarified that advantageous resources in Urumqi have to contribute to the development of industry and economy, and that Urumqi has to rapidly transform from the center of Xinjiang into the famous tourist city. In 2010, reflecting the connections among Urumqi, Turfan and Tianchi, the government decided to develop one center, four transportation routes and eight planned regions in Xinjiang. Here, one center refers to Urumqi – the transportation hub and famous tourist city in China. Four transportation routes consist of one connecting Urumqi and Turfan, one connecting Urumqi and Fukang (Part of Turfan-Urumqi Highway), one connecting Urumqi and Bingdaban (Part of Road No.216) and one connecting Urumqi and Shihezi (Part of Road No.312). Eight planned regions are Nanshan Baiyanggou, Juhuatai, Wulasitai and Xioquzi Region located on the west of Urumqi River; Nanshan Dongbaiyanggou, Pingxiliangzi, Mt. Zhaobi Region on the east of Urumqi River; Glacier Park in Mt. Bogeda; Center of Asian Continent Region; Shuibigou Region; No.1 Glacier Region in Mt. Tianshan; Daban Region and Yueliangtaizi Region. It is the entire city's vision to develop into well-known tourist city, improve the general functions as a tourist city, and transform Urumqi into "the best tourist city in China." We aim to establish a tourist city and center that attracts tourists from inland China, Central Asia, and connects Europe with Asia.



## SPECIALITY OF SANYA

# Take a Rest In Sanya

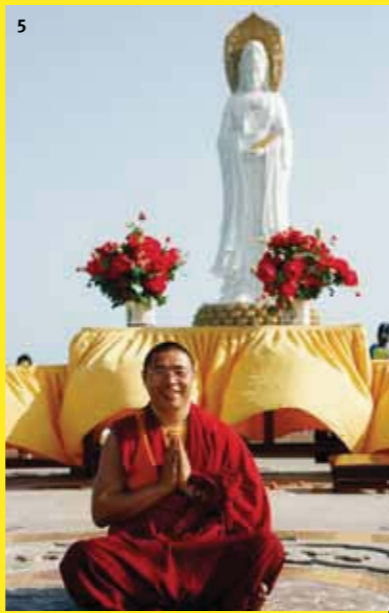
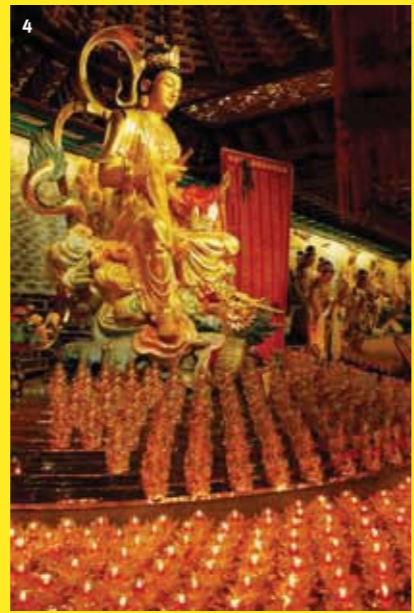
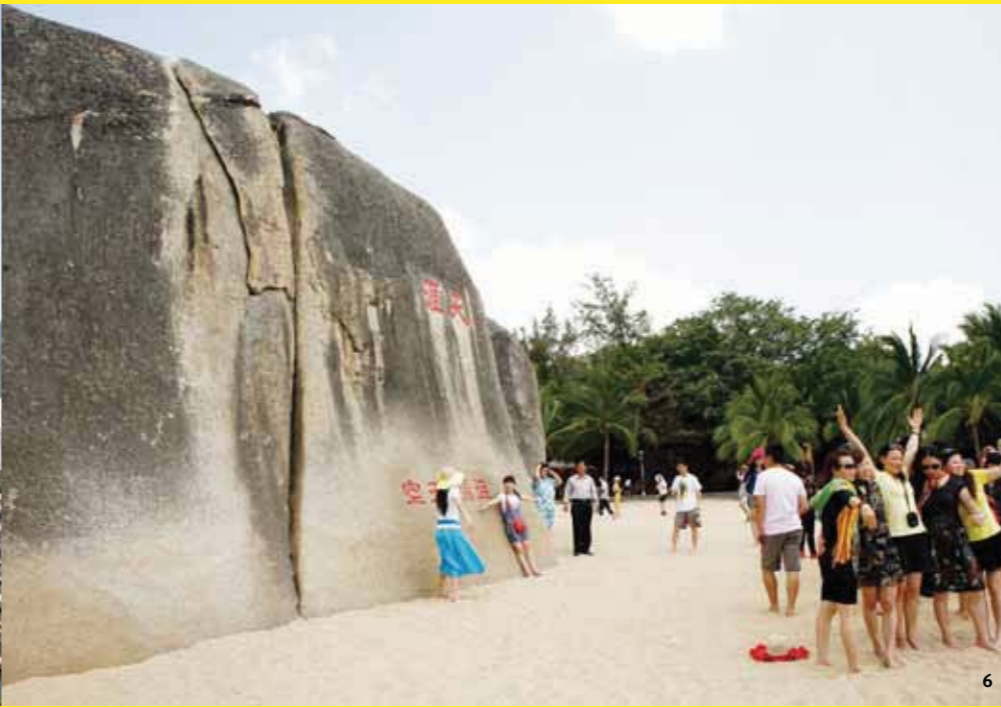
Sanya has drawn great attention from the world. About a decade ago, it was just a small fishing village located at the southernmost tip of Hainan Island. Now, it is a dream of tourist destination called 'China's Hawaii' thanks to warm weather throughout the year, long beach, hot spring, romantic hotels and resorts (approximately 200 accommodations), shopping street and department stores. Sanya is one of the fastest growing tourist cities. Many resorts and skyscrapers are under construction around the city. Therefore, Sanya will have a better look in the future. In terms of recreation and travel, Sanya is a perfect spot for all tourists. Here, let's take a look at the must-visit destinations in Sanya recommended by Tourism Scope.

Editor Jin-Joo Shin Photo Hyo-Jung Shin Cooperation Sanya Tourism Development Council



# Where Is Sanya?

Sanya is a city located at the southernmost tip of Hainan Island. It consists of about 40 islands and has 19 ports. Thanks to moderate weather (25°C of annual mean temperature) and beautiful beach, it has been a top honeymoon spot to Chinese people and one of the most preferred tourist attractions to foreigners.



1. The City of Sanya is located along the beautiful coast. An international port and high-rise apartments are viewed on the left side. The artificial island 'the Phoenix Island' has also seen at the construction site of a luxurious resort. 2. Sanya is an international port city in which the International Cruise Island is situated. This international port which opened in 2006 has attracted 200 ships and 300,000 tourists until now. 3. Scenery of Dadonghai National Tourism Zone, one of the most popular beaches of Sanya. This beach is open to the public free of charge. 4. The Gold & Jade Kwan-Yin Statue made of 150kg of gold stands tall at Nanshan Cultural Tourism Zone in which Buddhist culture can be experienced. 5. A monk lost in meditation in front of the 108m-tall Seabased Kwan-Yin Statue. 6. It is been said that happiness and welfare will come if you touch the Tianya Stone which literally means 'Safe Stone'. 7. It is widely known that Li minority people have a high level of craft skills. You can meet old ladies from the Li minority making traditional costume using weaving machine in the Binglanggu. 8. Traditional food of Li minority. Unglutinous rice is steamed in bamboo stalks. You can taste this delicacy at the Binglanggu. 9. The Chunyuan Seafood Square offers a variety of fresh seafood at low prices.

# Real Sanya Experience

## TIME TRAVEL BACK TO 3,000 YEARS AGO

### BINGLANGGU VILLAGE

There are about 20 ethnic minorities in Sanya. They account for about 50% of the total population of Sanya. Therefore, Sanya has unique culture with strong locality. You can meet Li Minority and Miao Minority and experience their culture in the village. After all, Binglanggu is a kind of folk village. The ethnic-minority people have enjoyed singing and dancing and put on fancy and loud clothes. They welcome tourists with a warm smile on their face. In this village, you can meet old house site, warehouse, kitchen, brewery, craft studio and daily life museum. A tour guide gives explanations in Chinese, English and Korean. You can also taste and purchase local delicacies, snacks and traditional liquor.

**Address** Areca valley tourist resort of hainan ganza ridge primitive culture 琼 ICP备06003159号 **Tel** 0898-838882608 **Admission Fee** CNY165 **Website** www.binglanggu.com



### LI MINORITY ETHNIC GROUP

In a 3,000 years history of Li Minority ethnic group, Bing Lang is indispensable. The fruit with a unique smell and the shape of a rugged bark has been a symbol of love, friendship and good luck. If you eat this fruit with the grinded shells, it would facilitate blood circulation and good for a long life. In fact, Li Minority village has been famous as 'Long Life Village.' In this village, you can even meet a 105 years old lady.

### MIAO MINORITY ETHNIC GROUP

Unlike the Li ethnic-minority people who have loved singing and dancing, Miao ethnic-minority people are courageous warriors. At the entrance to the village, you can see huge bull skull which symbolizes bravery. They are larger and taller than Li ethnic-minority people. They have become warriors to protect themselves from outsiders. They have escaped from a war and hidden themselves in the tropical forest of Hainan.



## BINGLANGGU

### Shopping Items

#### Bing Lang Leaf Tobacco

Thanks to moderate weather throughout the year, Hainan presents ideal growing conditions for Bing Lang. It's been said, 'Go to Hainan if you want to see Bing Lang in China.' In addition, the leaf tobacco made of Hainan Bing Lang is very fascinating. **Price** CNY 100 (1set)



#### Bing Lang Candy

If you are not familiar with leaf tobacco, try the sweet Bing Lang candy. Unlike other candies, you need to spit out the residue after sucking up the juice. It feels like chewing the bark of the trunk, it is kind of tasty. **Price** CNY 10 (five candies)



#### Brocade

Li people's excellent hand skills were even known to the emperors of China. It's been said that a Ming emperor ordered them to make dragon-patterned carpet. If the thread breaks, the carpet should be made from the beginning all over again. Therefore, it took about six years to finish the carpet.



#### Shanlan Wine

The ethnic-minority people loved liquor that they even had a brewery in their village. Don't miss to try tasty wines made of various ingredients such as bamboo, coconut, banana and sweet potato. They are mostly very strong (50% or higher in the alcohol content). **Price** CNY 30 (125ml)



## More EXPERIENCE OF BINGLANGGU VILLAGE CULTURE



#### Meet old ladies from the Li ethnic minority

Don't forget to say hello to old ladies in traditional Li ethnic minority costume with a smile if you meet them on the street. In Binglanggu Village, you can see about 100 year old woman making traditional costume using weaving machine.



#### Ladies are more beautiful with excessive tattoos?

The old ladies from the Li ethnic minority have tattoos all over their body. Some of them even have geometrical patterns on their faces. For the women from the Li ethnic minority, in fact, tattoo was a means of camouflaging themselves from invaders. Beautiful ladies had excessive tattoos, and it is said that they had to hide their beauty.



#### Bravery of people from the Miao ethnic minority

While those from the Li ethnic minority built a house on the ground, people from the Miao ethnic minority raise cattle and built a cottage on the ground. The courageous Miao people were larger and taller than Li people. In Binglanggu Village, you can see a variety of thrilling performances such as climbing up a blade ladder and walking on a hot stone.

# Relax in Sanya

## BEST HOT SPRING IN HAINAN

### SANYA PEARL RIVER NANTIAN HOT SPRING RESORT

Jhu Jiang Nantian Hot Spring is the largest open-air hot spring in Hainan. It consists of 67 themed baths which make Sanya special. Sanya is a perfect place where you can have a good rest in a hot spring bath. The hot springs are surrounded by tall palm trees. You can walk along the beautiful trail and have a bath in the spa you like. If you are with children, the spas with amusement rides are recommended. They may look like a swimming pool. If you stay in a resort, you can have a free hot spring bath twice a day. You can go to the spa by a resort cart. Therefore, many tourists tend to stay and take a good rest here for a long time (2 weeks to 1 month). The calm and laidback atmosphere and modern facilities make you get rid of the stress and fatigue from the trip.

**Address** Nantian Tourism Haitang Bay City of Sanya China **Tel** 86-898-88819888 **Website** www.nantian-hot-spring.com



## A PANORAMIC OBSERVATORY OF SANYA LUHUITOU SCENIC AREA

Wish to take a complete view of the City of Sanya, go to the Luhuitou Park. At the entrance, you can either ride a cart or walk along the forest trail (about 30 minutes walk). Luhuitou which literally means 'a deer looks back' has been named based on a local legend. According to the legend, a hunter chased down a deer up to the mountain cliff. When he was trying to shoot an arrow, the deer disappeared all of sudden. Then, a beautiful lady appeared. She got married and lived a happy life. At the peak, you can meet a 12m-tall statue of deer. This place offers an open panoramic view of the City of Sanya. On a fine day, you can even view Kwan-Yin Statue at Nanshan Buddhism Cultural Tourism Zone.

**Address** Luhuitou, City of Sanya China **Tel** 86-898-88226472 **Opening Time** 07:30-22:00 **Admission Fee** CNY30 **Website** www.lhtpa.com

### FISH THERAPY POOL

In this pool, you can have a Dr. Fish massage. Once you step into the spa, fish will come and massage your body. It may feel somewhat strange, but it is fascinating experience.

### CHINESE TEA POOL

In this tea spa, a teakettle draws great attention. You can smell the savory and pleasant tea leaves here. Due to small size, this pool cannot accommodate a lot of people at busy time.



### FRAGRANT LIQUOR POOL

As you can guess from the large oak barrel design, this hot spring contains alcohol. However, the warm mineral water (40°C) has almost no smell of alcohol.



## Travel Tip FASCINATING NIGHT MARKET TOUR

A night market is a must-visit destination in Sanya. The night market in Sanya is not big, but it is very neat and tidy. A variety of fascinating items and souvenirs are available. In addition, you can get local products such as palm tree coffee, adornment crafts and fruit at good prices.

**Directions** 10 minute walk from Jiefang Road



#### Tropical Fruit Ice Cream

Being thirsty due to hot summer weather in Sanya, try the tropical fruit ice cream. If you choose fresh fruit, it is grinded and mixed with wheat flour right away. Then, cool and tasty sherbet is served.



#### Syabu-Syabu

You are free to choose the foods you want such as mushroom and meat that would be used to make a kebob. If you choose the food you want, syabu-syabu is served right away.



#### A Variety of Ornaments Made of Seashells

Since Sanya is a beautiful coastal city, you can easily get a variety of colorful seashell ornaments at good prices. They are good for gifts.



#### Coconut Food

Because of abundant palm trees, there are a variety of coconut processed products in Sanya such as coconut coffee, coconut candy, dried coconut and coconut pancake.

# Sea & Island Journey



## HOT PLACE FOR MARINE SPORTS

### WEST ISLAND

Take a high-speed boat at the West Island Ferry and cruise for about 10 minutes. Then, a small, turtle back-shaped island appears. Glittering sand, green forest and transparent seawater are very fascinating. Some visit West Island to enjoy the beautiful landscape of the island and crystal clear beach. However, most people come here to enjoy thrilling marine sports. The information center helps tourists effectively learn and enjoy a variety of marine sports such as scuba diving, snorkeling, jet skiing, sea fishing, surfing, kayak and rock climbing. In case of the aquatic sports that require a certain level of skills such as scuba diving and jet skiing, an experienced guard helps tourists learn and enjoy the water adventure activities. Because the island is close to the inland area, you can visit the West Island as a day trip. If you want to enjoy the genuine excitement of water-sports activities, however, it is a good idea to stay in a resort in the West Island. West Island has been popular among divers because the water is 10-20m deep with beautiful coral reefs. You may be able to see fantastic coral reefs on a fine day if you are lucky. West Island is also famous for spectacular sunset. Don't miss the romantic sunset during exciting aquatic sports activities.

**Address** 8 Sea mile west of Downtown Sanya **Tel** 0898-88262007 **Opening Time** 08:00-17:30 **Admission Fee** CNY148 **Website** www.syxidao.com

### More COW ISLAND

Cow Island is a little island connected to West Island through a bridge. You can enter into the island by a cart or bicycle. From the entrance, you should tour around on foot. The stone island is so small that you may be able to finish the tour within 30 minutes. You can enjoy calm and laidback surroundings walking along the neat and pleasant trail. Because this island was in a military zone in the past, you can see many bunkers there. It is prohibited to enter into the bunkers. At the peak, you can meet a dynamic bronze statue of cow.



### More ANCOR BEER

As Tsingtao Beer is famous in Qingdao, there is Ancor Beer in Sanya. Ancor Beer is available in three types; Pilsner, Ice and Light. You can get the beer at a supermarket.



### Don't Miss LET'S TASTE SANYA!

There is a variety of fresh seafood. Come and try savory and delicious Hainan dishes. Here, let's take a close look at top 3 cuisines of Hainan.

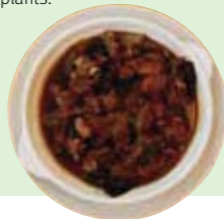
#### Wenchang Chicken

Wenchang Chicken is the most famous and popular food in Hainan. It is often eaten in Wenchang in the northeastern part of Hainan Island. Wenchang chickens live on the seeds of dragon trees. The meat is tender and savory. Even though no particular flavors are used, there is no smell of chicken.



#### Dongshan Mutton

Dongshan Mutton is made of healthy sheep in Dongshan, Hainan. Because the sheep in Dongshan lives on rare plants and grass, Dongshan Mutton would be offered to the emperors of China in the past. In general, it is braised with eggplants.



#### Hele Crab

Hele Crab is sea crab caught in the coast of Hainan Island. This red crab is relatively small compared to general crabs. During the Duanwu Festival or Thanksgiving Day, in particular, Hele Crab is very nutritious and savory. In general, steamed and served.



## EDGE OF THE SKY, RIM OF THE SEA

### TIANYA HAIJIAO (THE END OF THE EARTH) SCENIC ZONE

It's been said, 'If you failed to visit the Tianya Haijiao Scenic Zone, you didn't see the true beauty of Hainan.' Tianya Haijiao Scenic Zone is one of the most attractive tourist attractions of Hainan Island. It is 23km away from the downtown. In the 2.8km-long beautiful beach, you can find huge five rocks facing the ocean. The natural rocks are so beautiful that it seems that they have been sculptured by an artist. At the entrance, you can meet 'the Rock of Sun and Moon.' In addition, you can find the rock which looks like the back of a monk's head and Peach Rock and Turtle Rock which symbolize longevity. The rocks here are special for their magnificence. They are also distinctive because this place is located at the southernmost tip of Hainan Island (so called 'the end of the sky'). After all, these rocks symbolize the end of the earth and the ocean. During the Lunar New Year holiday, this place is crowded with a lot of people from all over China.

**Tel** 0898-88910131 **Admission Fee** CNY65 **Opening Time** 07:30-18:50 **Directions** Located at the foothill of Mount Maling, 20km from Sanya (Tianya Haijiao, Tianya Town, Sanya City)



#### ↑ HAIJIAO STONE

Haijiao Stone standing right behind Tianya Stone is known as 'Stone of Good Luck.' The words were engraved by the general Wang Yi, the local official in the time of the Republic of China. It's believed that if you touch the stone, you will see good luck. Therefore, you can easily see a lot of tourists touching the rock.

#### ↗ NANTIAN YIZHU STONE

Nantian Yizhu Stone even adorned the currency of China in the past. Known as 'Treasure Stone,' Nantian Yizhu Stone is the most famous rock in the Tianya Haijiao Scenic Zone. This symbolic rock is believed as 'Pillar of South Heaven'

#### ↑ TIANYA STONE

Tianya Stone which means 'Safe Stone' is situated at the coast. The words were engraved on the stone by Cheng Zhe, the official of Yazhou Country in the years of the emperor Yongzheng of Qing Dynasty. It's been believed that if you touch the stone, you will see happiness and prosperity.

## CITIZENS' RESORT BEACH

### DADONGHAI NATIONAL TOURISM ZONE

Dadonghai Beach is the most vibrant and energetic beach among Sanya's top three beaches (Sanya Bay, Yalong Bay, Dadonghai Beach). It is open to the public throughout the year. Thanks to warm weather, it attracts a lot of tourists. In particular, the beach is popular among young people. You can easily see people riding jet ski and banana boat, bathing in the sun and playing in the water. A lot of open-air cafes and live pubs in which you can enjoy cool beer and cocktail are lined along the coast. This neat and clean beach also has coast guards for tourists' safety.

**Directions** 4km in the southwest of Sanya City



# Culture & Theme Park



## A TOURIST SPOT WHERE 108M-TALL KWAN-YIN STATUE IS SITUATED

### NANSHAN CULTURAL TOURISM ZONE

Sanya is a city where Buddhist culture flourished. Therefore, the largest Buddhist cultural tourist destination in Hainan has been developed. It is like a theme park where you can enjoy Chinese longevity culture and leisure activities. Therefore, even though you don't believe in Buddhism, it is still a charming place to experience Chinese culture. This tourist spot is so large that it would take a quarter of a day to finish the tour even in a cart. Hence, it is recommended to visit in the morning. If you pass through the Dharma-Door of Nonduality, Kwan-Yin Temple in which 33 Kwan-Yin statues are enshrined appears. People come here and pray for longevity, health and fortune in front of the Buddhist statues. Worship begins at 3 o'clock in the afternoon every day. Anyone is welcome to the religious service. The most famous spot in Nanshan Cultural Tourism Zone is the 108m-tall, sea-based Kwan-Yin statue. It's been said that the statue is so large that it can even be seen in an airplane. It stands tall in a mystic manner in front of the 7km-long pebble beach. It has three Buddha images which symbolize peace, wisdom and mercy respectively. It has been reported that natural disasters such as typhoon have decreased since the statue was built in 2005. It is also recommended to see Gold & Jade Kwan-Yin Statue. As one of the most precious national treasures of China, Gold & Jade Kwan-Yin Statue is made of gold and various jewels. For example, about 400 gems were used for a crown alone. There is the world's largest ink stone ('Dragon-Phoenix') which has been registered on the Guinness Book of World Records in front of the Gold & Jade Kwan-Yin Statue.

Tel 0898-88837888 Opening Time 08:00-18:00 Admission Fee CNY150 Website www.nanshan.com Directions Nanshan Cultural Tourism Zone, 40km in the southwest of Sanya City



## FASCINATING RESORT IN WHICH TAOIST CULTURE CAN BE FELT

### NANSHAN DONGTIAN PARK

This tourist destination is situated at the foothill of Mount Nanshan. It was built during the Song Dynasty. Here, you can feel 800 years old Taoist culture. Unlike Nanshan Cultural Tourism Zone in which Buddhist atmosphere is strong, Nanshan Dongtian Park is like a tourist resort, featuring museum of natural history and neat coastal promenade. There are five must-see tourist attractions in Nanshan Dongtian Park. If you walk along the coastal promenade, you can meet them one by one. First, it is the Bronze Statue of Dragon King of the South Sea, a deity which guards the sea. Don't miss to visit Grotto Heaven which has been preserved since the ancient times. If you go into the dark cave, you can find a narrow path which is connected to the opposite side. The old evergreen pines which are easily found across Nanshan would be called 'fossil tree' with a scientific name of 'Dragon Draceana.' There are about 30,000 old evergreen pines here. They have been a symbol of longevity. In addition, the Immortal Turtle of South Sea, a deity which guards the earth and the sky, and the museum of ancient culture called 'House of Xuanmiao' will attract you.

Address Nanshan Dongtian Park Yachen Town Sanya City Tel 0898-88830188 Website www.sanyapark.com



## Don't Miss MOON BAY RESORT

Moon Bay Resort is a vacation villa-type resort located in the Nanshan Dongtian Park. A total of 59 cottage-shaped villas make the resort look like a fascinating village in a fairy tale. With the backdrop of the blue ocean, this resort creates a charming and romantic atmosphere. In particular, a bathroom with open ceiling is located on the outside of the house. This beautiful resort make you feel like you are in a forest in Northern Europe.

Tel 0898-88830188 Website www.sanyapark.com



# Enjoy In Resort

## BEST RESORT IN YALONG BAY

### GRAND METRO PARK RESORT

Yalong Bay is a peaceful and laidback beach, along which a lot of international-class resorts (more than 25 luxury resorts such as the Ritz-Carlton, Hilton and Sheraton) are lined. Grand Metro Park Resort Sanya is situated between the Yalong Bay Central Square and Yalong Bay International PGA Golf Course. Grand Metro Park Resort is divided into villas (108 villas) and hotel resorts (110 rooms). In particular, hotel resorts have an individual swimming pool on the first floor. The luxurious 108 villas are the pride of Grand Metro Park Resort. The huge beautiful resort (500 square meters) reminds of a small fascinating village. Even though the resort is about 25km away from the downtown, it is a perfect spot to spend a holiday. For honeymooners, a romantic villa is recommended. In the villa, living space and bedrooms are fully separated. It features a swimming pool, spa pavilion, massage pool, little garden and outdoor shower. Because a river flows in the opposite of the villas, you would not be disturbed by anyone in the villa. If you are on a trip with your family, a family villa which features two bedrooms and two bathrooms is recommended. In addition, Executive Villa features three bedrooms and barbecue garden for a small party. You can use a cart anytime. Because there are restaurants and pubs in the resort, you can relax and have a good rest.

Address Yalong Bay National Resort District Sanya Tel 0898-8859-8888 Website www.metroparkhotels.com Contact sygm@metroparkhotels.com



## ↑ YALONG BAY BEACH

Yalong Bay Beach is close to the Grand Metro Park Resort. There are coast guards and beach bars for tourists' safety and convenience. You can also enjoy aquatic sports such as jet skiing and banana boat accompanied by a guard. A shuttle bus departs at the lobby every 30 minutes. It takes about 5 minutes to the beach.

## ↑ V-SPA

A reliable spa program is essential for recreation. In the V SPA which features luxurious hair salon and refined fitness center, Aromatherapy Massage (60 min. / 80 min.) is the most popular. For honeymooners, a full-course massage which includes foot bath and sauna in a private space is recommended. You can get massage in the open-air Spa Pavilion if you want.

Price Aromatherapy Massage CNY580-780, Traditional Chinese Massage CNY500-680

## Enjoy Shopping Take Sanya!

Shopping is one of the main attractions of the City of Sanya. You can go to the largest DFS in Hainan Island, department store in which local brand items are available and shopping street where many young people hang out.



## GLOBAL BRAND COLLECTIONS SANYA DUTY FREE STORE (CDF)

In this duty-free shop, you can meet the world's top 100 brands. It opened about a year ago. Thanks to spacious space and pleasant atmosphere, it is great a place to shop with relaxation. Some clerks are able to speak English, Korean, Japanese and Russian as well as Chinese. You can get coconut foods and other local products.

Address No.19 Xia Yang Tian-Yu Asian Avenue, Sanya City, Hainan Tel 0898-88816666 Opening Time 10:00-22:00 Website www.cdfg.com.cn



## LOCAL BRANDS AND ACCESSORY STORE

**SANYA SUMMER MALL**  
Sanya Summer Mall is a 6-story department store which is about 5-minute walk from Dadonghai Beach. You can get on an elevator in the outside of the building. It features luxury watch brands (ex: Gucci, Tudor, Tissot, etc.), cosmetics and premium living brands (ex: Rosenthal, etc.) on the 1st floor and local brand clothes on the 2nd, 3rd and 4th floors. There is

a supermarket on the 5th floor. You can get a tax return if you spend more than CNY800.

Address No.1 Haiyun Road Dadong Sea Sanya Tel 0898-88223333 Opening Time 10:00-22:00



## YOUNG SHOPPING STREET JIEFANG ROAD

Jiefang Road located in the heart of the downtown of Sanya is a vibrant and energetic car-free shopping street. A variety of fashion brand shops are lined on both sides of the 200m-long street. In addition, you can find a cluster of small shops in which local products are sold.

Directions 2nd Jiefang Road, downtown Sanya



THREE WAYS FOR  
ENJOYING THE ART&CULTURE CITY

# Finding 光州! Glorious Gwangju!

Gwangju – a dynamic city that yearned for democratization in 1980s. The city, with its proud history, is to talk about the future and right in the middle of transformation. In the city where the present and future harmonize together, we visited diverse art galleries and museums. It was thrilling to witness dynamic energy of the city that embraces tradition and history. Let's start a journey to Gwangju, a city of light, where history and culture lively coexist together.

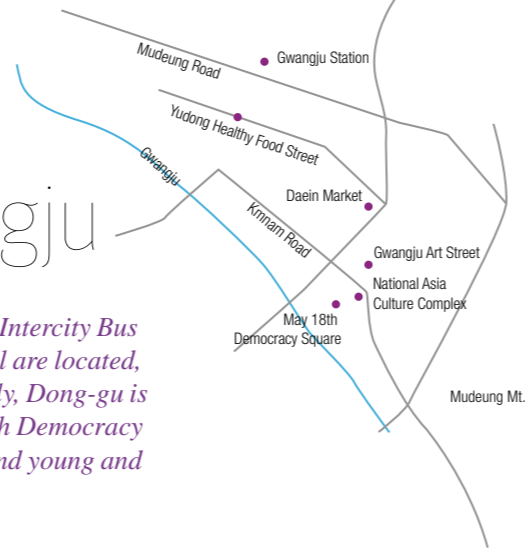
Editor Seon-ae Yoo Photograph Choong-geun Oh Cooperation Tourist Promotion Division, Gwangju Metropolitan City [www.gwangju.go.kr](http://www.gwangju.go.kr)



On My Way, Gwangju-1

# Dong-gu, Reminiscing Gwangju

Before Gwangju International Airport was constructed, Gwangju Station and Gwangju Intercity Bus Terminal were the only linkage to other areas. Dong-gu, where both station and terminal are located, used to be the heart of Gwangju. In the meantime, Seo-go has taken its position gradually, Dong-gu is still the place showing the history and prosperity of Gwangju. Starting with the May 18th Democracy Square, a shrine for democratization of Korea, let's walk down to lively Daein Market and young and energetic Chungjangro.



## ▶ YUDONG HEALTHY FOOD STREET

### YEONGMI ORITANG (DUCK BROTH)

Gwangju duck broth is among the five representative cuisines of Gwangju. There are many duck restaurants located behind Dong-gu Hyundai Department Store. Gwangju duck broth has thick soup made of perilla seeds. Dipping duck meat and water cress in perilla-added red pepper sauce, that's the way how the locals enjoy the dish! Among many restaurants, Yeongmi Oritang serves the most authentic dish and is always packed with people. The place is easy to find with its well-managed parking lot at the entrance of street.

Directions By Bus Suwan49, Songam72, Yudeok65, Imgok89, Geumnam58, Duam81. Get off at Hyundai Department Store Address 102-31, Yu-dong, Buk-gu, Gwangju Metropolitan City Tel 062-527-0248-9 Price Duck broth 38000 KRW, Roast duck 40000 KRW



## ▶ VIVID IMAGE OF LIFE

### DAEIN MARKET

If you want to experience the local life of Gwangju, you have to visit Daein Market. Located in the opposite side of former Gwangju Intercity Terminal, the market used to be the center of Gwangju, and has rich history accordingly. Though not as prosperous as in the past, the market is still busy with wholesale dealers selling seafood and vegetables. It is especially famous for seafood items.

Directions By Subway Line 1 Geumnam4-ga Station Exit 3 or Geumnam5-ga Exit 6. By Bus Bongseon37, Yongjeon184, Ilgok180, Geumnam58, Duam81 Address 310-9, Daein-dong, Dong-gu, Gwangju Tel 062-223-1421



**GWANGJU STATION TOURISM INFORMATION CENTER**

There are 5 tourism information centers in Gwangju, located in Dong-gu, Buk-gu and Gwangju Airport. The center provides a brochure that contains a map of Gwangju and accommodation information from guesthouse to elegant hotels. The center also provides a guidebook in English, Chinese and Japanese.

Directions In front of Gwangju Station Tel 062-522-5147 Opening hours 09:00-18:00 Available languages English, Japanese and Chinese



## ▶ BEAUTY OF DAILY LIFE

### GWANGJU ART STREET

Just as Paris has Montparnasse, Gwangju as the Art Street! The street, stretching 300 meter from Gwangju Dongbu Police Station to Jungang-ro, displays the traditional culture in the downtown. Though only a five minutes walking distance, the street is packed with 90 attractive spots like galleries, art shops, stationary store, antique shop, theater and traditional café.

Directions By Subway Line 1 Geumnam4-ga Station Exit 4, Culture Complex Station Exit 4 By Bus Cheomdan09, Songjeong98, Pungam61, Jiwon45, Cheomdan95



### SPRING TIME'S COFFEE CAFÉ SAWOL (APRIL)

Beside galleries and antique shops adding an elegant ambience to the Art Street, modern and cozy cafés like Café Sawol brightens up the street. Decorated with artworks and interior items, the café is a suitable place for having a relaxing time. Enjoy the spring sunshine at roof-top terrace!

Directions In the opposite side of Dongbu Police Station Address 79-2, Daui-dong, Dong-gu, Gwangju Metropolitan City Tel 062-222-6942 Opening hours 10:00-24:00 Price Americano 2800KRW, Black Tea Latte 3800KRW



### SILVER CRAFT SHOP EUN MANDEULGI (MAKING SILVER)

Eun Mandelgi is a silver accessory shop that sells customized silver items and readymade accessories. It exhibits and sells silver crafts designed and handmade by shop owner. When you request an accessory design to the shop, a designer creates a silver item. The shop also provides silver craft classes twice a week.

Directions In the opposite side of Dongbu Police Station Address 79-2, Daui-dong, Dong-gu, Gwangju Metropolitan City Tel 062-433-4088 Opening hours 11:00-22:00

## ▶ THE ZENITH OF ASIAN CULTURE

### KUNSTHALLE

When you look at this unique-shaped container box, you will immediately feel that Kunsthalle Gwangju is not just a typical gallery. 'Kunsthalle', 'Art Hall' in German, is a culture complex designed and operated by a German company 'Platoon'. Artworks exhibited in Kunsthalle Gwangju are unfamiliar yet impressive for they are rarely found in the normal art world. It hosts various events, exhibition in different genres and programs by cooperating with local and foreign young artists. Also, the center offers diverse events like flea market, DJ Night and Movie Time. If you want to know more about the evolving modern art, Kunsthalle is a must place.

Directions In front of Asia Culture Complex Site (Former Province Office) By Subway Culture Complex Station Exit 4 Address 13 Gwangsan-dong, Dong-gu, Gwangju Metropolitan City Tel 062-236-0730-3 Opening hours 11:00-20:00 (Closed on Mondays and holidays) Entrance fee free Website www.kunsthalle-gwangju.com



## ▶ RECHARGE WITH YOUNG ENERGY

### CHUNGJANG-RO

Chungjang-ro is a fashion street full of dynamic energy. You will see the brand new fashion trend and fashionable people walking by. Chungjangro1-ga to 3-ga is filled with mega-sized fashion malls, boutiques and accessory shops. Products range from designer labels to innovative items. Especially Judan Street is located in Chungjangro4-ga, where numerous Hanbok (Korean traditional clothing) shops sell variety design of Hanbok.

Directions By Subway Line 1 Culture Complex Station Exit 3. By Bus No. 1000, 1187, 518, Seokgok87, Geumnam55, Geumnam56, Geumnam57 Address 1 Chungjangro, Dong-gu, Gwangju



## ▶ FIERCE MOMENT OF HISTORY

### MAY 18TH DEMOCRACY SQUARE

May 18th Democracy Square is a symbolic place in Korea's democratic history. On May 18, 1980, citizens of Gwangju rose up against illegal military dictatorship, and called for democracy. In front of the former Province Office as the platform, the citizens including high school students held numerous rallies, and fiercely fought for democracy. The historical movement is known to the quintessence of the political democracy in Korea.

Directions By Subway Culture Complex Station Exit 4 Address 5-1 Geumnamro1-ga, Dong-gu, Gwangju Metropolitan City Tel 062-456-0518 Website www.518.org

## 2014 NATIONAL ASIA CULTURE COMPLEX PROJECT



National Asia Culture Complex Project, planned to be completed by 2014, will become a space of creation that embraces Asian culture. With the former Province Office as the center, the complex will include major facilities like 5 performance halls, 2 squares, 3 exhibition halls and 2 libraries. If you want to witness Gwangju's new cultural project in advance, you can visit Asia Culture Complex Promotion Hall.

Directions 3F Chungjang-ro YMCA Building Address 19-8, Geumnamro1-ga, Dong-gu, Gwangju Metropolitan City Tel. 062-230-0100 Opening hours 10:00-18:00 Entrance fee free Website www.cct.go.kr



## ▶ FOUR DIFFERENT SEASONS, FOUR DIFFERENT SCENES

### MUDEUNG MT.

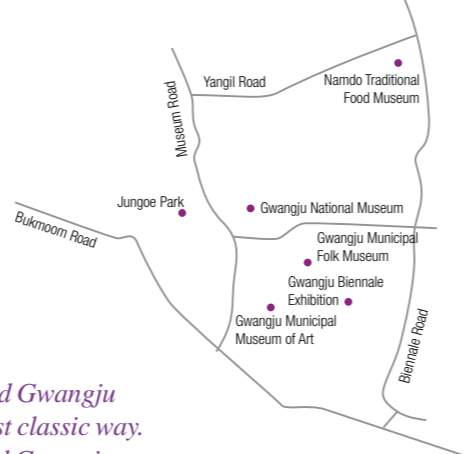
The beauty of Gwangju is inseparable from Mudeung Mountain. This magnificent mountain is fully surrounded by breathtaking pillars like Ipseokdae and Seoseokdae. In spring, azaleas cover the entire mountain in pink; in fall, autumn leaves and silver grass adds an elegant ambience to the mountain; in winter, it is covered in snow. It is enjoyable to climb the mountain and see its changing colors. Beside the original trails, there are three old trails going up to the mountain.

Directions By Bus No. 09, 35, 50, 51, 54, get off at Jeungsimsa Temple or No. 1187, get off at Wonhyosa Temple Address San 209-5, Geumgok-dong, Buk-gu, Gwangju Metropolitan City Tel 062-365-1187 Opening hours 00:00-24:00 Website mudeung-san.gjcity.net



# Buk-gu, The Center of Culture and Art

*Buk-gu is home of National Museum, Municipal Museum of Art, Municipal Folk Museum and Gwangju Biennale Exhibition Hall. It is a place where you can enjoy the culture of Gwangju in the most classic way. Every year, Gwangju Kimchi Culture Festival attracts thousands of foreigners to Buk-gu, and Gwangju Biennale, held every other year, colors Buk-gu with magnificent colors.*



## UNDER THE TIME-HONORED TILE ROOF GWANGJU NATIONAL MUSEUM

Gwangju National Museum exhibits the spirit of Korea through ancient history and cultural heritage. The outdoor exhibition includes 'Gwangju Jangwoon-dong Five-storied Stone Stupa' from Goryeo Era and 'Celadon Kiln from Gangjin Yongwoon-ri' that tells about the structure of celadon kiln in Goryeo Era and the production procedure of Goryeo Celadon. Visitors can appreciate the ancient Buddhist culture of Korea at the gallery of Buddhist Art and a painting art gallery on the first floor. The galleries exhibit National Treasure No. 103, Stone Lantern Carved 2 Lions in Jungheungsa Temple and Buddhist artworks like Cheong-donggeumgo (a cash box made of bronze) and Geumdongyeoraepsang (a Buddhist stature) found in Gwangju area. The museum offers a voice guide through exhibition, so it is okay if you do not have any information about exhibited artworks. The guide is offered in English as well.

**Directions** By Bus Songjeong29, Munheung48, Sangmu63, Yongjeon84, Yongjeon85, Cheomdan95, get off at Gwangju Museum Address San83-3, Maegok-dong, Buk-gu, Gwangju Tel 062-570-7000 **Opening hours** 09:00-18:00(Tuesday-Friday) / 09:00-21:00(Saturday and January to December) / 09:00-19:00(Sunday and Holiday) / Closed on Mondays **Entrance fee** free **Website** <http://gwangju.museum.go.kr>



## A TO Z ABOUT NAMDO CUISINE! NAMDO TRADITIONAL FOOD MUSEUM

As you step into the museum, you are immediately confronted with large jar-shaped sculpture. Beside the sculpture, photos of colorful Namdo Foods exhibited to amaze your eyes and give you a good appetite. The Permanent Exhibition Room for Traditional Foods is the highlight of museum. It showcases the dietary culture of Jeollanam-do from the Neolithic age to modern times through graphic panels, videos, touch screens and heritages. You can also look at the authentic dishes of Gwangju, such as grilled beef of Gwangyang, Ddeokgalbi of Damyang, steamed skate of Mokpo and Songpyeon of Gwangju. Tourists can also participate in the experience program and cook these dishes by themselves.

**Directions** By Bus Cheomdan30, Geumnam56, Geumnam57, get off at traditional food museum. Address 779-2, Samgak-dong, Buk-gu, Gwangju Tel 062-575-8883 **Opening hours** 09:00-18:00(Closed on Mondays) **Website** [www.namdofoodmuseum.go.kr](http://www.namdofoodmuseum.go.kr)

## LIVING HISTORY

### GWANGJU MUNICIPAL FOLK MUSEUM

Enter the museum, a traditional rural village in the Material Culture Exhibition Hall appears before your eyes. The typical residential house of Jeollanam-do is exhibited in the hall and it shows the lifestyle, food culture and living items in the region. The replicas of the ancient lifestyle, agriculture, fishing are also in display there. Both indoor and outdoor exhibition all have historic values, so we recommend you to take your time to look around the museum carefully.

**Directions** By Bus Sangmu63, Songjeong29, Munheung48, get off at Municipal Folk Museum Address 1004-4, Yongbong-dong, Buk-gu, Gwangju Metropolitan City Tel 062-613-5337 **Opening hours** 09:00-18:00 (Last entrance: 30 minutes before closing, closed on Mondays) **Entrance fee** Adult 500KRW **Website** <http://gjfim.gjcity.net>



## GWANGJU KIMCHI CULTURE FESTIVAL



From 1994, the festival has been held in October in Gwangju Metropolitan City. It is divided into 'watching part' and 'experiencing part'. The watching part exhibits traditional kimchi, fermented foods in different countries, kimchi dishes and history of kimchi. The experiencing part consists of events and performances like kimchi making, kimchi king contest and a street market that sells kimchi ingredients and kimchi.

**Location** Around Gwangju Municipal Museum Tel. 062-613-3641 **Website** <http://kimchi.gwangju.go.kr>

## GANG DEOK-SOON TRADITIONAL SWEET SHOP

### DADAM

Dadam is a café that serves traditional tea and tea cookies. The place is suitable for having a small chat with friends and enjoying the traditional tea culture. Ddeok (Rice cake) sold in Dadam is not mass-produced in plants, but handmade using natural ingredients. You can enjoy a wide variety of rice cake, traditional sweets and teas like chrysanthemum and puer. Green tea shake is well worth-trying for foreigners who are not so familiar with the traditional taste.

**Directions** 1F Municipal Museum of Art in Jungoe Park, Buk-gu Address 1004-4, Yongbong-dong, Buk-gu, Gwangju Metropolitan City Tel 062-522-4100 **Opening hours** 09:00-23:00 **Website** [www.idadam.co.kr](http://www.idadam.co.kr)



## PAST AND FUTURE OF HONAM ART

### GWANGJU MUNICIPAL MUSEUM OF ART

The reason Gwangju has been called 'Yehyang', the art village, is that there have been many artists. To support artists actively, Gwangju Municipal Museum is established. The Permanent Exhibition Room displays the artwork of young artists on a theme by theme basis. The Heo Baekryeon Memorial Room exhibits innovative oriental paintings and Oh jiho Memorial room exhibits the first generation of western paintings. Donated artworks of well-known 20th century artists including Chagall, Picasso and Andy Warhol are exhibited as well.

**Directions** By Bus Sangmu63, Songjeong29, Munheung48, get off at Municipal Folk Museum. Address 1004-4, Yongbong-dong, Buk-gu, Gwangju Metropolitan City Tel 062-613-7100 **Opening hours** 09:00-18:00 (Last entrance: 30 minutes before closing, open until 21:00 on Wednesdays, closed on Mondays) **Entrance fee** free **Website** <http://www.artmuseum.gwangju.go.kr>



## THE CENTER OF CULTURE

### CULTURE WALK OF JUNGOE PARK

Jungoe Park is good for the relax in nature and various amusement facilities in downtown. Municipal Museum of Art, Municipal Folk Museum and Biennale Exhibition Hall are located in the park. On holidays, the park is packed with people going on picnics. It is especially famous for picturesque autumn leaves. The Rainbow Bridge at the entrance of Gwangju is a symbol of Biennale, and is where Gwangju Biennale and Kimchi Culture Festival are held.

**Directions** By Bus Yongbong83, Sangmu64, get off at Biennale Exhibition Hall Address 164, Unam-dong, Buk-gu, Gwangju Metropolitan City Tel 062-613-7124



## GWANGJU BIENNALE EXHIBITION HALL

Gwangju Biennale is an international contemporary art fair held every other year. The biennale is at the center of Gwangju Asian Culture Project that aims to transform Gwangju into the culture hub and communicate with other cities in Korea, Asia and the world. The biennale involves 80-100 artists from 35 countries, and exhibits diverse and profound images of major issues and innovative ideas. Various artworks are regularly exhibited in the hall, so it is worth visiting.

**Directions** By Bus Yongbong83, Sangmu64, get off at Biennale Exhibition Hall Address San 149-2, Yongbong-dong, Buk-gu, Gwangju Metropolitan City Tel 062-608-4114 **Opening hours** 10:00-18:00(Closed on Mondays) **Entrance fee** Promotion hall and special exhibition hall is for free **Website** <http://www.gb.or.kr>

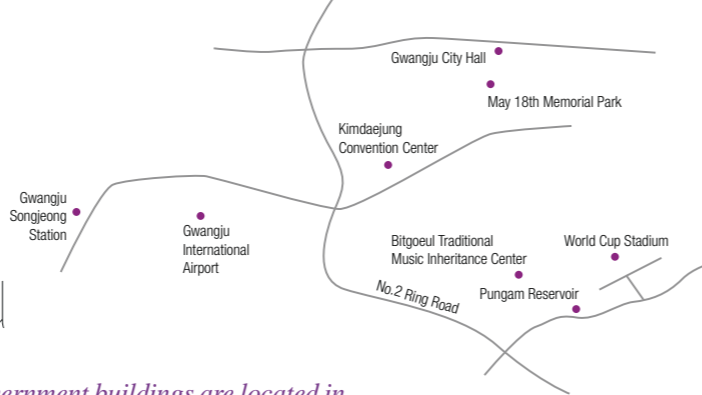
## 2011 GWANGJU DESIGN BIENNALE

Inspired by the first words of Do Duk Kyeong (Tao Te Ching, 道德經), the title of 4th Gwangju Design Biennale adopts but replaces 道(do) with 圖(do) in No Ja's first sentence, "Do(道) that can be expressed is not the eternal Do(道)." 2011 Gwangju Design Biennale exhibits traditional Asian values and at the same time presents the new vision of design. The biennale will be held for 52 days from September 2, 2011 to October 23, 2011.



# Tomorrow of Gwangju, Gwangsan-gu & Seo-gu

Seo-gu and Gwangsan-gu are emerging new towns of Gwangju. Major government buildings are located in Seo-gu, where modern restaurants, new memorial hall and convention center are in place. If you look forward to the tomorrow of Gwangju, Gwangsan-gu and Seo-gu.



## ▲ THE FESTIVAL OF SPRING FLOWERS KIMDAEJUNG CONVENTION CENTER

Kimdaejung Convention Center is the first exhibition and convention facilities in Honam area. The is a business center that offers a large space that can accommodate 500 booths, a large meeting room for 1200 people and 10 small meeting rooms. The center hosts large-scale exhibitions and conventions, and Gwangju Flower Fair is held from March 25, 2011 to April 3, 2011. Don't miss the Kimdaejung Hall at the entrance of lobby. You can look at the statue, videos, writings, collection and souvenirs of President Kim Dae-jung, who fought for democracy, human right and peace between two Koreas.

Directions By Subway Line 1 Kimdaejung Convention Center Station Exit 5. By Bus Ilgok38, Sangmu64. Address 1159-2 Chipyong-dong, Seo-gu, Gwangju Tel 062-611-2000 Entrance fee free Website www.kdcenter.or.kr



## ▲ THE PAINFUL WOUND OF HISTORY MAY 18TH MEMORIAL PARK

The park is a shrine that consists of the Memorial Culture Center, the Student Education Center, statues and performance facilities. Dae-dong Square, where the round fountain symbolizing the May 18th spirit is installed, is the highlight of the park. The wall filled with those who died in the May 18th movement. In front of the wall is an unforgettable statue of mother and son. A crying mother holding her dying son describes the painful wound of Korean history to visitors.

Directions By Bus Seogu760, Geumho46, 518, Sangmu64, Sangmu63, Sangmu62 Address 1268 Ssangchon-dong, Seo-gu, Gwangju Tel 062-376-5197 Opening hours 00:00-24:00 Entrance fee free Website http://518center.gjcity.net



## ▲ SONGJEONG-RI TRADITIONAL DDEOKGALBI STREET

Ddeokgalbi is made by adding 20 spices like green onion, garlic and sesame oil to minced beef. It is named 'ddeokgalbi' for its square 'ddeok'-like shape. The street beside Gwangsan-gu Office in Songjeong-ri serves the most authentic ddeokgalbi. Unlike other ddeokgalbi, Songjeong ddeokgalbi mixes half beef and half pork to add some grease to the dish. The restaurants also serve beef broth soup with ribs in it.

Address 830-6 Songjeong2-dong, Gwangsan-gu, Gwangju Metropolitan City Tel 062-944-0366 Price Ddeokgalbi 11000 KRW (1 person), bibimbap 6000 KRW



## ▲ JUST AS GOOD AS MEGA-SIZED SUPERMARKET

The traditional market is opened for five days in Songjeong-dong, Gwangsan-gu. It is one of few traditional 5-day markets opened in downtown. Once it was the central market of Southwestern Jeollanam-do, and was famous for trading agricultural products. You can still witness its dynamic energy. With a variety of items it offers, Songjeong 5 Day Market is just as good as any mega-sized department store.

Address 884-1 Songjeong-dong, Gwangsan-gu, Gwangju Tel 062-944-1026 Opening day On 3-8-13-18-23-28 every month



## ▼ CARING THE ENVIRONMENT AND CITIZEN WORLD CUP STADIUM

It is an eco-friendly stadium that intends lesser harm to the environment. The walking street around the stadium was built using recycled wood, and is therefore rather relaxing. The stadium treats the sewage water from swimming pool, and uses it for gardening and cleaning. It also lightens 22 colonnade lightings and 30 lawn lightings. There are amusement park and sport park around the stadium. They attract many family visitors on holidays. It will be nice to escape from car-packed downtown and enjoy yourself riding inline skate and bicycle.

Directions Pungam06, Songam74, Cheomdan20, Pungam16, Pungam26, get off at World Cup Stadium Address 423-1 Pungam-dong, Seo-gu, Gwangju Metropolitan City Tel 062-604-2002 Opening hours 00:00-24:00 Website http://worldcup.gjcity.net



## GETTING TO GWANGJU

★BY CAR After passing Cheonan Intersection on Gyeongbu Expressway (about 1 hour 40 minutes) and Yeosan Rest Area on Honam Expressway (about 74 minutes), get into Yudeok Interchange. It takes about 4 hours in total, and the expressway fee costs about 20000 KRW.

★BY TRAIN There are Mugunghwa train, Sae-maoul train and KTX from Yongsan Station to Gwangju Station and Gwangju Songjeong Station. KTX takes about 2 hours 50 minutes and costs 35000 KRW. Tel. 1544-7788

★BY BUS There are express bus from Seoul Gangnam Central Terminal and Dong-seoul Bus Terminal from 05:00 to 23:55. The bus takes about 4 hours and costs about 20000 KRW.

★BY AIR There are seven one-way airplanes from Gimpo Airport to Gwangju International Airport every day. The airplane costs about 55000 KRW. Tel. 062-940-0214



## ▼ TIME TO MEET KOREAN TRADITIONAL MUSIC BITGOEUL TRADITIONAL MUSIC INHERITANCE CENTER

Bitgoeul Traditional Music Inheritance Center attracts tourists with its Janggu (traditional music instrument of Korea) shaped appearance. In a broad concept, Gukak (traditional Korean music) refers to the music of Korea and the unique and traditional music of Korean ethnic culture. Bitgoeul Traditional Music Inheritance Center, located beside the World Cup Stadium, is inheriting and developing traditional music by creating, collecting, teaching and exhibiting traditional Korean music. Tourists can enjoy the free performance held for 90 minutes from 7 pm on Thursdays.

Directions To World Cup Stadium Address 790 Geumho-dong, Seo-gu, Gwangju Metropolitan City Tel 062-350-4554-7 Opening hours 09:00-18:00 (Opened until 17:00 on holidays and in winter, closed on Mondays, Lunar New Year and national holidays) Entrance fee Adult 500KRW Website http://seogu.gwangju.kr

## ▼ THE MEETING POINT OF SEO-GU CITIZENS PUNGAM RESERVOIR

Pungam Reservoir, or Pungam Lake, is located near Gwangju World Cup Stadium. Though it is not large, the reservoir is beautifully surrounded by pine tree forests, and has breathtaking reflection of forest on its surface. It is a nice relaxing spot where you can watch cute ducks and swans. With well-managed statues, roses and arboretum of Jungang Park harmonizing together, the reservoir is the meeting point long been cherished by Seo-gu citizens.

Directions By Bus Songam47, Jiwon45, Geumnam59, Jinwol78, Daechon71, Seogu760, get off at Pungam Reservoir Address Pungam-dong, Seo-gu, Gwangju Metropolitan City



## ▼ FOR A RELAXING SHOPPING TIME LOTTE OUTLET GWANGJU WORLD CUP BRANCH

Outlet offers a variety of products essential for tourists at the attractive price that is 5~20% lower than in downtown. Lottemart is a culture complex that is easily accessible and offers various performances as well as shopping experience. The outlet has spacious shops and comfortable atmosphere. Also the outlet has sufficient parking lots in the World Cup Stadium, so don't worry about parking, and focus on shopping!

Directions Pungam06, Songam74, Cheomdan20, Pungam16, Pungam26, get off at World Cup Stadium Address 423-1 Pungam-dong, Seo-gu, Gwangju Metropolitan City Tel 062-610-2500 Opening hours 10:00-24:00 Website http://company.lottmart.com

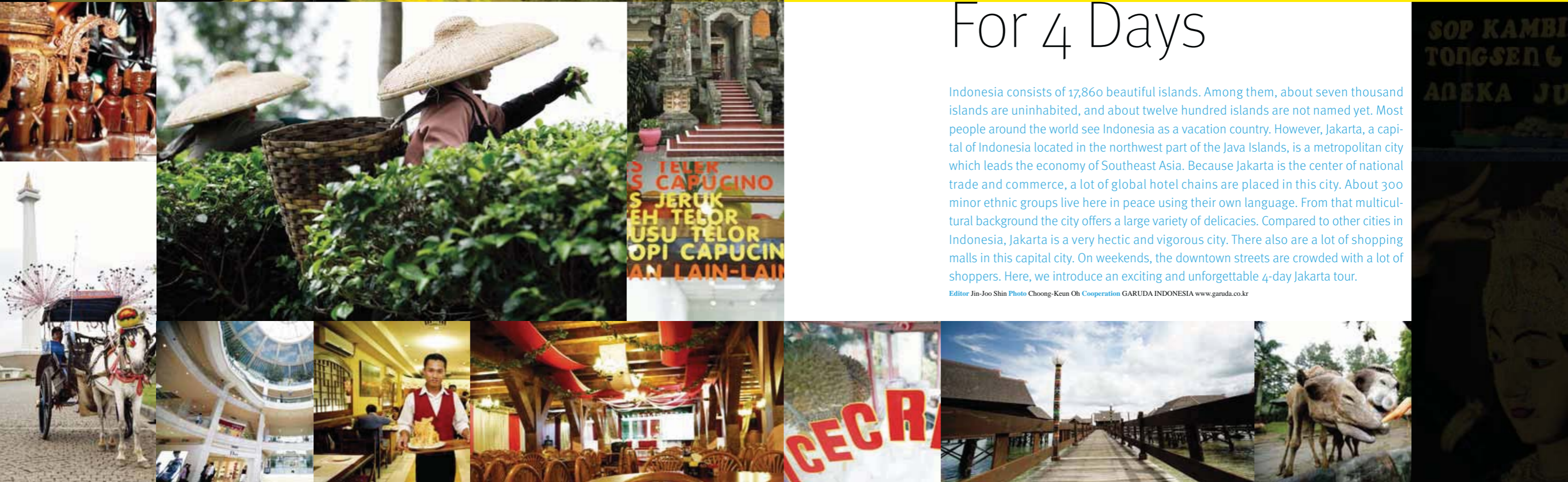


JAKARTA HOTEL & RESTAURANT

# Exciting Jakarta Tour For 4 Days

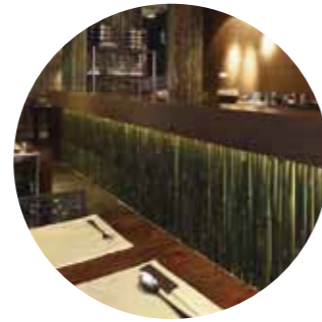
Indonesia consists of 17,860 beautiful islands. Among them, about seven thousand islands are uninhabited, and about twelve hundred islands are not named yet. Most people around the world see Indonesia as a vacation country. However, Jakarta, a capital of Indonesia located in the northwest part of the Java Islands, is a metropolitan city which leads the economy of Southeast Asia. Because Jakarta is the center of national trade and commerce, a lot of global hotel chains are placed in this city. About 300 minor ethnic groups live here in peace using their own language. From that multicultural background the city offers a large variety of delicacies. Compared to other cities in Indonesia, Jakarta is a very hectic and vigorous city. There also are a lot of shopping malls in this capital city. On weekends, the downtown streets are crowded with a lot of shoppers. Here, we introduce an exciting and unforgettable 4-day Jakarta tour.

Editor Jin-Joo Shin Photo Choong-Keun Oh Cooperation GARUDA INDONESIA www.garuda.co.kr



# Tourism Attraction & Hip Taste

Let's tour around famous tourist destinations such as National Museum, Monument National and Mesjid Istiqlal. This kind of tour could be very common, but it is the first step to get to know this mysterious city. One more thing to know is there are a lot of good restaurants around these tourist destinations.



## JAKARTA HOTEL & RESTAURANT FIRST DAY

### LUNCH

#### DELICACIES DURING YOUR TRIP

##### ARO AROY

Aro Aroy is a fast food restaurant which opens in the afternoon only. It serves a variety of Asian food. Even though the dishes are served fast, they are healthy and inexpensive. Therefore, they are popular among busy citizens. Especially, Indonesian noodles and lufumie are popular. The bamboo-based interior design makes you feel that you are in a bamboo forest.

Address GF, Midplaza 1, Jl. Jend. Sudirman Kav. 10-11, Jakarta  
Tel 62-21-570-7707 Opening Time 11:00-15:00(Mon-Fri)  
Average Cost IDR35,000



### DINNER

#### JAPAN IN THE SOUTHEAST ASIA KATSUSEI

Do you miss Japanese food in Southeast Asia? Go to Katsusei. The traditional Japanese glass bowls and exotic interior design decorated with bamboos will make you feel that you are in Japan. You can grind sesame seeds and make the Katsu sauce in person. The dishes are slightly expensive, but you can taste a variety of genuine Japanese cuisine. A savory traditional Japanese soup is served as well.

Address 5F-16, East Mall, Grand Indonesia, Garden District 2, Jakarta  
Tel 62-21-2358-0060 Opening Time 11:00-22:00  
Average Cost IDR150,000-195,000



### DINNER

#### REFINED AND ELEGANT CUISINE AND SERVICES BRASAS

The price is higher than the average, but Brasas proudly offers high-quality dishes. Here, you can enjoy delicious Argentine grilled cuisine over traditional Argentine sodas. This restaurant supports the rising Blitz Megaplex in the Southeast Asia. The calm and cozy atmosphere makes you feel relaxed and comfortable.

Address 6F, Pacific Place Mall, Jakarta Tel 62-21-5140-2703 Opening Time 11:00-23:30 Average Cost IDR300,000-600,000 Service Rate 5%+VAT 10% Website www.brasassteakhouse.com



### BAR

#### A GOOD REST IN A WINE BAR DECANTER

Do you like wine? Do not miss this place. Here, you can get a kind explanation from a sommelier and experience a variety of exciting programs such as wine dinner, wine tasting and wine class. If you bring more than 4 people on Tuesday or Thursday (called 'Lady's Night'), a wine is served free of charge. In addition, if you order more than IDR 250,000 during Happy Hour (17:00-20:00) on Tuesday, Wednesday or Thursday, you can get a free bottle of wine. The homey design makes you feel comfortable.

Address GF, Kuningan Plaza, Menara Utara, Jl. H.R. Rasuna Said Kav C11-14, Jakarta Tel 62-21-5296-3888 Opening Time Mon-Fri 11:00-14:00, 16:00-01:00 Weekend 16:00-02:00 Average Cost IDR2 7,500-188,000 Service Rate 5%+VAT 10% Website www.decanterjakarta.com



# Shopping & The Delicacies

Once you enter into the downtown of Jakarta after arriving at Soekarno-Hatta International Airport, you will be stunned by the modernity of the city. The good news is that most extravagant buildings are shopping malls. Tour around the trendy and luxury shopping malls (ex: Grand Indonesia, Plaza Indonesia, Plaza Senayan, etc.) and enjoy the delicacies of Indonesia.

### BRUNCH

#### FINE DINING IN A COMFORTABLE ATMOSPHERE RUSTIQUE

The interior design changes by season. Thanks to elegant and cozy atmosphere, Rustique has been popular as a business meeting place. In addition, large decorations look like art gallery make the restaurant more elegant. A wide variety of menus (ex: Soup, salad, pasta, burger, steak, etc.) are served. You can also have the Rib Eye Certified Black Angus recommended by the chef with the sauce you like.

Address 4F, 413 Plaza Senayan, Jakarta Tel 62-21-5785-2760  
Opening Time 10:00-24:00 Average Cost IDR250,000-300,000  
Service Rate 15.5%



### LUNCH

#### JAPANESE-STYLE STREET FOOD VENDOR KADO

The street food vendor offers a wide variety of dishes. Among them, Kushiyaki which is just like Kkochi (kebob) in Korea is the most popular. You can choose the ingredients you like among about 30 different food materials (ex: meat, mushroom, hot pepper, etc.) and have your own Kushiyaki. Gomoku Kamamishi made of seafood and chicken is also popular. After you order Gomoku Kamamishi, you can have Kushiyaki as appetizer.

Address GF, InterContinental Midplaza, Jl. Jend. Sudirman Kav. 10-11, Jakarta Tel 62-21-573-2030 Opening Time 11:30-14:00, 17:30-22:00  
Average Cost IDR12,000-18,000



### DINNER

#### BEST SERVICE, BEST CUISINE! TORANOMON

Toranomon offers the freshest and finest meat. In particular, Toku Jou Karubi is the most popular. The thick tenderloin is very juicy and tender. There is a separate smoking room for smokers. The employees are very kind and service-oriented as well.

Address Grand Indonesia Shopping Town East Mall, Garden District 2, SF, No.17, Jakarta Tel 62-21-2358-0061 Opening Time 11:00-22:00  
Average Cost IDR200,000-300,000



## JAKARTA HOTEL & RESTAURANT SECOND DAY



### DINNER

#### THE FINEST AND FRESHEST JAPANESE CUISINE HONZEN

Honzen offers the finest Japanese cuisine in Jakarta. This spacious restaurant has Sushi Bar and Tempura Bar in which you can see a cook making Sushi and Tempura in person. Among a variety of tasty dishes, the savory and tender Salmon Sashimi is especially popular. In addition, it is recommended to taste the crispy fresh shrimp.

Address GF, InterContinental Midplaza, Jl. Jend. Sudirman Kav. 10-11, Jakarta Tel 62-21-570-7796 Opening Time 11:30-14:00, 17:30-22:00  
Average Cost IDR50,000-200,000



# Entertainment & Dining

If you are somewhat familiar with Jakarta, tour around the downtown and have a superb Jakarta-style dinner. A variety of trendy and extravagant meals will make you realize, 'Tasty food makes your travel more exciting and pleasant.'



**JAKARTA HOTEL & RESTAURANT**  
THIRD DAY

## BRUNCH

### TRENDSETTERS' SHELTER CAPOCACIA

Capocacia is a vigorous place full of energy, in which young people hang around. It offers Italian Panini and simple finger foods such as canapé. Various events are held here. For example, there is a DJ Performance at 20:00 on Wednesdays, Fridays and Saturdays. From 16:00 to 20:00 during weekdays, you can have two glasses of gin & tonic at the price for one. In addition, Kids Menu is available for family customers. Please visit the website and check the event before your visit.

Address GF, Pacific Place Mall, Jl. Jend. Sudirman Kav. 52-53, Jakarta  
Tel 62-21-5797-3658 Opening Time Sun-Thu 10:00-22:00 Fri-Sat 10:00-02:00 Average Cost IDR50,000 Website www.capocaccia.com



## LUNCH

### A PLEASANT MEAL WHICH MAKES YOUR TRAVEL HAPPIER INDOCHINE

As you enter the lobby, an extravagant lotus flower chandelier draws your attention. This refined and elegant restaurant is an international franchise restaurant which is operated in 26 countries including Singapore and Germany. Located on the 8<sup>th</sup> floor of the Multiplex, it offers a great night view of Jakarta in the evening. Indochine serves a variety of Asian cuisine such as Vietnamese and Laotian cuisine as well as Indonesian food. For example, Larb Kai (Thai chicken salad flavored with lemon juice) and Bo Luc Lac (shaking beef flavored with garlic and butter) will boost your stamina.

Address 8F, FX Lifestyle X'nter, Jakarta Tel 62-21-3003-0330 Opening Time 12:00-02:00 Average Cost IDR100,000-200,000



## DINNER

### REDISCOVERY OF TRADITIONAL THAI FOOD BLUE ERAWAN

Blue Erawan is an Indonesian branch of the international Thai franchise restaurant, Blue Elegant which is especially popular in London and Paris. On Sundays, it offers great lunch and dinner buffets at low price. You can have a wide variety of tasty dishes such as spring roll, PAD Thai, Tom Yum Kung, pineapple fried rice and duck curry. If you are not fond of the strong flavor, try Siam Pork Chop which is popular among Traveler.

Address Jl. Cut Meutia No. 2, Menteng, Jakarta Pusat 10340 Tel 62-21-315-0980 Opening Time 12:00-15:00, 18:30-22:00 Average Cost IDR12,000-100,000 Website www.BlueErawan.com



## DINNER

### A FEAST WITH JAPANESE-STYLE GALBI TAKEMORI

Takemori is a restaurant specializing in charcoal grill, barbecue and Syabu-syabu. Among them, charcoal grill is the most popular. Once you bite the food, you will love its superb taste. In particular, Take Garubi is very juicy and tender. The Salmon Head Oroshini recommended by a chef is also very savory without fishy smell.

Address No.12, West Mall L5, Grand Indonesia Shopping Town, Jl. MH. Thamrin 1, Jakarta Tel 62-21-2358-0368 Opening Time 11:00-22:00 Average Cost IDR8000-180,000



# Leisure & International Food

The Sunda Kelapa Harbour area is a historic place which was the entrance to Jakarta during Dutch Colonial Era. Here, you can see Pinisi, a traditional Indonesian ship which carries wood and luggage by sailing around Java Islands and nearby places. You can enjoy all kinds of water leisure sports. If you miss Korean food, you may be able to find it nearby.



**JAKARTA HOTEL & RESTAURANT**  
LAST DAY

## LUNCH

### FAMOUS TAKOYAKI RESTAURANT IN JAKARTA SAKANA

Sakana is a popular restaurant with a lot of regular Japanese customers. The unique interior design (ex: traditional Japanese lamps at the entrance, small rooms whose walls are decorated with Hanafuda, large rooms which have Fuji Mountain on the wall, etc.) makes this Japanese restaurant unique and exotic. Sakana literally means 'fish' in Japanese. It offers a wide variety of fish dishes. However, this restaurant is famous for the tastiest Takoyaki in Jakarta.

Address B1F, Mid Plaza 1, Jl. Jend. Sudirman Kav, 10-11, Jakarta  
Tel 62-21-574-6452 Opening Time 11:30-14:00, 17:30-22:00  
Average Cost IDR50,000



## BAR

### PARTY FEVER! PORTOBELLO

Portobello is famous for delicious side dishes and a wide variety of cocktails. In terms of strength, cocktails are available in three types to meet customers' diverse needs. After 10 o'clock at night, an energetic dance time begins with DJing. In addition, a variety of exciting parties; Classic Hip Hop and R&B on Wednesdays, DJing by a woman on Fridays and House Music on Saturdays. It is one of the best places to enjoy a night life in Jakarta.

Address GF, Midplaza 2, Jl. Jend. Sudirman Kav, 10-11, Jakarta  
Tel 62-21-570-7775 Opening Time Mon-Tue-Thu 18:00-01:00, Wed-Fri-Sat 19:00-03:00 Average Cost IDR70,000

## LUNCH & DINNER

### TENDER AND JUICY GRILLED SALMON SEN RYO

Sen Ryo is the finest restaurant in Kenko Sushi, a renowned Japanese sushi company. Here, you can taste the genuine Japanese sushi. You will be amazed at the traditional Japanese sushi served by a Japanese chef. In particular, salmon sashimi is very tender without fishy smell.

Address No.03-03A Unit ED2, West Mall, Grand Indonesia Shopping Town, Jakarta Tel 62-21-2358-0953 Opening Time 11:00-22:00  
Average Cost IDR60,000



## DINNER

### TASTE OF GENUINE KOREAN FOOD THE GRILL

The Grill first introduced Cheolpan Gui (grills on a hot iron plate) in Jakarta. This luxury and elegant restaurant would be available as a place for a banquet organized by the government. Especially this restaurant has also been popular among Koreans because it serves tasty Korean meals made by a Japanese chef.

Address GF, Mid Plaza 2, Jl. Jend. Sudirman Kav, 10-11, Jakarta  
Tel 62-21-570-6210 Opening Time 11:30-14:00, 17:30-22:00  
Average Cost IDR250,000



# Jakarta 'Hot' Hotel Collection

As the center of Indonesian trade, Jakarta features a lot of skyscrapers and deluxe hotels. The global franchise hotels offer exquisite services with differentiated facilities. Here, we introduce some of the finest hotels in Jakarta

## JAKARTA HOTEL & RESTAURANT HOTEL

### HARMONY BETWEEN MODERNITY AND ORIENTAL CULTURE FOUR SEASONS HOTEL JAKARTA

To enter the modern lobby decorated in the Oriental style, you have to pass through various security systems. It is somewhat irritating, but necessary for your safety. The spacious lobby has an elegant and neat atmosphere. The service-oriented clerks are very kind and generous with a smile on their faces. Four Seasons has been popular thanks to exquisite and customized services. The unique Jakarta-style interior design and luxurious wooden decorations make the hotel more elegant and refined. The guest rooms are also very impressive with modern design in traditional Indonesian patterns. In particular, a bathroom has been loved by many female guests because it is filled with L'OCCITANE products. Four Seasons has also been special due to 'THE SPA' which offers a variety of treatments. A detox massage which can eliminate all your fatigue from the trip is available at low prices (IDR 380,000 / 60 min.).

Address: Jalan H.R. Rasuna Said, Jakarta 12920, Indonesia Tel: 6221-252-3456 Room Rate IDR1,710,000-2,700,000  
Website: www.fourseasons.com/jakarta

### THE FINEST HOTEL IN JAKARTA THE RITZ-CARLTON JAKARTA

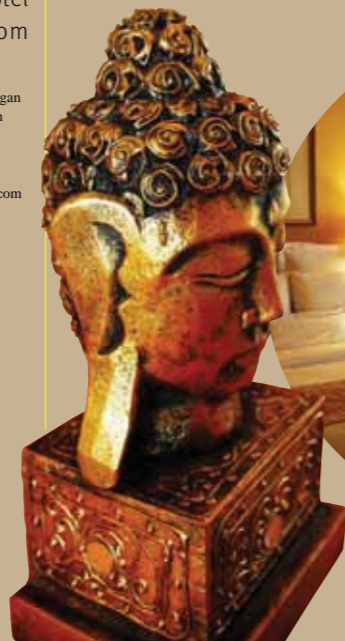
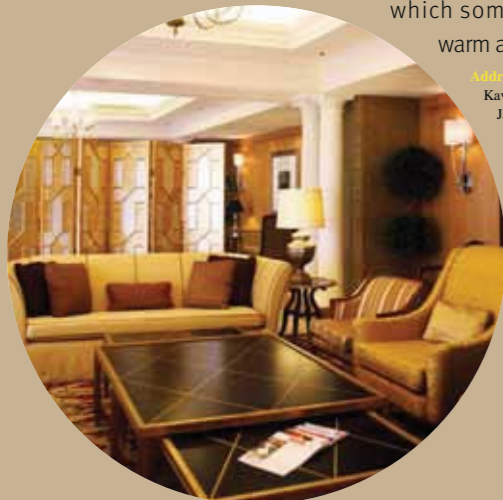
The Ritz-Carlton Jakarta is a business hotel which stands side by side with the JW Marriott Hotel in Mega Kuningan, the business district where skyscrapers are imposing. Due to terror threat, the security is very strict in this hotel. Sometimes, you may have to let them examine your laptop. Compared to the Four Seasons, the Ritz-Carlton is very neat and modern as a business hotel. In fact, this hotel has been foreign celebrities' first choice when they visit Jakarta. For example, the Korean pop singer Rain (Ji-hoon JEONG) also stayed in this hotel during his visit. The guest rooms are equipped with almost all kinds of modern systems such as 46-inch LED television and ipod docking station as well the high-speed Internet. The Ritz-Carlton is a modern and stylish hotel which somewhat differs from warm and cozy images.

Address: J.L. Lingkar Mega Kuningan Kav. E.1.1 NO.1 Mega Kuningan Jakarta 12950 Indonesia  
Tel: 6221-2551-8888  
Room Rate: IDR1,730,000  
Website: www.ritzcarlton.com

### LUXURY BUSINESS HOTEL JW MARRIOTT JAKARTA

The JW Marriot Jakarta which features 323 rooms is situated across from the Ritz-Carlton in the Mega Kuningan district. In terms of luxury atmosphere and business-centered service, it is similar with the Ritz-Carlton. However, the JW Marriott is far more comfortable and homey. The Executive Lounge on the 2nd floor offers private check-in-out service and breakfast buffet and evening cocktail services free of charge. In the business center, the Internet and private meeting rooms are available all day long.

Address: J.L. Lingkar Mega Kuningan Kav E 1.2 No 1&2 Jakarta, 12950 Indonesia Tel: 6221-5798-8888  
Room Rate: Deluxe Room 1,800,000, Executive Room 2,000,000 Website: www.marriott.com/jktjw



## JAKARTA HOTEL & RESTAURANT SHOPPING

# Leading Shopping Malls In Jakarta

Jakarta is a shopping heaven. Because large shopping malls are closely located, shoppers can enjoy shopping in a convenient manner. Since there are a lot of places to visit, time flies like an arrow here. A wide range of goods from the global brands to local souvenirs are available.



### MEET GLOBAL BRANDS GRAND INDONESIA

Grand Indonesia is the largest shopping mall in Indonesia. This 6-story mall consists of the East Mall and the West Mall. The spiral architectural structure makes it convenient to shop. In addition, a wide space promises a pleasant shopping. In the basement, there are a traditional Indonesian crafts gallery, bank, restaurants and a large supermarket. You can buy some gifts here. Because Global Brands feature hundreds of brand shops, it is recommended to get a directory map at the information center before you start your shopping. You can a wide variety of luxury brands (ex: Louis Vuitton, Gucci, Jimmy Choo, Chanel, Hermes, etc.) as well as Indonesian brands.

Address: Jln. M.H.Thamrin No.1 Jakarta 10310 Indonesia Tel: 6221-2358-7000 Opening Time: 10:00-22:00  
Website: www.grand-indonesia.com



### YOUNG AND DYNAMIC ELECTRONICS SHOPPING MALL EX-GENERATION

With a distinctive colorful zigzag design, ex-Generation looks like a mixture of Techno Mart and COEX. Here, you can see a lot of young people. At the entrance, a DJ welcomes customers with a loud and rhythmic music. Brand electronic goods are not cheaper than those in Korea. However, some electronic goods and accessories are available at low prices.

Address: Jl. M.H. Thamrin Kav 28-30 Jakarta Pusat, 10350 Tel: 62-21-3107272  
Opening Time: 10:00-22:00 Website: www.e-xgeneration.com



### GREAT PLACE TO ENJOY THE PLEASURE OF SHOPPING PLAZA INDONESIA

Plaza Indonesia situated across from Grand Indonesia is a large shopping mall which has been remodeled recently. It is smaller than the Grand Indonesia but a great place to have a pleasant and relaxing shopping. Here, you can meet luxury brands (ex: Gucci, Chanel, Louis Vuitton, Cartier, etc.) and Indonesian brands (ex: Bin House, Batik Keris, etc.). It is less luxurious than the Grand Indonesia, but the casual and relaxing atmosphere makes you comfortable. On the 5th floor, there are 4D theater and entertainment space in which you can play various arcade games and have amusement rides with your family.

Address: Jl. M.H. Thamrin Kav. 28-30 Jakarta 10350 Indonesia Tel: 6221- 2992-0000 Opening Time: 10:00-22:00  
Website: www.plazaindonesia.com

Located in the mid-west Korean Peninsula, Incheon has been the center for international trade for a long time. Since the opening of Jaemulpo Port, Incheon has often been influenced by foreign powers. It was the basepoint for the expansion of Japanese empire during the Japanese colonial period. Many modern architectural buildings still remain. However the change has started. With the launching of the Free Economic Zone project, Incheon has started to attract foreign investments.

A lot of modern facilities (ex: International Convention Center, museum, bank, shopping mall, skyscraper, etc.) have been built. With the completion of the 1<sup>st</sup> stage of the development project in 2009, the municipal authority held the Global Fair & Festival 2009 Incheon. It is also scheduled to host the 2014 Asian Games. Incheon has been evolving into the central city of Northeast Asia. Because it is about one and half hour away from Seoul, a lot of Seoulites visit this dynamic city.

Let's leave for Incheon, a fast-growing international city.

Editor Jin-Joo Shin Photo Seung-Min Hyun

REDISCOVERY OF INCHEON

Welcome to New  
Metropolitan City



# Songdo, New City of Incheon

Located in the southwest of Incheon, Songdo is one of the fastest growing districts in the city. Modern skyscrapers, hotels, shopping malls and artificial parks are in perfect harmony with this new town. Here are the must visit destinations in Songdo.

## MEETING WITH TOMORROW CITY TOMORROW CITY

'Tomorrow City' is a 6-story special exhibition hall in which you can meet the future city. In particular, you can virtually experience the future city in the U-City PR Hall. After getting a portable handset at the Visitor Information Center on the 1<sup>st</sup> floor, you can experience a variety of U-technologies. A helper is available on each floor. In the Theme Video Hall on the 4<sup>th</sup> floor, you can experience innovative technologies such as having a conversation with a character in the video. Furthermore, the Tomorrow City offers a systematic transportation system through which you can use public transportation (ex: intercity bus, city bus, airport bus, taxi and subway) very conveniently. Because the number of daily admissions is limited, advanced reservations are required.

Address 93 Songdo-Dong Yeonsu-Gu Incheon Tel 82-32-210-8000  
Website www.tomorrowcity.or.kr



## YESTERDAY, TODAY AND TOMORROW OF INCHEON COMPACT SMART CITY

'The Compact Smart City' is a promotional exhibition hall which was built during the Global Fair & Festival 2009 Incheon. Here, you can see the past, present and future of Incheon. The vision of the Incheon Free Economic Zone is unveiled through the exhibition halls in Songdo, Yeongjong and Cheongna. This 3-story exhibition hall features an ancient village and 5D image hall. Literally, you can virtually experience 'Future City Incheon' through the special effects in the 3D image hall. All these facilities would be good educational programs for your children if you come to Incheon with your family.

Address 24-7 Songdo-Dong Yeonsu-Gu Incheon Tel 82-32-850-6300  
Admission Fee Free Opening Time 10:00-18:00 (Closed on Mondays)  
Website www.insiseol.net



## NEW CHANGE OF THINKING POP-CON CITY

A rusted container has been transformed into a fascinating multicultural space. Songdo Pop-Con City has been a liberal gallery in which rising artists' innovative artworks are displayed and playground where your children can experience arts in person. You may be able to see children making their own design and being proud of what they have done. A variety of colorful containers in the Pop-Con City have been reborn into supermarket, café, snack bar and performance stage. They have offered cultural joy and excitement to all visitors.

Address 10-39 Songdo-Dong Yeonsu-Gu Incheon Tel 82-70-7615-7766

## INCHEON DAEGYO OBSERVATORY OCEAN SCOPE

The five containers facing the sea and blue sky in different angles may not look special. However, they are the prize-winning designs at the world's prestigious Red Dot Design Award in Germany. It is interesting that containers have been transformed into art sculptures. A total of five containers facing the sea have been installed in different angles. The space of the rectangular frame stands for blue sky, cloud, ocean and wind respectively. Therefore, Ocean Scope offers a wide variety of views. In particular, this observatory is famous for the elegant shape of Incheon Daegyo Bridge and the open sea of Songdo.

Address 32-5 Songdo-Dong Yeonsu-Gu Incheon Directions 10minute walk from Central Park Station (subway)



SONGDO, NEW CITY OF INCHEON

## MULTICULTURAL SPACE TRI-BOWL

The Tri-bowl built during the Global Fair & Festival 2009 Incheon has a shape of three huge upside-down bowls. Located in the middle of the 80m-wide, 40m-long water space, it looks like three bowls floating on water. The future-oriented Tri-bowl is a multicultural space (a 3-story building with basement) which consists of various facilities such as event halls, multipurpose halls and digital library. Thanks the beauty of curves, Tri-bowl has been popular as a photo shoot location. Since it was reported that the Hallyu star Rain filmed his music video 'Love Song' here, a lot of tourists have visited Tri-bowl.

Directions Take line 1 and get off at Central Park Station.



## STATE-OF-THE-ART CONVENTION CENTER SONGDO CONVENSIA

Songdo Convensia which has the impressive shape of the Taebaek Mountains is the leading international convention center in South-east Asia as well as in Incheon. Located in the Incheon Free Economic Zone, it features a variety of modern facilities enough to hold international meetings, exhibitions and various events. Thanks to the opening of Incheon Daegyo Bridge (5th largest bridge in the world) in 2009, it is now just about 15-minute distance from Incheon International Airport by car. It appears that Songdo Convensia would attract a lot of people by hosting a variety of international forums and conventions this year.

Address 6-1 Songdo-Dong Yeonsu-Gu Incheon Tel 032-210-1114  
Website www.songdoconvensia.com



## WAY TO AIRPORT INCHEON INTERNATIONAL AIRPORT

An airport is not just a place for leaving and returning. If you leave Songdo New Town for a drive, try to keep going forward up to Incheon International Airport by crossing the Incheon Daegyo Bridge. If you are in the airport, have a pleasant meal at FOOD ON AIR and enjoy spa and shopping.

Address #2850, Unseo-dong, Jung-gu, Incheon Tel 82-2-1577-2600  
Website www.airport.kr

## GREEN CITY, INCHEON

It seems that Songdo New Town is just full of skyscrapers, but it has many parks for citizens. Here, let's take a look at the major parks of Songdo.



## SONGDO CENTRAL PARK

This huge artificial park (405,024m<sup>2</sup>) features a spacious underground parking lot (capacity of 2,175 cars) and a variety of fascinating facilities such as 1.8km-long waterway, bike path, sculpture park and Boat House. In particular, the artificial waterway which to which sea water (85,500t) is supplied every 10 days is very attractive. It is operated under the environment-friendly system to which seawater is supplied from the seawater intake plant which is situated 4.8km away. The used water is filtered and discharged to the sea.

Address #24-5, Songdo-dong, Yeonsu-gu, Incheon Water Taxi Rate KRW 4,000 (adults), KRW 3,000 (teens), KRW 2,000 (children)  
Opening Time 8 times a day (it may change in winter season) / closed on Mondays Tel 82-32-721-4471

## SONGDO HAEDOJI (SUNRISE) PARK

Once you enter the Haedoji Park, a 150m-wide and 18m-tall artificial mountain hill welcomes you. This hill was piled up with the soil of the artificial lake. In fact, this artificial hill reminds of the reclaimed land of Songdo in the past. Hike up to the peak along the neat promenade, you will meet a panoramic view of Songdo.

Address #5-1, Songdo-dong, Yeonsu-gu, Incheon Tel 82-32-453-7114 Website http://incheonfair.org

## SONGDO MICHUHOL PARK

Located in the middle of the Songdo New Town, Michuhol Park is the place where tradition and modernity are in perfect harmony. Incheon was called 'Michuhol' in the past. You can learn traditional Korean tea ceremony at the tea ceremony house and watch various traditional plays.

Address 9-1 Songdo-Dong Yeonsu-Gu Incheon Tel 82-32-453-7114





# Enjoy Leisure Highlights

If you have toured around the rising landmark of Incheon, now it is a time to enjoy the charm of Incheon such as Jack Nicklaus Golf Club Korea and local delicacies.



## MAKING A HOLE IN ONE! JACK NICKLAUS GOLF CLUB KOREA

Now, you don't have to go to the forest to play golf any more. The Jack Nicklaus Golf Club Korea has been loved by many foreign visitors to Songdo New Town. It is very lucky to meet the world's prestigious golf club designed by the legend pro-golfer and golf course architect Jack Nicklaus in Incheon. Come and have the luck to make a hole in one in this refined and pleasant 18-hole/par 72, 7,413-yard golf club.

Address 117 Songdo-Dong Yeonsu-Gu Incheon Tel 82-32-850-8000  
Website www.jacknicklausgolfclubkorea.com

## BEST SHOPPING STREET CANAL WALK

The Canal Walk reminds of an antique and elegant European street. The artificial waterway which flows through the low-rise wooden buildings makes the street more fascinating. The four buildings which have been built under the theme of four seasons will have offices and shops and recreational spaces which would attract tourists as well as local citizens. The Canal Walk which consists of five blocks is mostly empty right now, but it would soon become one of the most energetic spots in Songdo.

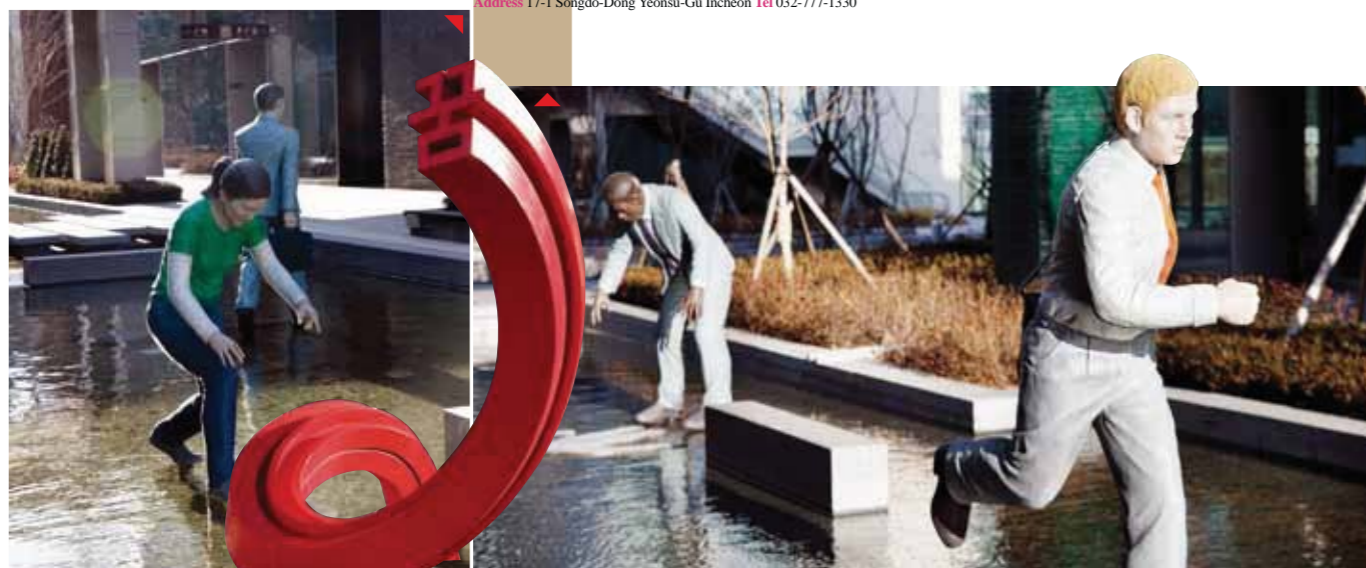
Address 17-1 Songdo-Dong Yeonsu-Gu Incheon Tel 032-777-1330



## COZY AND COMFORTABLE SHELTER SHERATON INCHEON HOTEL

Sheraton Incheon Hotel opened in the Songdo International Business District in 2009. This modern and elegant 22-story building with 2 basements has 319 guest rooms. It offers free Internet services and has business center and conference rooms for business guests as well as general tourists. Most rooms have a good panoramic view of Incheon Daegyo Bridge and Central park. Also, Jack Nicklaus Golf Club Korea and Incheon International Airport are within a 20-minute drive.

Address 6-9 Songdo-Dong Yeonsu-Gu Incheon Tel 82-32-835-1000  
Website www.sheratonincheon.co.kr



## ENJOY LEISURE HIGHLIGHTS

### COMFORTABLE HOMEMADE DISHES

#### WHAT'S DAVID'S

If you want to eat pasta in a casual and comfortable atmosphere, What's David's is the answer. With modern rectangular-shaped interior, this Italian restaurant offers delicious sandwich and pasta. In particular, it has been popular among young couples and family customers. Each pasta is named after regular customers. This service-oriented restaurant always promises a pleasant and comfortable meal.

Address #120 Dream City, 3-2 Songdo-Dong Yeonsu-Gu Incheon Tel 82-32-833-1225 Opening Time 12:00-15:30, 17:00-23:00



### ORGANIC CUPCAKE PARTY!

#### CAFE ROLA

The owner of Café Rola uses organic ingredients only without any artificial flavors. The colorful homemade cupcake is very sweet and tasty. The chocolate cupcake made of the high-quality French Valrhona Cacao is especially popular. Come and enjoy the sweet cupcake over a cup of coffee.

Address #1E The# 1st World 4-1 Songdo-Dong Yeonsu-Gu Incheon Tel 82-32-212-2802  
Opening Time 10:00-22:30 Website www.caferola.com



### TRAVEL INFORMATION

#### FAMOUS SUBURBAN ATTRACTIONS

If you have just finished your tour at Songdo, come and leave for fascinating suburban attractions which carry the genuine beauty of Incheon.

#### CHINATOWN

Incheon Chinatown opened in 1884 when the Qing Empire entered a concession contract for this area and Chinese emigrants moved here. If you get off at Incheon Station, you will see a huge Chinese-style red gate, the entrance to Chinatown. In the Chinatown, you can see a lot of Chinese restaurants run by Chinese, Chinese schools and Chinese-style buildings.

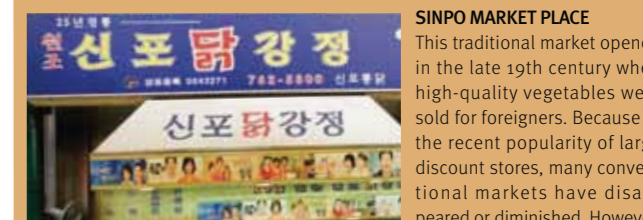
Website www.ichinatown.or.kr  
Directions 5minute walk from Incheon Station (line 1)



#### SOREA POGU (SOREA FISH MARKET)

Approximately 350 shops are lined along the narrow alley of this fish market. Sorea Pogu opened in the 1930s when the imperial Japanese army built railroad to transport salt during the colonial period. Despite the sad history, it has been transformed into an energetic tourist destination. In addition, there are a lot of raw fish restaurants and taverns on the street.

Directions Take line 1 and get off at Juan Station or Jemulpo Station. Then, take a taxi (about 10minute ride).



#### SINPO MARKET PLACE

This traditional market opened in the late 19th century when high-quality vegetables were sold for foreigners. Because of the recent popularity of large discount stores, many conventional markets have disappeared or diminished. However, Sinpo Market is still popular because of 'Dakgangjeong.' You may see people standing in line to purchase this deep-fried chicken when sweet and spicy sauce. You can taste this local delicacy at low prices.

Directions 7minute walk from Dongincheon Station

# Industry News

Tourism Promotion Organization for  
Asia Pacific Cities

## JAPAN <sup>1</sup>

### NEW HAYABUSA SHINKANSEN TRAIN DEBUTS IN KYUSHU FASTER BY ONE HOUR IN THE FUKUOKA- KUMAMOTO-KAGOSHIMA LINE

On March 12, high-tech Hayabusa Shinkansen train debuted. Now, the railroad connects Kagoshima to the northernmost Shin Aomori (2,000km in total). Hayabusa is the result of Japan's advanced technology in train performance, environment and ride comfort. This would be a turning point in about a half century since the launching of the high-speed train in 1964. Thanks to the completion of the Kyushu Shinkansen high-speed rail, it now takes just about 1 hour 20 minutes from Hakata, Fukuoka to Kagoshima via Kumamoto. The time has shortened by up to 53 minutes. The Shinkansen station is crowded with a lot of people every day. Those in tourism industry in the south part of Kyushu such as Kagoshima have been looking forward to the launching of the Hayabusa Shinkansen on March 12 because the new means of transportation can now attract a lot of tourists. In celebration of the Hayabusa Shinkansen train's debut, extremely expensive lunchbox (about US 1,220 dollars) was unveiled. This ekiben, bento (lunchbox) sold at train stations, is titled "Special Bento in Celebration of the Kyushu Shinkansen". The lunchbox consists of the finest Kagoshima sirloin steak, king prawn sauté and grilled bass. For rice, Sakezushi (Kagoshima regional product) is served. The lunchbox itself is as expensive as JPY 70,000 (about US 850 dollars). It will be sold in five boxes only. Due to the launching of the Kyushu Shinkansen line, rates are changed. Except for Hakata-Kokura Shinkansen line, both 3-day and 5-day Kyushu Rail Passes increased by JPY 1,000. However, the 3-day Northern Kyushu Rail Pass stays unchanged at JPY 7,000. In addition, JR Kyushu announced that it would increase train speed to 320km/hour next year. In celebration of the opening of the Shinkansen extension, Mayor of Kagoshima City, Hiroyuki Mori, promoted tourism in Seoul to draw visitors. In collaboration with Fukuoka and Kumamoto cities, he was able to leave a strong



impression on Korean travel agencies and press about the convenience of access to the 3 cities, upon the completion of the Kyushu bullet-train line.

## KAHSIUNG, CHINESE TAIPEI <sup>2</sup> A MASTER PLAN TO ATTRACT CHINESE TOURISTS

Kaohsiung, Taiwan's second largest city, targets to attract Chinese tourists. In particular, Taiwan is expected to lift its decades-old ban on visits by individual Chinese tourists from April. Hence, the municipal government has accelerated its plan to attract Chinese tourists. According to 21century Economy Repot, director of Bureau of Tourism of the City of Kaohsiung, visited Beijing on January 6 and advertised the Kaohsiung Lantern Festival. In fact, it was the first time for a municipal (or equivalent leveled) authority of Taiwan to visit China and perform promotional

activities. At the travel fair, the director of Bureau of Tourism said "We are now discussing specific dates for Chinese tourists' trip to Taiwan in close cooperation with related Chinese government agencies such as China National Tourism Administration." He added with confidence in his voice, "Since the administrative districts are reorganized into five cities under direct control of municipality, Kaohsiung now has more diverse tourist resources. Therefore, we would be able to attract more tourists." The Taiwan city has been active in attracting tourists from China because Chinese tourists have recently been big spenders in Taiwan. According to the statistical data from Tourism Bureau, Rep. of China (Taiwan), the average daily consumption per Chinese tourist reaches US 234.26 dollars. In addition, Taiwan government increased the daily quota of mainland tourists from 3000 to 4000 last year. As a result,



tourism revenue reached up to US 2.06 billion dollars. An official from the City of Kaohsiung said that in terms of the number of foreign tourists to Taiwan, Chinese tourists accounted for over 50% last year, outnumbering the number of tourists from other countries such as Japan, Singapore and Thailand. In addition, about 90% of the mainland tourists visited Kaohsiung. Therefore, the director of Bureau of Tourism plans to visit the mainland and promote various promotional activities regularly. He also suggested the Taiwan government to increase the number of direct flights between Kaohsiung and the mainland China.

## POHANG, KOREA <sup>3</sup> THE CITY OF POHANG LAUNCHES POHANG SIGHTSEEING CITY TOUR BUS

The City of Pohang operates a city tour bus from May 19 to the end of November. The shuttle bus service is available in three courses; Saturday Course, Sunday Course and Historic & Cultural Heritage Course. The bus departs Pohang Station Plaza at 09:30 on Saturdays and Sundays and visits the tourist attractions of Pohang. It takes about 7 hours and 30 minutes to complete the tour. You can visit East Sea, cultural heritage and industrial sites. A variety of programs are available. The Sunday Course includes POSCO History Museum, Intelligence Robot Institute, Deok-dong Culture Village, Gyeongsangbuk-do Arboretum and Jukdo Market. The Sunday Course includes POSCO, Bogyongs Temple, Mt.

Naeyeonsan, Yeonsan Waterfall, Sabang Memorial Park and President's Home Town. To take the Historic & Cultural Heritage Course, you are required to book the tour in advance. The course includes Yeongil Janggieup Castle, Oeosa, Deokdong Culture Village, Bogyongs Temple and Yeongil Folk Museum. The tour programs are operated by Pohang Culture Center. The tour fee is 3,000 KRW. Admission fee and meal charge are not included in the tour price. An official from Pohang City said, "Last year, about 1,800 people participated in the tour programs in a total of 65 times. We plan to operate the programs in 80 times this year with a goal of attracting up to 2,500 tourists".

## JEJU, KOREA <sup>4</sup> JEJU VYING TO BECOME ONE OF 7 WONDERS OF NATURE

At present, Jeju is in fierce competition to be listed in the New Seven Wonders of the Nature. On July 28, 2009, the 28 finalists from over 441 participants were declared. Anyone can participate and vote via telephone and Internet. The final seven will be announced on November 11 through voting on the website. The City of Jeju has made its best efforts to be designated as one of the New Seven Wonders of Nature and has been included in the 28 finalists. The final 28 candidate sites include the Amazon and the Grand Canyon. The largest island in Korea has been listed in the UNESCO Natural Heritage List. Mt. Hallasan which is home to over 1800 species of plants and the Cheonjiyeon Falls have been designated as Global Geoparks, giving Jeju Island 3 UNESCO honors in natural science. The National Assembly of the Republic of Korea has also taken the lead to make the largest island in Korea be listed in the New Seven Wonders of the Nature. A resolution which supports Jeju to be chosen for the world 7 wonders has passed the general meeting of the National Assembly. The Committee on Culture, Sports, Tourism, Broadcasting and Communications has unanimously passed the resolution. Kim Jae-yoon (a member of the ROK National Assembly, Democratic Party, City of Seogwipo) asked for great support and cooperation from the citizens of Korea, overseas

Koreans and the world through an explanation on the resolution proposal. He added, "A full support from other members of the National Assembly would be great help for Jeju to be picked as one of the World's Seven Wonders of Nature. He continued, "If Jeju becomes one of the New 7 Wonders of the natural world, the treasure island of Korea will become more valuable. In addition, it would significantly enhance Korea's national brand power." A lot of Korean firms and organizations have supported Jeju's bid to be named as one of the World's Seven Wonders.

## VLADIVOSTOK, RUSSIA <sup>5</sup> KOREA TOURISM ORGANIZATION OPENS U-HEALTHCARE CENTER AT VLADIVOSTOK, RUSSIA

On February 15, the Ministry of Culture, Sports and Tourism of the Republic of Korea, Korea Tourism Organization and Yonsei University Health System opened U-Healthcare Center which makes telemedicine possible at Vladivostok, Russia.

The opening ceremony was held at the lobby of the U-Healthcare Center which was situated on the 5th floor of Hotel Hyundai, Vladivostok. For the first six months, the center will be test-operated. The U-Healthcare Center is equipped with high-quality videophone devices and a modern telemedicine system which makes it possible to transmit test results and video data on a real time basis. In fact, this system would provide real time telemedicine services between Korea and Russia play a pivotal role in attracting healthcare tourists. Under this system, domestic medical clinics that are interested in medical tourism can use a conference room which is equipped with the telemedicine system and video conference system in U-Healthcare Center free of charge.



A total of four telemedicine booths are operated in the center. There will be a Russian doctor, an interpreter and a coordinator in the center to attract medical tourists. For the six-month test operation, the center will examine future customers' responses and industry opinions. It will also feature basic medical examination equipments such as blood pressure monitor, body fat analyzer, blood sugar meter and ultrasound system. The president of Korea Tourism Organization said, "The U-Healthcare Center in Vladivostok could be a turning point to enhance public awareness on Korean medical services and make the access to the services more convenient." He continued, "We will provide full support to help the U-Healthcare center settle as a marketing hub for medical tourism in the Far East Russia which has emerged as a core market for Korean medical tourism." Park Yong-won, the president of the Severance Hospital, said "I am very pleased and delighted to provide the high-quality medical services of Korea to foreign patients." According to Korea Tourism Organization, about 1,500 people from Russia visited Korea for medical purposes in 2010. The Korean government agency aims to attract 10,000 medical tourists from Russia by 2013. Meanwhile, the opening ceremony was held with the attendance of 30 officials including Lee Cham (president of Korea Tourism Organization), Park Yeong-won (president of the Severance Hospital), Vladimir Gorchakov (chair of Russian Maritime Provincial Council).

**IRKUTSK, RUSSIA <sup>1</sup>**  
**THE MONUMENT TO THE FOUNDERS OF IRKUTSK WILL APPEAR ON THE EMBANKMENT OF THE ANGARA RIVER**

Monumental objects which will decorate the capital of Irkutsk region will appear in the city on the threshold of the celebration of 350th anniversary of Irkutsk since its foundation. One of the most important projects is a construction of the monument to the Founders of Irkutsk. Bronze figure of a man about 5m high, been the personification of collective image of Siberian people, will be placed on the pedestal decorated with granite. An amphitheatre with sits is planned to be around the monument. The monument will



appear on the lower bank of the Angara River, in the place where Irkutsk was founded as a wooden fort more than 300 years ago. According to artists' intention the bronze figure will symbolize a soldier-traveler that casts a "last" glance at the Angara River and looks in prospect as if he estimates forthcoming work for foundation of a future city. According to the preliminary calculation it is necessary about 25-30millions rubles for the monument. Fundraising for the construction of the monument has already started. Financing of the monument construction will be held with the help of Irkutsk City representatives, non-profit organization, Irkutsk businessman and citizens.

**YOGYAKARTA, INDONESIA <sup>2</sup>**  
**INDONESIA SIGNS A 15 BILLION USD AGREEMENT TO EXPAND SOCIAL INFRASTRUCTURE WITH INDIA**  
 Indonesian President Susilo Bambang Yud-

hoyono visited India and signed a 15 billion USD agreement. The advanced Indian technology and capital will be invested in the construction of social infrastructure in Indonesia. This agreement is a part of Indonesia's master plan to attract a total of 150 billion USD to expand its nationwide social infrastructure. At present, the trade volume between India and Indonesia reaches US 11.8 billion dollars. For India, in fact, Indonesia is the 2nd largest trading partner among ASEAN countries. For the past decades, Indonesia has focused on developing coal, metal and minerals. As an emerging nation, Indonesia has decided to expand its social infrastructure to provide better products and services. The Financial Times reported that India scheduled to invest tens of billion dollars in Indonesia for upcoming three years through Indian energy firms including Reliance Group, Archean, Adani and Tata. The agreement includes the construction of air-

port terminals in Bali, Yogyakarta and Java by GVK by an Indian social infrastructure developer which engaged in the construction of a new airport in Mumbai. The energy group Adani plans to build coal terminal and 270km-long railway in Sumatra with USD 1.6 billion investments. It also targets to construct coal-fired power plant, railway and dockyard.

**HANGZHOU, CHINA <sup>3</sup>**  
**HANGZHOU - THE HAPPIEST CITY IN CHINA**

According to the latest survey, Hangzhou is chosen as the happiest city in China. The Xinhua News Agency, an official news agency, held National Urban Happiness Survey Result Announcements 2010 and unveiled the results. Hangzhou has been nominated as China's happiest city for 7 consecutive years. In particular, Hangzhou and Cheongdu were awarded the best prize (Special Prize on Contribution to Public Welfare). The survey has been performed under the topic of 'Create Happiness and Respect Human Dignity' in accordance with the measurement system developed by a professional happiness measurement agency. Citizen's kindness, calmness, traffic conditions, medical conditions, education, natural environment, housing price and inflation have been measured using approximately 20 indicators. Hangzhou is famous for beautiful natural environment. However, the city has been awarded the happiest city in China due to slow living not because of scenic nature. You can find peace and laidback atmosphere in Hangzhou, which can never be felt in metropolitan cities such as Shanghai. In addition, there are more opportunities to make fortune in Hangzhou because of rapid economic growth. Among 100 competent cities and 100 small towns in China, top 10 cities and 10 small towns have been nominated through a questionnaire survey (1.8 million respondents) and an online survey (45 million respondents). In addition, Hangzhou was listed among top 10 Most Attractive Chinese Cities for Foreigners in September 2010.

**SHANGHAI, CHINA <sup>4</sup>**  
**CONVENTION/EXHIBITION COLOSSUS EXPECTED IN SHANGHAI**

According to a recent agreement inked between the Ministry of Commerce of China and Shanghai government, 23 billion RMB massive convention/exhibition facility will be built in Hongqiao Shanghai. This colossus offers exhibition spaces of half a million square meters and a total floor area of 1.2 million square meters. Three times the size of Shanghai New International Exhibition Center, the facility will be the largest of the kind in the world.

**HANOI, VIETNAM <sup>5</sup>**  
**AIR MEKONG, PART OF SHARE SALE**

Air Mekong, Vietnam's third budget airline which launched the first flight in October last year, sells some of its equity holdings to foreign entities. On March 10, the Vietnamese Economic Daily reported that the low-cost carrier asked for a permit to sell 30% (8,571,000 shares) of its equity to SkyWest in the U.S. from the Ministry of Transportation. An official from Air Mekong said that

the disposal of equity intended to reinforce technology and manpower. Despite the equity sales, there will not be any change in brand policy and the management. According to the Vietnamese law, foreigners are permitted to hold up to 30% of ownership shares in Vietnamese firms. The Wall Street Journal announced that SkyWest would spend US 7 million dollars to take over 30% of ownership shares from Air Mekong. Right now, Air Mekong operates a total of 6 routes including Hanoi-Phu Quoc, Ho Chi Minh-Phuc Quoc, Hanoi- Ban Me Thuot and Ho Chi Minh-Pleiku. In Vietnam, there are VietJet Air (a joint venture with the Malaysian budget airline Air Asia) and Indochina Air as well as Air Mekong. However, these low-cost carriers have not been popular due to few flight routes and frequent flight cancellations. Meanwhile, SkyWest which was founded in 1972 offers its service to 146 cities in 39 states in the U.S., 6 cities in Canada and 1 city in Mexico. Last year alone, approximately 40 million passengers used the SkyWest service.



# Organization News

Tourism Promotion Organization for Asia Pacific Cities

## TPO SECRETARY GENERAL MEETS WITH VISITING CHINESE SHANDONG PROVINCIAL TOURISM ADMINISTRATION DELEGATES

A three-member delegation led by Ms. Sun Shu-E, director of the International Tourism Marketing Department of the Shandong Provincial Tourism Administration in China, visited the TPO Secretariat on November 13, and received a warm welcome from TPO Secretary General Hwan Myung Joo. Discussions concerning the implementation of the TPO Travel Card (TTC) project in Shandong Province were conducted between the two sides. This is the second time both sides have held talks on the TTC project this year. Back in April, shortly after the first talk, the TPO Secretariat conducted a market research report on the TTC project at the request of the Shandong counterpart. The report result shows a high tendency of Korean university students' visits to the Shandong Province with the TPO Travel Card, which can offer discount services. Satisfied by the market research result, the visiting Shandong counterpart agreed to cooperate with the TPO Secretariat on implementation of the TTC project in Shandong Province. The TPO Secretary General is expected to visit Shandong soon to sign an MOU with his Shandong counterpart.



62 countries. A TPO promotion booth also was set up by TPO Supporters members who are university students studying in Busan. These university students, who are the seventh group of the TPO Supporters, introduced the TPO organization to the visiting foreigners in English, Chinese, and Japanese. They also distributed TPO brochures and the TPO official magazine *Tourism Scope* to the booth visitors. Thanks to their promotional activities, many visitors got to know the TPO and left their e-mail addresses to subscribe to the TPO E-Newsletter as well. Through this Global Gathering event, the Supporters members gained confidence in raising public awareness of the TPO, and they hoped to try other ways to further promote the TPO in the future. TPO member cities of Shimonoseki (Japan) and Vladivostok (Russia) also were invited to the Global Gathering event, where they presented their unique cultural performances for the visitors.



## TPO SUPPORTERS PARTICIPATE IN GLOBAL GATHERING 2010

The Global Gathering, an annual world culture experience event for Korean foreign residents and local citizens, was jointly held by the Busan Metropolitan City and Busan Foundation for International Activities on October 31. This year's event showcased 98 booths from

## JAPANESE CITIES PARTICIPATE IN TPO TRAVEL TRADE 2010

TPO Travel Trade 2010 – Korea, part of TPO's overseas joint marketing project, was held November 23-25 in Seoul and Chuncheon, Korea. Officials from five TPO Japanese member cities, Fukuoka, Shimonoseki, Kumamoto, Oita, and Kagoshima, participated in the event. They visited major Korean travel agen-



cies, publicized their own cities' tourism resources, and introduced their local governments' incentive policies for attracting foreign tourists. On November 23 and 24, sales commissions were carried out with a total of eight Korean travel agencies, including Hanatour, Modetour, lottetour, Tourbaksa, GEMOC, JTS, MoraeJapan, Hanstravel, and AFJapan. The Japanese participants handed out brand new tourism brochures and introduced the latest travel information to the Korean travel planners. On the evening of November 23, the presidents and staffers from Hanatour and Landsa joined the participants for a meeting. They exchanged information on the Japanese travel market and shared views on the tourism industry. On November 25, the participants took a technical tour to inspect Nammi Island, a popular attraction among Japanese tourists located in Chuncheon. The event laid a foundation for continued cooperation between TPO's Japanese member cities and the Korean major travel agencies. Both sides are looking forward to working on joint projects in the future.

## TPO SECRETARY GENERAL VISITS SANYA TO DISCUSS THE 18TH EXECUTIVE COMMITTEE MEETING

TPO Secretary General Hwan-Myung Joo along with Director of Information Service Hai-Bin Huang paid an official visit to the Chinese city of Sanya December 2-4 to discuss preparations for next year's 18th TPO Executive Committee Meeting. They were warmly welcomed by Sanya Vice Mayor Li Bai-Qing and other senior officials from the tourism administration. "I am deeply impressed by the global strategic visions and great efforts that the Busan Mayor and



TPO Secretary General have made to promote the tourism industry for cities located in the Asia Pacific area," said Vice Mayor Li at the welcoming ceremony. "As a new member in the TPO Executive Committee, Sanya looks forward to further cooperation with the TPO." Mr. Joo discussed details concerning the upcoming 18th Executive Committee Meeting with officials from the Sanya Tourism Development Commission. He also inspected the accommodation site, conference venue, and technical tour spots for the meeting. Currently held twice a year and attended by executive members only, the TPO Executive Committee Meeting is a gathering to discuss significant issues related to internal operations.

## TPO REGIONAL MEETING FOR KOREAN MEMBER CITIES HELD IN BUSAN

TPO's regional meeting for Korean member cities was held at Hotel Aqua Palace in Busan on December 22. Officials in tourism administration from eight TPO Korean member cities—Busan, Ulsan, Changwon, Gimhae, Namhae, Geoje, Jeonju, and Iksan—participated in the meeting. The first session featured the presentation on "Story-telling Tourism Marketing" by Dongseo University



Professor Cheol Shin. At the second session, TPO Secretary General Hwan-Myung Joo described the TPO's performance in 2010 and its planned activities for 2011, calling for member cities' active engagement and strong support to build TPO into an organization that can serve its members even better. After Mr. Joo's presentation, a representative from each participating member city spoke about its tourism and exchanged ideas on how to strengthen cooperation to develop Korea's tourism industry.



## TPO SECRETARIAT HOLDS YEAR-END NEIGHBORHOOD CULTURE SHARE CELEBRATION

On December 29, 2010, the TPO Secretariat invited 60 children from some of the orphanages in Busan for a year-end culture share celebration at the Busan Somsatang Art Hall. The celebration featured comedians' wonderful stage performances and New Year's gifts to the youngsters. "Our students really enjoyed the comedy show and gifts, and thanks so much for all the kindness and care of the TPO" said one of the teachers at the orphanage. Launched in 2009, the year-end neighborhood culture share celebration is TPO's way of bringing joy and laughter to the community.

## TPO BROCHURE REVAMPED

TPO brochures with updated contents and brand new designs were published in early February. The new brochures highlight the image of TPO as a growing international network of intercity cooperation in the tourism industry. It covers updated contents of TPO introduction, TPO activities, TPO global city networks, TPO membership application, etc. Selected pictures with dynamic designs make the brochures much more appealing. We hope the new brochure can help more people have a better understanding of what



TPO is and what activities TPO is engaged in and will do in the future, thus creating opportunities to build up cooperation between TPO and more organizations. Copies of the new brochures will be sent to our members very soon.

## TPO REGIONAL MEETING FOR KOREAN MEMBERS HELD IN SEOUL

TPO's regional meeting for Korean members was held on January 20, 2011, at the Koreana Hotel, Seoul. Officials in tourism administration from 10 member cities (Incheon, Daegu, Daejeon, Jeonju, Chuncheon, Seongnam, Andong, Buyoe, Busan Jung Gu, and Geoje) and one potential member city (Gunsan), and representatives from two industry members—Intravel Ltd. and Road ABC Media Co., Ltd.—participated in the meeting. Mr. Cho Young-Ho, Jeonju City Han-style Tourism Division Chief, started the meeting with a presentation on "City Marketing and Jeonju City's Tourism Strategies." After that, TPO Secretary General HwanMyung Joo described TPO's performances in 2010 and its planned activities for 2011, calling for member cities' active engagement and support to fulfill the commitment of common development in the tourism industry. After Mr. Joo's presentation, representatives from each participating member city spoke about their tourism activities, and they exchanged information on various issues related to tourism and travel industry.



# Best Tourism Product

Tourism Promotion Organization for Asia Pacific Cities



## China

### GUANGZHOU <sup>1</sup>

#### PEARL RIVER NIGHT CRUISE

Pearl River in Guangzhou City is picturesque, adorned by charming views along the river. A cruise along the Pearl River in Guangzhou City has become a must for visitors. Whether you choose a daytime or an evening cruise, it will be a highlight of your trip. One can not be considered to have visited Guangzhou if you haven't cruised the scenic Pearl River. Views along Pearl River in Guangzhou City are charming and gentle. Historical sites and unique architecture scattered along the Pearl River are numerous and are a good reflection of the Guangzhou culture. Among them are architectures in Shamian where converge a number of ancient architectures from various countries, the White Goose Pool that is one of the eight most famous scenes in Guangzhou, and ten characteristic bridges. View more scenes along the Pearl River.



### HANGZHOU <sup>2</sup>

#### LONGJING TEA (龍井茶) VILLAGE TOUR

Longjing is the word on the lips of all people of culture who visit Hangzhou; it has the same ring as Champagne and Bordeaux, and is the name of the region that produces China's finest and most popular green tea. Longjing tea is enjoyed throughout the country and over the world at large, but it is in Hangzhou itself that the most authentic and choicest blends are available, right on the roadsides where the farmers themselves are stirring their favourite leaves over the roasters with their bare hands. To describe Longjing Tea village as picturesque would be an understatement - there on the slopes of the mountain, Longjing's wealth has seen its village become just as pretty in its prosperity as it has been throughout the centuries. Now, modern townhouses and double-storied homes with elegant balconies receive tourists for calm afternoons spent over bottomless glasses of deep green tea, as visitors and locals pass each other on the pavement stones beneath, the clacking of their heels echoing off into the fields of tea climbing the mountainsides beyond, framing the village with pastoral grace. The immediate impression, as you enter the long, winding street towards the creek at the end of the village, is that this has to be the ideal place to retire. Without a trace of litter and with pristine fresh air, life in Longjing Tea Village appears to be idyllic and peaceful. Strong fragrances of freshly cut wood blended in the fresh air with the scent of tea, being roasted everywhere in large vats at the sidewalk.

### QINGDAO <sup>3</sup>

#### TSINGTAO BREWERY TOUR

In the land of more than a billion people, it takes a lot of beer to stave off thirst. Tsingtao Brewery is up to the task. It is one of China's largest brewers domestically (along Snow Breweries and Beijing Yanjing Brewery) and is also its biggest beer exporter, accounting for more than 50% of China's beer exports. Tsingtao Brewery was founded in 1903 by the Germans who were occupying the city at the time and thought they would be there for awhile (they had a 99 year lease). The company's Tsingtao, Dragon, and Phoenix brands are exported to more than 60 countries in Asia, Europe, and North America. Since 1997 the company has acquired more than 40 domestic and foreign breweries and tripled its annual production under the leadership of president Peng Zuoyi, who died unexpectedly in 2001. Asahi Breweries owns 20% of Tsingtao. The brewery museum is on the site of the original brewery, but the beer is presently brewed at a new, more industrial location. The historical exhibits read more like sales pitches, but most people come for the free beer samples anyway, of which there is no limit.



## Chinese Taipei

### KAOSIUNG <sup>4</sup>

#### KAOSIUNG CYCLE TOUR

To be closer to the local beauties and cultures, a city tour by bike is rather a good choice for ones wishing to enjoy a convenient and flexible Kaohsiung travel. Organized bike trails, including "Cijin Ocean View Bike Path", Love Rive and Lianchihtan Bike Path", Houjin Creek Bike Path", "West Side Harbor Line Bike Path", "Bo-Ai Landscape Roadway", "Formosa Boulevard Bike Path", and "Cianjhen River Bike Path". These bike trails covers major areas and attractions of the city such as Minchuan and Minsheng Green Garden Boulevards, as well as the areas along the Kaohsiung MRT lines. The total length of the Kaohsiung bike path is more than 100 kilometers comprised of cityscapes, leisure, and entertainments. For example Bike tour within 1 hour From Fishermen's Ferry Wharf to Dream Mall (Distance: 6 km) Fishermen's Ferry Wharf → Pier-2 Art Center → "Banana Warehouse" the ocean view platform → True Love Ferry Wharf → the old railway bridge → Gloria Ferry Wharf → Singuang Ferry Wharf → Dock No. 5 → Dream Mall. And from Kaohsiung Arena to Houjing (Distance: 15 km)

## Indonesia

### SURABAYA <sup>5</sup>

#### BROMO VOLCANO TREKKING TOUR

In the eastern tip of Java Island, Indonesia stands 'Sea of Sand' 2200m above the sea level, a giant caldera with the diameter of

10km. Bromo Volcano (altitude of 2393m) erupts highly in the middle of caldera. It gets busy around the volcano from 3am with tourists who wish to climb the volcano and watch the sunrise at Surabaya Observatory. After one hour ride on an old Jeep, we reached the observatory. It was already packed with two hundred people. They were waiting for the highlight of tour – Bromo Volcano. Though the average temperature of tropical Indonesia ranges between 28 and 30°C, the temperature drops between 3 to 15°C on the volcano. Warm clothes are essential since you will easily feel cold in the outdoor environment. After 40 minutes car ride along the grey shore, we finally arrived at Bromo Volcano. From here you can choose to either ride a horse or walk. We reached the smoky peak after climbing 245 stairs. At the zenith, you can also watch nearby mountains like Pananjakan (2800m) and Batok (2970m). From time to time you can also watch Sumer Volcano (3676m), the highest mountain in Java Island, expelling white snow. There are people selling edelweiss, a flower that only blooms on high mountains. The legend goes that your wish will come true if you throw this flower into the caldera.



## Thailand

### BANGKOK <sup>6</sup>

#### BANGKOK MEDICAL TOUR

Bangkok is one of Asia's leading medical tourism destinations, having earned an international reputation for its excellent medical facilities, Western-trained doctors

and number of procedures available. Most of Thailand's hospitals can be found in the capital, offering amenities and service to rival those in Western countries. All of Bangkok's private hospitals feature English speaking doctors and nurses who are accustomed to dealing with medical tourists. Equipment is state-of-the-art, as are the procedures and care that they offer. Most private hospitals offer special packages to provide patients with low cost high quality care. Bumrungrad is one of Bangkok's leading hospitals and has a range of services available for overseas patients and a dedicated team of English speaking doctors and nurses to aid and assist. Bumrungrad offers specialist treatments and procedures such as pacemaker implantation, reconstructive surgery, skin treatments, hair transplants and laser refraction surgery for sight correction. Other foremost hospitals in Bangkok which offer excellent facilities and procedures to medical tourists for a fraction of the price of those in Western countries include Bangkok International Hospital, BNH Hospital and Siriraj Hospital.



## Japan

### FUKUOKA<sup>1</sup>

#### FUKUOKA CITY TOUR

The capital city of Fukuoka Prefecture is the city of Fukuoka. With a population of 1.3 million inhabitants, Fukuoka is the largest city on the island of Kyushu. Recently, it has established itself as a western Japan's major cultural center and an international gateway to Asia (being closer to Seoul, Korea than Tokyo). A modern, internationally-oriented business center, Fukuoka is not a major tourist attraction but there are some interesting shrines, temples, and museums in the city (especially the Hakata Machiya Folk Museum). Other interesting tourist attractions in Fukuoka Prefecture are Chikugogawa Hot Spring, Dazaifu Prefectural Natural Park, and Kurume. Another interesting area is Yanagawa where visitors can cruise down the canals on "Donke" (gondola-type boats) and admire the red brick warehouses of the early 20th century and traditional Japanese-style storehouses.

### KUMAMOTO<sup>2</sup>

#### WAGASHI EXPERIENCE IN UMEZONO

Wagashi (和菓子, わがし) is a traditional Japanese sweet that is often served with tea. It is made of ingredients like sweet rice, red bean, flour and sugar. Wagashi is served during the ritual Cha-do tea ceremony, and has sweet flavor and no grease in it. As some say that the first taste of Wagashi is appreciated with eyes and the last taste is appreciated with tongue, Wagashi has attractive and beautiful shapes. Sweet crafts are elab-

orately created like artworks, using flowers to represent the season. Kumamoto is famous for making good Wagashi in Japan. Many Wagashi shops in the area offer a program where you can make the traditional Wagashi by yourself. Among them, Umezono is among 6 members of traditional Wagashi makers in Kawashiri. The shop is a four-generation family business, and therefore has a time-honored history in Wagashi making. The Wagashi master started learning how to make Wagashi when he was 18. He is famous among the Wagashi masters in the region, and has disciples coming from abroad to learn the technique. When you look at how he creates flowers, animals and fruits Wagashi using the colored red bean paste, you will be amazed at how delicate and artistic his technique is. You can also learn how to make Wagashi from Mr. Kataoka. Also, you can buy Wagashi and Matcha set in the shop.

### OSAKA<sup>3</sup>

#### WATCHING BUNRAKU

Bunraku (立文) is one of the three traditional performances of Japan. This puppet theater for adults is the world-reknown traditional performance of Japan. It was first started in Edo Era around Osaka region. Puppet, usually a half-size of real human, wears samurai costumes or extravagant kimono that has perfect details. Three people are in charge of performing one puppet, each of them moving the puppet's arms, legs and head. Among these three men, the leader wears a



18th century costume and moves the head, right hand and facial details (eyes, eyebrows, lips and fingers) of puppet, and other two people conceal themselves from the audience by wearing black costumes, and move the left hand and feet of puppet. But minor roles and animal puppets are controlled by one person. The whole scene is breathtaking as you watch the puppets expressing the complicated emotion like grief, eagerness and joy, dancing in amazing details and speaking their lines. You can witness the essence of traditional Japanese art through the puppet theater in National Bunraku Theater in Osaka.



## Korea

### ANDONG<sup>4</sup>

#### ANDONG MANNER SCHOOL PROGRAM

Andong is the hometown of Korean moral culture where the Confucian Culture and the Seonbi (classical scholar) spirit are well-preserved. In order to preserve and inherit the moral and traditional culture of Korea, Andong Manner School opened the class at former Oryong Elementary School (434 Gamae-ri, Waryong-myeon, Andong-si, Gyeongsangbuk-do) in May 2000. The school offers the traditional manner training for children and youths, personality training for adults, and special manner training for general public. The school can accommodate up to 200 people, and is equipped with accommodation, canteen, meeting and training room. There are traditional manner room, tea ceremony room, traditional music room and traditional Chinese character class in the training room. The school also offers traditional Korean manner class, tea ceremony manner class, traditional Korean music class and traditional Korean game class. In the traditional Korean manner class, one can learn about how to wear Hanbok (traditional Korean clothes), bowing in a traditional way, greeting manner, elegant pose and facial expression. In the tea ceremony manner class, one can learn about how to drink tea, the names of tea tools, how to correctly call others, interesting Chinese characters and traditional poems. In the traditional Korean music class, one can sing along the Korean folk songs, learn how to play the traditional instrument Janggu

and Sogo, learn how to dance Ganggangsulae. In the traditional Korean game class, one can learn how to play various traditional games such as Yutnori, Tuhonori, Neollduigi, Juldarigi and Jongyeongdo. In the manner school, one can learn calligraphy, Myeongshimbogam and Gosaseongeo (ancient proverbs).

### CHUNCHEON<sup>5</sup>

#### HANRYU TOURISM TRAIN

In order to attract more foreign tourists, Chuncheon City Government started Hanryu Tourism Train Product for the first time in Korea. Hanryu Tourism Train is Nuriro Train that consists of four railroad cars (261 seats). It will be running twice a week on Saturdays and Sundays, in total for 80 times. Hanryu Tourism Train runs between Seoul Station and Chuncheon Station via Ga-pyeong(Namiseom Island) Station, Kiyujeong Station and Namchuncheon Station. The product consists of travelling schedule like visiting Namiseom Island in Chuncheon, Gangwon-do, Makguksu, Museum, Pungmul market and Kimyujeong House of Literature. The outer part of train is decorated with three traditional Korean colors and traditional patterns, and the image of actor So Ji-Seop, currently an honorary ambassador of Chuncheon. Customers on board can participate in various programs like fusion Gukak (traditional Korean music) and Korean drama OST performance. The train also offers diverse events with actors wearing the costumes from Korean dramas like 'Winter Sonata' and 'Iris'.

### CHUNCHEON<sup>6</sup>

#### CHUNCHEON CITY TOUR

Chuncheon City Government is operating Chuncheon City Tour Program every day. Originally, the City Tour Program was offered only four times a week on Tuesdays, Thursdays, Saturdays and Sundays. But now, it is offered every day, and the city tour bus departs Chuncheon Station 10am every day. The program also became more diversified, and offers different courses every day. On Mondays and Tuesdays, the program includes World Hot Spring and Okgwangsan (Jade Mine) for the elderly tourists from Seoul; on Wednesdays, Thursdays and Fridays, the program consists of Animation Museum, Kimyujeong House of Literature, and Chuncheon National Museum for children on field-trips; on weekends, the program involves Soyong Dam, Myeongdong, Provincial Hwamokwon, Makguksu Museum and the traditional market for family tourists. Also on weekends, there is a special course that visits the area around Chuncheon Dam where tourists can try fishing Bingeo (smelt) in winter. The program reduced its price to 5000 KRW for adults and 3000 KRW for youths, children, disabled, veterans and seniors excluding meals and entrance fees.





**GEOJE<sup>1</sup>**  
**GEOJE FISHING VILLAGE EXPERIENCE**

Geoje Fishing Village Experience Program is a complex experience program where tourists can experience the marine eco-system and lifestyle of fishing village, fishing industry and fishermen. It was created to increase the income of fishermen. The program offers modern condominium and tourists enjoy their relaxing time. The program aims to provide tourists with an opportunity to experience a daily life in ocean which is rare in urban areas. Tourists can get on the fishing boat, go fishing with fishermen, and collect clams from the mud flat. Major villages offering the program are Isudo Fishing Village at Sibang-ri, Jangmok-myeon and Dadae Mud Flat Experience Center, etc. Among them, Gyedo Village was awarded 1st price in 'the Fifth National Outstanding Experience Village Contest'. The village is famous for 'Bajiseon Fishing Experience', 'Marine fishing deck experience' where tourists can fish for Dodari and Gerchi, and .

lush tropical jungle, a natural geothermal hot spring and a cluster of magnificent limestone hills. Just 15 minutes from the town of Ipoh, The Banjaran is strategically situated between two major cities in Malaysia – 1.5 hours drive from Penang and just 2 hours by car from the capital Kuala Lumpur.

The Banjaran is a self-contained sanctuary consisting of 25 luxury villas that blend with their natural surroundings and it offers a variety of wellness experiences including holistic exercise disciplines such as Yoga, Qi Gong and Tai Chi practiced in this amazing natural setting, and spa cuisine which utilises the freshest organic and locally sourced ingredients, designed to be well-balanced and easily digested. The retreat also features a host of unique offerings including the natural hot springs and thermal steam cave, a 400-million year old meditation cave, outdoor rainforest shower, a foot reflexology walk, onsen dipping pots and a Dr Fish Pond.

All rates are inclusive of villa accommoda-

tion, three meals per day, holistic exercise classes, educational lectures and selected spa and wellness treatments with a minimum stay of two nights. To find out more about special introductory packages or to make a reservation, enquiry to be sent at kl@thebanjaran.com.

**KOTA KINABALU<sup>3</sup>**  
**KINABALU NATIONAL PARK TREKKING**

Climbing the rooftop of South-east Asia. Kinabalu National Park, embracing Kinabalu and Tanbayukon – the highest mountains in Southeast Asia (4101m) was entitled as the World Natural Heritage for the first time in Malaysia in 2000. It is the representative tourist spot of Sabah. After two and a half hours of car ride from Kota Kinabalu, you reach the entrance of Kinabalu National Park. The trail built until the altitude of 3353 meter is well managed and easy to walk on, so you will need no special climbing skill or climbing tool. But remember to prepare warm jackets because it gets cold in the morning and evening. There are many amusement facilities in the park as well. The hot spring is located in the mountain, and is a suitable place for getting soaked in spring water and relax yourself. You can also enjoy canopy walk (40 meter high, 157 meter long) in the forest, and witness tropical forests, animals and plants. If you are lucky enough, you will see rafflesia, the largest flower in the world. Butterfly farm that accommodates all kinds of butterflies and restaurants, serving a variety of food from traditional Malay Cuisines to western dishes are satisfying too.



**Malaysia**

**IPOH<sup>2</sup>**  
**FIRST LUXURY WELLNESS RETREAT**

Sunway International Hotels & Resorts is proud to introduce the latest addition to their stable of existing hotels and resorts in the region – The Banjaran Hot Springs Retreat. Launched on the 31st January 2010, The Banjaran is Malaysia's first luxury wellness retreat. Located in historic Tambun, in the state of Perak, the five-star wellness retreat is nestled in a 16.59 acre valley amid



**Russia**

**IRKUTSK<sup>4</sup>**  
**IRKUTSK HISTORICAL CENTER WALKING**

The square with park alleys and the Eternal flame monument in the middle of it is considered to be the most central historical part of Irkutsk. This place lies along the right bank of the Angara river at the confluence of Angara with the Irkut river. In 1661 the first wooden fort (the stockaded town) was established. It is believed that the name of the city originated from the name of river Irkut. The historical center of Irkutsk accommodates 3 old churches and one of them used to be the first and the only stone structure on the territory of old Irkutsk. These churches are Our Saviors Church, Epiphany Cathedral and Polish Roman Catholic Cathedral.

Right now on the former territory of wooden fort there is a large square with the war memorial in the middle of it. It was opened in May 1975 when the country celebrated the 30th anniversary of victory in World War II. The honor guard now watches over the memorial and shifts every 15 minutes. A group of five school children marches to the memorial and then at the eternal flame, guards are replaced.

**Vietnam**

**DANANG<sup>5</sup>**  
**HAI VAN PASS DRIVE COURSE**

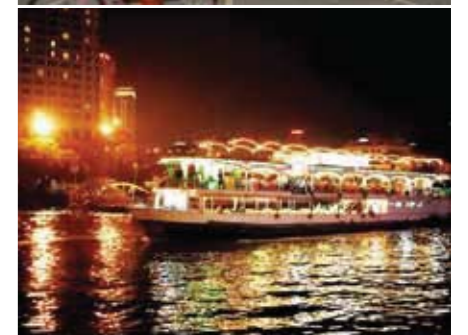
Hai Van Pass, Vietnam is one of the highest passes in the country and one of the most scenic hillside roads in Vietnam. The mean-

ing of Hai Van is wind and cloud or sea cloud. True to its meaning, wind in Hai Van Pass moves like a herd of horses galloping several miles and clouds seem to pour down from the heaven. One of the major Vietnam tourist attractions is the panoramic view of the Danang city, Tien Sa port, Son Tra Peninsula and long white sandy beach from the Hai Van Pass. The pass is crowned with the vestiges of a fortified gateway built by the French which is now covered with moss. This gateway acts as entrance and exit points of Thuan Hoa and Quang Nam provinces. These points are indicated by the inscribed words Hai Van Gate on the one facing Thua Thien and the most grandiose gateway in the world on the one looking down on Quang Nam.

This descending journey has much more to offer. The road between Danang to Hue passes by few small hills with its unique landscape just beyond it. The three hour drive from Danang to Hue, Vietnam is sure to leave the visitors asking for more. No wonder Hai Van Pass, Vietnam is listed among one of the most visited popular destinations in Vietnam.

**HO CHI MINH<sup>6</sup>**  
**DINNER CRUISE ON SAIGON RIVER**

This Ho Chi Minh dinner cruise is a Vietnamese dining experience with a difference and the perfect way to soak up the activity along the Saigon River. You will cruise 2-hours on a traditional Junk and enjoy sensational gastronomic moments on one of the most authentic vessels on the Saigon river. The captain will welcome you aboard and intro-



duce you to the specialties, both European and Asian cuisine, which have made this Ho Chi Minh City dinner cruise a must-do culinary experience while in Vietnam. On board, you would be able to relax on the upper deck and enjoy the panoramic view of the city lights or to admire the traditional junk boat while cruising along the Saigon River.

For dinner, you can select from a range of traditional dishes, including rice flower pancakes 'Banh xeo', shrimp paste on sugar cane, lotus salad 'Goi ngo sen' or pork pineapple skewers cooked on the BBQ grill. A delicious dessert will end this unforgettable evening on the waterways, before getting back to the dock after saying goodbye to your hospitable hosts.

# Tourism Promotion Organization for Asia Pacific Cities

## Tourism Promotion Organization for Asia Pacific Cities

TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism. It serves as a centre of marketing, information and communication for its member cities. Its membership includes 64 city governments and 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.



### Tourism Promotion Organization for Asia Pacific Cities

#### 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 64 city members, 31 industry members

## CITY MEMBER



## NGO/NPO MEMBER

<b>JAPAN</b>	Fukuoka Convention & Visitors Bureau Kagoshima Convention & Visitors Bureau	<b>MALAYSIA</b>	Taiping Tourist Association
<b>KOREA</b>	Busan Tourism Association Busan Tourism High School Daegu Tourism Association	<b>U.S.A</b>	Hawaii Visitors & Convention Bureau
		<b>VIETNAM</b>	Haiphong Vocational College of Tourism

## BUSINESS MEMBER

<b>KOREA</b>	Road ABC Media Co., Ltd. Arum Travel Service Co., Ltd. Aunique Busan Exhibition & Convention Center (BEXCO) Cheongsong Travel Service Co., Ltd. Haeundae Centum Hotel Intravel Ltd. JB Tour Korea Geographic Network (KGN) Inc. Lee Convention TourJapan Co., Ltd.	<b>CHINA</b>	China Comfort Xi'an International Travel Service Co., Ltd. China Travel International (Xinjiang) Ltd. Guangzhou Star Cruises Co., Ltd. GZL International Travel Service Ltd. Shandong Channel International Travel Service Co., Ltd. The Garden Hotel, Guangzhou
<b>JAPAN</b>	JTB Corp. (Fukuoka Office) Kinki Nippon Tourist Co., Ltd.	<b>MONGOLIA</b>	Ancient Nomads Tour Agency
		<b>RUSSIA</b>	Breeze Tour
		<b>U.S.A.</b>	MCM Group Holdings, Ltd.
		<b>VIETNAM</b>	Haiphong Vanhoa One Member Limited Corporation