TOURISM SCOPE

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

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

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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.
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Destination Guide
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.

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Urumbqi, China

Urumqi, the gate to the Silk Road

When you meet the Uygurs whose large eyes are distinctly 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 which blends the cultures of Uygur 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 bird’s-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 1798, is a suitable place for taking a rest. One can witness the 3000-year-mummy of Loulan and ancient heritages from Niya Kingdom and Qandanlik in Xinjiang Uygur Museum, which was constructed using the traditional style of Uygur.

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 a noricar or ferry.

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.

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 homifying the New Year’s Homigot sunrise, entitled ‘Hands of Harmony’.

Location: Nam-gu Homigot-myeon Daebo-ri Korea
Hangsa-ri, Ocheon-eup Nam-gu, Pohang city, Gyeongsangbuk-do Korea

**OEOSA**

Oeosa, a Buddhist temple built during the Shilla Dynasty, is located in Unijeseon Mt. (unji), south west of Pohang city. Along with Oeoji, a large reservoir, it has beautiful scenery harmonized with nature. The temple has Daewoongjeon (the main building of a temple), Gyeongbuk cultural asset 88, Beomjung, the national treasure #2180, and traditional cylindrical Korean hat of Worihyo and other relics.

Location: Oeoseong-ri, Unijeseon-myeon, Pohang city, Gyeongsangbuk-do Korea

**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-eup, Guryongpo county, Pohang city, Gyeongsangbuk-do Korea

**TRAVEL IDEAS**

**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 5 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 Mills 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.

**GRAYSONBUIK-DO ARBORETUM**

Gyeyongbuk do Arboretum is 3.22ha large, making it the largest arboretum in Asia and the 2nd largest in the world. This arboretum has 195,216 plants from 1,520 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, after a place to relax and experience nature and are often used by students.

Location: Buk-gu Pohang-eup, Gunpo-si, Gyeongbuk, Korea

**HIGH TECHNOLOGY BASED INDUSTRY TOUR**

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**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 Pohang city region. The Korean half-dried mackerel is widely popular as a winter delicacy and reputed to prevent high blood pressure. In the Pohang city region. The Korean half-dried mackerel is widely popular as a winter delicacy and reputed to prevent high blood pressure.

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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 unnoticeable fishing village located nearby the Straits of Melaka. However, as time passed alongside the changing hands of the occupants, Melaka has developed into a full fledged 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 Malaysian travel tour will be incomplete! The reason is because this is where Malayan history started.

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

The Government of Melaka had made 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.

What is the top international market of your 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 Philppine’s culture converge. Whoever goes to Manila will surely be captivated 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 also has preserved buildings dating from its colonization under the Spanish 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?

Developing a consolidated long term comprehensive tourism master development plan is the topmost priority. Increasing historical-cultural 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 histo-cultural 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 Culture 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 government to hurdle its ordeals and in reclaiming the honor and prestige of being the prime city of the nation. With the ballottery of “Linisim at Ikaranang 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 tourism destination, but a city that is vibrant and ever progressive.
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 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 heritage sites 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 Kingdom of China and Historic Villages of Shirakawa-go and Gokayama; Korea has 10 heritages including Changdeokgung Palace Complex, Gyeongbokgung, Hwasun and Ganghwa Dolmen Sites, Gyeongju Historic Areas, Jeju Volcanic Island and Laya Islands; Indonesia has 7 heritages including Borobudur Temple Compounds, Lorentz National Park, Tjapacan Forest Nature Reserve of Sumatra, Vietnam has 6 heritages including Central Sector of the Imperial Citadel of Thang Long- Hanoi, Complex of Hué 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 100-year-old wooden house, grew from 700 thousands per year to 2.1 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 organically.

In August 2010, Hahoe Folk Village and Yangdong Folk Village in Gyeonggi were listed as the World Heritage Sites. The sites are confronting challenges as they have to preserve the town and utilize it at the same time. The towns plan to execute strategies for systematically preserving the World Heritage Sites from 2011 together with the Province of Gyeongsangbuk-do. First of all, they will enact the ordinance about ‘preserving, 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

Malaka 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 its utmost priority to secure accessibility, establish convenient transportation system and basic facilities like accommodation and parking lot while taking the maximum tourism 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. Banu 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 their development of unique tourism in the area.
April 2011

**SHANGHAI, CHINA** | **APR. 21 TO 25**
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**LONGJING SPRING TEA FESTIVAL**
Venue: Longjing (Shanping) 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 presentation 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 Chinese Famous Tea title. Longing is on of course 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 trip from Shanghai. Edible Adventures provides off-the-beaten path, privately guided tea and culinary tours starting from Shanghai, Beijing, and from Hangzhou city.

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**PHUKET, THAILAND** | **APR. 21 TO 25**
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**THAILAND INTERNATIONAL FIREWORKS COMPETITION 2011 (DIFC 2011)**
Venue: Han River Port

With the permission of the Prime Minister since 2008, Phuket has been approved as the venue for the International Fireworks Competition every year. This is an international cultural and tourism event which has been successfully organized by Phuket. The event attracts wide participation of residents and visitors’ attention, contribute to brand Phuket City - a dynamic and innovative city in the new period, and provide a good opportunity to stimulate stronger city development in tourism, services and domestic investment attraction.

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May 2011

**BANGKOK, THAILAND** | **MAR. 30 TO 31**
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**ROYAL PLoughing CEREMony**
Venue: Sanam Luang

The Royal Ploughing Ceremony is an ancient royal rite to mark the traditional beginning of the rice-growing season in the Thai calendar. It is called “Phra Ruach Peh Chot Prach Saph”. The Royal Ploughing Day Ceremony is actually has ceremonies in one. The first, the Phra Rahachok Pho- cha Mongkhon is a Buddhist ceremony to bless the plants. The second, the Chao Phra Nangkan Ram is a ceremony to bless the plowmen. This ceremony is carried on every year to bring good fortune to all farmers. The third, the Phra Nangkan Ram has_SKIPED

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**ULSAN, SOUTH KOREA** | **MAR. 26 TO 29**
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**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 big croc on the sur-

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**BURIRIM, SOUTH KOREA** | **MAR. 3 TO 4**
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**JEGU International FOOD FESTIVAL**
Venue: Jeju Canola Flower Festival

The yellow Canola field is as large as 28ha. The Jeju Canola Flower Festival will bring romance to young people, the canola flowers bloom across Jeju Island in full blossom. Edible Adventures provides off-the-beaten path, privately guided tea and culinary tours starting from Shanghai, Beijing, and from Hangzhou city.

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**MAKHIRI, THAILAND** | **FEB. 5 TO 8**
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**ROYAL PLoughing CEREMony**
Venue: Sanam Luang

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**KUROSHIKI, JAPAN** | **MAR. 3**
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**TINIMAE LAKE FESTIVAL**
Venue: Tinimae Lake

This festival offers a variety of fun and exciting programs under a slogan of “Come and Get Together - Kuroshiki Hanami”. This festival, a lot of people from all social standards come to attend the festival. A variety of fun and inter-

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**NAGASAKI, JAPAN** | **MAR. 29 TO 30**
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**NAGASAKI INTERNATIONAL FISHING FESTIVAL**
Venue: Nishinomiya Port, Dejima, Wharf Area

This festival is born from Japan and around the world gather at Nishinomiya 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 up to 10 tall ships.
JAKARTA FAIR
Venue: 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 showcases exhibits from across the country displaying a whole range of goods and products ranging from specialty food items to traditional handmade arts and crafts. In addition to the many exhibitions, there is also much 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 major programs including Competition, Special, International, and Independent 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.

Jakarta International 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 showcases exhibits from across the country displaying a whole range of goods and products ranging from specialty food items to traditional handmade arts and crafts. In addition to the many exhibitions, there is also much entertainment including music, dance and cultural performances.

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 swinging rice winnowing for the god. During the five-day festival, the rites and exorcism are performed in the evening 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 traditional and modern drama are performed as well. A variety of Korean folk games such as Korean Swing and Sword dancing are popular among students. Korean farmers’ music-dance contest are held across the city of Gangneung. In addition, national competition 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.

KOREA

KOREA

The Jakarta Fair sees exhibitors from across the country displaying a whole range of goods and products ranging from specialty food items to traditional handmade arts and crafts. In addition to the many exhibitions, there is also much entertainment including music, dance and cultural performances.
Shawkat Turdi

Located in the north of Ten Shan Mountains in China, Urumqi is the state capital of Xinjiang Uyghur Autonomous Region. It is the largest city and the center of political, economic, 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.

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, and the city successfully 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 5,000 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, 2.3 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 2010, 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 Huaxia 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” Five-Year Guidelines, the government decided to cultivate large and integrative 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 concentrated Urumqi, Turfan and Tashkurgan, 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 Turpan-Urumqi Highway), one connecting Urumqi and Pingxiliangzi (Part of Turpan-Urumqi Highway) and 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, Nanshan Dongbaiyanggou, Wulasitai and Xioquzi Region located on the west of Urumqi River; Nanshan Dongbaiyanggou, Xingkai, Nanshan 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.

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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 springs, 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.

**Speciality of Sanya**

**Take a Rest In 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 included on the left side. The artificial island ‘the Phoenix Island’ has also come after the construction site of another resort. Sanya is an international port city in which the International Cruise Island is situated. This international port which opened in 2006 has attracted 500 ships and 600,000 tourists and more. 
2. Scenery of Dadonghai National Tourism Zone, one of the most popular beaches of Sanya. The beach is popular in the public time of a day.
3. A monk lost in meditation in front of the 108m-tall Sea-based Kwan-Yin Statue.
4. It is been said that happiness and welfare will come if you touch the Tianya Stone which literally means ‘Safe Stone’.
5. Traditional food of Li minority. Unglutinous rice is steamed in bamboo stalks. You can taste this delicacy at the Binglanggu.
6. The Chunyuan Seafood Square offers a variety of fresh seafood at low prices.
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 local color. You can meet Li Minority and Miao Minority and experience their culture in the village. Afterall, 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, bakery, craft studio and daily life museum. A tour guide gives explanations in Chinese. In this village, you can meet old house site, warehouse, kitchen, bakery, craft studio and daily life museum. A tour guide gives explanations in Chinese.

**BINGLANGGU VILLAGE**

Miao Minority Ethnic Group

Unlike the Li ethnic-minority people who have lived singing and dancing, Miao ethnic-minority people are courageous and strong. All the entrance to the village, you can see huge bull skulls which symbolize 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 Hanan.

**BINGLANGGU Shopping Items**

Bing Lang Leaf Tobacco

Thanks to moderate weather throughout the year, Hanan provides ideal growing conditions for Bing Lang. It’s been said, ‘Go to Hanan if you want to see Bing Lang in China’. In addition, the leaf tobacco made of Hanan Bing Lang is very fascinating. Please visit us.

Bing Lang Candy

If you are not familiar with leaf tobacco, try the sweet Bing Lang candy. Unlike other candys, you need to spit out the residue after sucking up the juice. It feels like chewing the bark of the tree. It is knitted tasty. Please visit us.

Braided Li people’s excellent hand skills were even known to the emperors of China. It’s been said that a Bing Feng 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 this wine made from various ingredients such as bamboo, coconut, banana and sweet potato. They are mostly very strong (50% or higher in the alcohol content). Please visit us.

**BEST HOT SPRING IN HAINAN**

**SANYA PEARL RIVER NANTIAN HOT SPRING RESORT**

Jhu Lang Nantan Hot Spring is the largest open-air hot spring in Hanan. 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.

**FISH THERAPY POOL**

In this pool, you can have a 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.

**FRAGRANT LIQUOR POOL**

As you can guess from the large oak barrel design, this hot spring contains alcohol. However, the warm mineral water (42°C) has almost no smell of alcohol.

**A PANORAMIC OBSERVATORY OF SANYA**

**LUHUITUO 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. They 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.

**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 preserved products in Sanya such as coconut coffee, coconut candy, dried coconut and coconut jam.

**Relax in Sanya**

**HERBAL TEA POOL**

As you can guess from the large oak barrel design, this hot spring contains alcohol. However, the warm mineral water (42°C) has almost no smell of alcohol.
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, kayaking 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 and enjoy the water adventure activities. The island is so small that you may be able to finish the tour within 30 minutes. You can enjoy calm and backround 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 COW ISLAND

Cow Island is a little island connected to West Island through a bridge. You can enter into the island by a car 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 backround 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.

CITIZEN'S 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 skis 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 cocktial are lined along the coast. This neat and clean beach also has coast guards for tourists' safety.

EDGE OF THE SKY, RIM OF THE SEA
TIANYA-HAJIAO (THE END OF THE EARTH) SCENIC ZONE

It’s been said, “If you failed to visit the Tiantya Haijiao Scenic Zone, you didn’t see the true beauty of Hainan.” Tiantya Haijiao Scenic Zone is one of the most attractive tourist attractions of Hainan Island. It is 23km away from the downtown. In the 3.8km-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.

HAIJIAO STONE

Tiantya Stone standing right behind Tiantya Stone is known as ‘Stone of Good Luck.’ The words were engraved by the general Wang Yi in the time of the Republic of China. It’s been 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 Yuhu Stone was adorned the summery of China in the past. Known as ‘Treasure Stone,’ Nantian Yuhu Stone is the most famous rock in the Tiantya 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 Tangzhe of Qing Dynasty. It’s been believed that if you touch the stone, you will see happiness and prosperity.

DON’T MISS

LET’S TASTE SAPNYA

There is a saying of local people: Come and try savoury and delicious Hainan dishes. Here, let’s take a close look at top 3 cuisines of Hainan.

More

AMERICAN BEER

As Tianshui Beer is famous in Qing Dynasty, there is Ancor Beer in Sanya. This beer is available in four types, Pillow, Ice and Light. You can get the beer at a supermarket.

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 olagontrees. The meat is tender and sausy. 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 soy 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 sausy. In general, observed and served.

More

More
**Travel Point 04**

**Culture & Theme Park**

**FASCINATING RESORT IN WHICH TAOIST CULTURE CAN BE FELT**

**NANSHAN DONGTIAN PARK**

This tourist destination is situated at the foothill of Mount Nan Shan. It was built during the Song Dynasty. Here, you can feel 800 years old Taoist culture. Unlike Nan Shan Cultural Tourism Zone in which Buddhist atmosphere is strong, Nan Shan Dongtian Park is like a tourist resort, featuring museum of natural history and neat coastal promenade. There are five must-see tourist attractions in Nan Shan 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 of the Golden Dragon 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 Nan Shan would be called ‘fossil tree’ with a scientific name of ‘Dragon Dracaena.’ 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**

Nan Shan Dongtian Park, Yachen Town, Sanya City

**Tel**

0898-88830188

**Website**

www.sanyapark.com

**Directions**

Nanshan Cultural Tourism Zone, 40km in the southwest of Sanya City

**Admission Fee**

Free

**Opening Time**

08:00-18:00

**Don’t Miss**

MOON BAY RESORT

Moon Bay Resort is a vacation villa-type resort located in the Nan Shan Dongtian Park. A total of 95 cottage-shaped villas make the resort look like a charming and romantic atmosphere. In particular, a bathroom with open ceiling is located on the outside of the house. This beautiful resort makes you feel like you are in a forest in Northern Europe.

**Address**

2nd Jiefang Road, downtown Sanya

**Tel**

0898-88830188

**Website**

www.moonbayresort.com

**Travel Point 05**

**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 Shangrila) 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 (110 villas) and hotel resorts (150 rooms). In particular, hotel resorts have an individual swimming pool on the first floor. The luxurious 150 villas are the pride of Grand Metro Park Resort. The huge beautiful resort (150 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 bathroom is recommended. In addition, Executive Villa features three bedrooms and barbeque garden for a small party. You can use a caret 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 City

**Tel**

0898-88837888

**Website**

www.gmpresorts.com

**Directions**

Yalong Bay National Resort District, Sanya

**Admission Fee**

Free

**Opening Time**

8:00-24:00

**YALONG BAY BEACH**

Yalong Beach is close to the Grand Metro Park Resort. There are Granada gardens and black sand beach 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.

**Address**

Yalong Bay National Resort District, Sanya

**Tel**

0898-88837888

**Website**

www.gmpresorts.com

**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 (from CNY1,580 to CNY2,180), Traditional Chinese Massage (from CNY180 to CNY250) are available. You can get massage in the open-air Spa Pavilion if you want.

**Address**

Yalong Bay National Resort District, Sanya

**Tel**

0898-88837888

**Website**

www.gmpresorts.com

**GLOBAL BRAND COLLECTIONS**

**SANYA DUTY FREE STORE (CDF)**

In this duty-free shop, you can meet the world’s top 500 brands. It opened about a year ago. Thanks to spacious space and pleasant atmosphere, it is 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.1 Haiyun Road Dadonghai Beach, Sanya

**Tel**

0898-88223333

**Website**

www.cdfhainan.com

**LOCAL BRANDS AND ACCESSORY STORE**

**SANYA SUMMER MALL**

Sanya Summer Mall is a 6-story department store where you can get fashion brand shops are lined on both sides of the 200m-long vibrant and energetic car-free shopping street. A variety of premium living brands (ex: Chanel, Gucci, Louis Vuitton, etc.), cosmetics and refined fitness center, Aromatherapy Massage (CNY580-780, Traditional Chinese Massage CNY180-250) are available. There is a supermarket on the 5th floor. You can get a tax return if you spend more than CNY800.

**Address**

Jiefang Road, Sanya City

**Tel**

0898-88816666

**Website**

www.sanyashopping.com

**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 brands are available and shopping street where many young people hang out.

**Address**

1st Jiefang Road, Sanya City

**Tel**

0898-88816666

**Website**

www.sanyashopping.com

**Enjoy**

**YOUNG SHOPPING STREET**

**BEFANG ROAD**

Befang 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.

**Address**

2nd Jiefang Road, downtown Sanya

**Tel**

0898-88816666

**Website**

www.sanyashopping.com

**DON’T MISS**

**GRAND METRO PARK RESORT**

GRAND METRO PARK RESORT is a unique resort located in the Yalong Bay National Resort District. A total of 59 cottage-shaped villas and 110 hotel rooms (ranging from 250 to 400 square meters) make Grand Metro Park Resort a luxurious and refined resort. The resort features a 5-star spa center with Chinese and Russian as well as Chinese. You can get coconut foods and other local products.

**Address**

No.1 Haiyun Road Dadonghai Beach, Sanya

**Tel**

0898-88223333

**Website**

www.gmpresorts.com

**Don’t Miss**

**MOON BAY RESORT**

Moon Bay Resort is a vacation villa-type resort located in the Nan Shan Dongtian Park. A total of 95 cottage-shaped villas make the resort look like a charming and romantic atmosphere. In particular, a bathroom with open ceiling is located on the outside of the house. This beautiful resort makes you feel like you are in a forest in Northern Europe.

**Address**

2nd Jiefang Road, downtown Sanya

**Tel**

0898-88830188

**Website**

www.moonbayresort.com

**Enjoy**

**SANYA SUMMER MALL**

Sanya Summer Mall is a 6-story department store where you can get fashion brand shops are lined on both sides of the 200m-long vibrant and energetic car-free shopping street. A variety of premium living brands (ex: Chanel, Gucci, Louis Vuitton, etc.), cosmetics and refined fitness center, Aromatherapy Massage (from CNY580-780, Traditional Chinese Massage CNY180-250) are available. There is a supermarket on the 5th floor. You can get a tax return if you spend more than CNY800.

**Address**

Jiefang Road, Sanya City

**Tel**

0898-88816666

**Website**

www.sanyashopping.com

**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 brands are available and shopping street where many young people hang out.

**Address**

1st Jiefang Road, Sanya City

**Tel**

0898-88816666

**Website**

www.sanyashopping.com

**Enjoy**

**YOUNG SHOPPING STREET**

**BEFANG ROAD**

Befang 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.

**Address**

2nd Jiefang Road, downtown Sanya

**Tel**

0898-88816666

**Website**

www.sanyashopping.com
Finding Glorious Gwangju!

Gwangju – a dynamic city that yearned for democratization in 1980s. The city, with its proud history, yearned for democracy and 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
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, Sino-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 Daen Market and young and energetic Chungjang-ro.

**YUDONG HEALTHY FOOD STREET**

YEOMGNI ORI TANG (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, Yeomgni Or i Tang 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.

**DAEIN MARKET**

DAEIN MARKET is located 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.

**VIVID IMAGE OF LIFE**

DAEIN MARKET

If you want to experience the local life of Gwangju, you have to visit Daen 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.

**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 Jungangro, displays the traditional culture in the downtown. Though only a five minutes walking distance, the street is packed with 40 attractive spots like galleries, art shops, stationary store, antique shop, theater and traditional café.

**SPRING TIME’S COFFEE**

CAFÉ SAWOL (APRIL)

Beside galleries and antique shops adding an elegant ambience to the Art Street, readers and coffee fans 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: By Subway Line 1 (Dongbu Police Station Exit 1) or Bus (to Chonshim Station) Sungmyung-ro, Pangam-dong, Ku-eup, Chonshim-ku

**SILVER CRAFT SHOP**

EUN MANDEULGI (MAKING SILVER)

Eun Mandeulgi is a silver craft shop that sells customized silver items and modern 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 form. The shop also provides silver craft classes later in a week.

Directions: By Subway Line 1 (Chungju Culture Complex Station Exit 5) or Bus (to Chonshim Station) Sungmyung-ro, Pangam-dong, Ku-eup, Chonshim-ku

**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. Chungjang-ga to 3-ga is filled with mega-sized fashion malls, boutiques and accessory shops. Products range from designer labels to everyday item. The shop also provides silver craft classes later in a week.

Directions: By Subway Line 1 (Chungju Culture Complex Station Exit 5) or Bus (to Chonshim Station) Sungmyung-ro, Pangam-dong, Ku-eup, Chonshim-ku

**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 finally fought for democracy. The historic movement is known to the quintessence of the political democracy in Korea.

Directions: By Subway Line 1 (Chungju Culture Complex Station Exit 5) or Bus (to Chonshim Station) Sungmyung-ro, Pangam-dong, Ku-eup, Chonshim-ku

**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 ‘Platcon’. Artsworks 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 (From Gwangju Station to the entrance of Asia Culture Complex, 35 minutes by subway) 11:00~20:00 (Closed on Mondays and holidays) Exhibition for free Website: www.kunsthalle-gwangju.com

**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 Subway Line 1 (Democracy Square Station Exit 3) or Bus (to Gwangju Station) Mudeung Road, 701-31, Mudeung-dong, Gwangju Metropolitan City Tel.062-235-2500 (Opening hours: 9:00~18:00) Web site: mudeung.go.kr

**THE 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 performance halls, 2 squares, 5 exhibition halls and 2 libraries. If you want to visit Gwangju’s new cultural project in advance, you can visit Asia Culture Complex Promotion Hall.

Directions: 10 Chungju Art Street (Building Address 144-1, Gwangju Metropolitan City Tel.062-235-2100 (Opening hours: 9:00~18:00) Website: www.nacc.go.kr

**THE ZENITH OF ASIAN CULTURE**

ART HALL

Gwangju is not just a typical gallery. ‘Kunsthalle’, ‘Art Hall’ in German, is a culture complex designed and operated by a German company ‘Platcon’. Artsworks 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 (From Gwangju Station to the entrance of Asia Culture Complex, 35 minutes by subway) 11:00~20:00 (Closed on Mondays and holidays) Exhibition for free Website: www.kunsthalle-gwangju.com
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 to 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.

GWANGJU NATIONAL MUSEUM

Gwangju National Museum exhibits the spirit of Korea through ancient history and cultural heritage. The outdoor exhibition includes ‘Gwangju Jangwon-dong Five-storyed Stone Stupa’ from Goryeo Era and ‘Celadon Kiln from Gwangju’ 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 Buddhism Art and a painting art gallery on the first floor. The galleries exhibit National Treasure No. 103, Stone Lantern Carved 2 Lions in Junghwaons Temple and Buddhist artworks like Cheonggok Seokgalsan and Buddhist stupa from Goryeo Era and ‘Celadon Kiln from Gwangju National Museum exhibits the spirit of Korea through ancient history and cultural heritage.

GANG DEOK-SOON TRADITIONAL SWEET SHOP

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. Odeok (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.

A TO Z ABOUT NAMDO CUISINE!

NAMDO TRADITIONAL FOOD MUSEUM

Step into the museum, you are immediately confronted with large-jar shaped sculpture. Besides the sculpture, pictures 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 the museum, it showcases the dietary culture of jeoljanam-da 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, Deokdi-galbi of Damyang, steamed skate of Mokpo and Songpyeon of Gwangju. Tourists can also participate in the experience program and cook these dishes by themselves.

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 jeoljanam-da 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 recommended you to take your time to look around the museum carefully.

THE CENTER OF CULTURE

CULTURE WALK OF JUNGOE PARK

Jungoe Park is good for the relax in nature and various amusement facilities in town. Downtown 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.

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 its traditional kimonos, fermented foods in different countries, kimchi dishes and history of kimochi. The experiencing part consists of events and performances like kimch making, kimchi kong contest and a street ready that sells kimchi ingredients and kimbibes.

PAST AND FUTURE OF HOMAN 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 Perma-

SPECIAL EXHIBITION IN SPRING

“The Dream of Butterfly”

Under the themes of lively nature, exciting art, science and future, this exhibition presents interesting and easy-to-understand art to family visitors. The artwork with diverse colors and materials, Hollywood movies and Disney characters are exhibited to encourage children to be interested in art. Exhibition period Until May 29, 2011 Location Exhibition Hall 1F, 4.
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 to see.

**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.

**Kimdaejung Convention Center** is the first exhibition and convention facilities in Gwangju. The center hosts large-scale exhibitions and conventions, and can accommodate 500 booths, a large meeting room for 1200 people and small meeting rooms. The center hosts large-scale exhibitions and conventions, and can accommodate 500 booths, a large meeting room for 1200 people and small meeting rooms. The center hosts large-scale exhibitions and conventions, and can accommodate 500 booths, a large meeting room for 1200 people and small meeting rooms. The center hosts large-scale exhibitions and conventions, and can accommodate 500 booths, a large meeting room for 1200 people and small meeting rooms.

**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.

**JUST AS GOOD AS MEGA-SIZED SUPERMARKET**

Songjeong 5-Day Market

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.

**THE MEETING POINT OF SEO-GU CITIZENS**

**PUNGAM RESERVOIR**

Gwangju World Cup Stadium. Though it is not large, the reservoir is beautifully surrounded by pine trees, 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 arboreteum of Jungsung Park harmonizing together, the reservoir is the meeting point long been cherished by Seo-gu citizens.

**A CARRYING 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 lights 22 colonnade lights 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.

**CARRYING THE ENVIRONMENT AND CITIZEN WORLD CUP STADIUM**

**KIMDAEJUNG CONVENTION CENTER**

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**GETTING TO Gwangju**

**BY CAR** After passing Cheonan intersection on Gyeongbu Expressway (about 1 hour 40 minutes), and Yeosu Rest Area on Yeongam Expressway (about 45 minutes), get into Yeosu Interchange. It takes about 4 hours in total, and the expressway fee costs about 20000 KRW.

**BY BUS** There are open buses from Seoul Gangnam Central Terminal and Gangneung Bus Terminal from 10:00 to 23:55. The bus takes about 4 hours and costs about 15000 KRW.

**BY AIR** There are seven new airports from Gwacheon Airport to Gwangyang International Airport every day. The airplane costs about 30000 KRW if takeoff.

**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 Lottomeran. It 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 parking lots in the World Cup Stadium, so don’t worry about parking, and focus on shopping!

**TIME TO MEET KOREAN TRADITIONAL MUSIC/BITGEUL TRADITIONAL MUSIC INHERITANCE CENTER**

Bitgeul Traditional Music Inheritance Center attracts tourists with its Janggu (traditional musical 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 culture. Bitgeul Traditional Music Inheritance Center, located beside the World Cup Stadium, is inheriting and developing traditional music by creating, teaching and exhibiting traditional Korean music. Tourists can enjoy the free performance held for 90 minutes from 7 pm on Thursdays.

**ON THE WAY, GWANGJU – 3**

President Kim Dae-jung, who fought for democracy, human right and peace between two Koreas, is a nice relaxing spot where you can watch cute ducks and swans. With well-managed statues, roses and arboreteum of Jungsung Park harmonizing together, the reservoir is the meeting point long been cherished by Seo-gu citizens.

**NOBLESS HOTEL**

Inas Hotel is an economy hotel entitled as Clean Accommodation by Gwangju Metropolitan City and Good Stay (Outstanding accommodation) by Korea National Tourism Organization. It offers cheaper price than other tourist hotels, but keeps itself clean by steam-washing beds items and towels. It offers simple cereals and ddeok for breakfast until 10, so fill yourself up before starting your journey.

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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.

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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.
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.

ARO AROY

A fast food restaurant which opens in the afternoon only. It serves a variety of Asian dishes. Even though the food is healthy and inexpensive, the dishes are served fast, they 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, No.17, Jakarta 52-21-570-7707 Opening Time: 11:00~15:00 (Mon~Fri) Average Cost: IDR150,000~195,000

JAPAN IN THE SOUTHEAST ASIA

KATSUSEI

Do you miss Japanese food in Southeast Asia? Go to Katsusei. The traditional Japanese glass house 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: 4F, No.17, Jakarta 52-21-2358-0060 Opening Time: 11:00~22:00 Average Cost: IDR150,000~195,000

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 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, No.17, Jakarta 52-21-2358-0060 Opening Time: 11:00~22:00 Average Cost: IDR150,000~195,000

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: 5F, No.17, Jakarta 52-21-570-7707 Opening Time: 11:00~23:30 Average Cost: IDR12,000~18,000

BRUNCH

FINE DINING IN A COMFORTABLE ATMOSPHERE

HONZEN

Honzen offers the finest Japanese cuisine in Jakarta. This spacious restaurant has Sashimi 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: 4F, No.17, Jakarta 52-21-2358-0060 Opening Time: 11:00~14:00, 17:00~22:00 Average Cost: IDR150,000~200,000

LUNCH

JAPANESE-STYLE STREET FOOD VENDOR

KADO

The street food vendor offers a variety of dishes. Among them, Kushiyaki which is just like Kichai (kebab) 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. Gemoku Kamamishi (made of seafood and chicken) is also popular. After you order Gemoku Kamamishi, you can have Kushiyaki as appetizer. Address: 4F, No.17, Jakarta 52-21-2358-0060 Opening Time: 11:00~14:00, 17:00~22:00 Average Cost: IDR150,000~200,000

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.
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.’

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, 1F, Kebon Jati Mall, Jl. Raya Kebon Jati Barat, Jakarta Pusat 11420-Tel 62-21-5797-3658
Opening Time: Sun~Thu 10:00~02:00
Website: www.capecanac.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 8th-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 Thai cuisine as well as Indonesian food. For example, Larb Kai (Thai chicken salad flavored with lemon juice) and Biu Luc Lac (shaking beef flavored with garlic and butter) will boost your stamina.

Address: 4F, 1F, Kebon Jati Mall, Jl. Raya Kebon Jati Barat, Jakarta Pusat 11420-Tel 62-21-550-0000
Opening Time: 11:00~23:00
Website: www.indochine.com

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 fishy smell, you can taste the genuine Japanese sushi served by a Japanese chef. In particular, salmon sashimi is very tender and delicious. You will be amazed at the traditional Japanese sushi served by a Japanese chef. In particular, salmon sashimi is very tender and delicious.

Address: 4F, 1F, Kebon Jati Mall, Jl. Raya Kebon Jati Barat, Jakarta Pusat 11420-Tel 62-21-570-6452
Opening Time: 11:30~14:00, 17:30~22:00
Website: www.bluerawan.co.id

Dinner
A Feast with Japanese-Style Galbi Takekomi
Takekomi 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, Takekomi is very juicy and tender. The Salmon Head Oroshini recommended by a chef is also very savory without fishy smell.

Address: No. 2, 1F, West Mall, 3 F, Jakarta Pusat 11420-Tel 62-21-22400, 23400 (Opening Time: 11:30~23:00)
Website: www.takekomi.com

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 (e.g. 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: R. Mat Phase, R. 3F, Sudirman Kav. 19-1, Jakarta Tel 62-21-750-4925 (Opening Time: 11:00~14:00, 17:00~22:00)
Website: www.sakana.co.id

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: 4F, 1F, Kebon Jati Mall, Jl. Raya Kebon Jati Barat, Jakarta Pusat 11420-Tel 62-21-570-7775
Opening Time: 11:00~14:00, 17:00~22:00
Website: www.senryo.com

Leisure & International Food

The Sanda 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.

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, 1F, Mid Plaza 1, Jl. Jend. Sudirman Kav. 10-11, Jakarta Pusat 10340-Tel 62-21-570-4925
Opening Time: 11:00~02:00
Website: www.portobello.co.id

Dinner
Taste of Genuine Korean Food
The Grill
The Grill first introduced Cheolpan Gui (grills on a hot iron plate) in Jakarta. This kasyun 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: 3F, 1F, Mid Plaza 2, Jl. Jend. Sudirman Kav. 10-11, Jakarta Pusat 10340-Tel 62-21-3003-0330
Opening Time: 11:30~14:00, 17:30~22:00
Website: www.the-grill.com
**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.

**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 BIOCOTANE 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 350,000 / 60 min).

**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. 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 Ritz-Carlton is a modern and stylish hotel which somewhat differs 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. The所属 rooms are equipped with almost all kinds of modern systems such as 46-inch LED television and ipod docking station as well as the high-speed internet. The Ritz-Carlton is a modern and stylish hotel which somewhat differs from warm and cozy images.

**LUXURY BUSINESS HOTEL**

**JW MARRIOTT JAKARTA**

The JW Marriott Jakarta which features 330 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.

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**THE FINEST HOTEL IN JAKARTA**

**THE RITZ-CARLTON 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 find a wide variety of luxury brands (ex: Louis Vuitton, Gucci, Jimmy Choo, Chanel, Hermes, etc.) as well as Indonesian brands.

**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 4th floor, there are a Play Theater and entertainment space in which you can play various arcade games and have amusement rides with your family.

**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.

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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 1st 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.
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 9th Hall. After getting a portable handset at the Visitor Information Center on the 1st floor, you can experience a variety of U-technologies. A heater is available on each floor. In the Theme Video Hall on the 4th 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.

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ON EACH FLOOR. IN THE THEME VIDEO HALL ON THE 4TH 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.

TOMORROW CITY - 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, Yeongdong and Cheongna. This 3-story exhibition hall features an ancient village and 3D 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 in Songdo with your family.

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 library 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 super-stages. They have offered cultural joy and excitement to all visitors.

INHEON 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 Dae gyro Bridge and the open sea of Songdo.

STATE-OF-THE-ART CONVENTION CENTER

SONGDO CONVENISIA

Songdo Convensia which has the impressive shape of the Taebak Mountains is the leading international convention center in South East Asia as well as 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 Dae gyro Bridge (4th largest bridge in the world) in 2009, it is now just about 35-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.

SONGDO CENTRAL PARK

This huge artificial park (95,209m2) features a spacious underground parking lot (capacity of 2,252 cars) and a variety of fascinating facilities such as a 1.09km-long waterway, bike path, sculpture park and Boat House. In particular, the artificial waterway which is a 30km waterway is supplied every 4 days in very attractive. It is operated under the environment-friendly system to which seawater is supplied from the seawater intake plant which is situated 8km away. The water is filtered and discharged to the sea.

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 tradition at Korean tea ceremony at the tea ceremony house called ‘Michuhol’ in the past. You can learn tradition at Korean tea ceremony at the tea ceremony house. You can learn tradition at Korean tea ceremony at the tea ceremony house.

SONGDO WAY TO AIRPORT

SONGDO 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 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.

GREEN CITY, INCHEON

10-39 Songdo-Dong Yeonsu-Gu Incheon
Tel 82-32-850-6300
Website www.simpol.net

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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 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 comfortable golfing field.

JACK NICKLAUS GOLF CLUB KOREA
Address: 17-1 Songdo-Dong Yeonsu-Gu Incheon
Tel: 032-777-1330
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 within a 20-minute drive.

Address: 5-9 Songdo-Dong Yeonsu-Gu Incheon
Tel: 032-850-8000
Website: www.canalwalk.co.kr

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 Daeryo 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: 032-835-1000
Website: www.sheratonincheon.co.kr

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: 18-1 The# 1st World 4-1 Songdo-Dong Yeonsu-Gu Incheon
Tel: 032-212-2802
Website: www.caferola.com

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: 9-3 Songdo-Dong Yeonsu-Gu Incheon
Tel: 032-211-8099
Website: www.caferola.com

TRAVEL INFORMATION
FAMOUS SUBURBAN ATTRACTIONS
You can have good time by visiting Incheon harbor, 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 concessional contract for this area and Chinese immigrants 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.

SOREA-POGU (SOREA FISH MARKET)
Approximately 260 shops are lined along the narrow alley of this fish market. Sorea Pogu opened in the 1950s 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 Ara Station or Songdo Station. Then, take a taxi (about 10 minute 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: Take line 1 and get off at Ara Station or Songdo Station.
TPO NEWS

Industry News

JAPAN

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 Shikoku Aomori (3,000km 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 $1220 dollars) was unveiled. This ekiben, bento (lunchbox) was unveiled. This ekiben, bento (lunchbox) consists of the finest Kagoshima’s regional product is served. The lunchbox includes POSCO, Bogyeongsa 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.

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POHANG, KOREA

THE CITY OF POHANG-launches Pohang SIGHTSEEING CITY TOUR BUS

The City of Pohang operates a city tour bus from May 15 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 Saturday days 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 Abbottem and Jadokdo Market. The Sunday Course includes POSCO, Bogyeongsa Temple, Mt. KUMAMOTO-KAGOSHIMA LINE

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JEJU, KOREA

JEJU VYING TO BECOME ONE OF 7 WONDERS OF NATURE

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. Today, the Russian Federation is one of the main partners in this joint project. Vladivostok, Russia.

VLADIVOSTOK, RUSSIA

KOREA TOURISM ORGANIZATION OPENS U-HEALTHCARE CENTER AT VLADIVOSTOK, RUSSIA

On February 25, 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.

EAST ASIA: JAPAN AND KOREA SET TO CO-ORDINATE THEIR TOURISM CAMPAIGNS FOR 2010

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Tourism Promotion Organization for Asia Pacific Cities
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 Young-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 Young-won (president of the Severance Hospital), Vladimir Gorchakov (chair of Russian Maritime Provincial Council).

IRKUTSK, RUSSIA 1
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 seats 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 25-30 million rubles for the monument. Funding 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 businessmen and citizens.

YOGYAKARTA, INDONESIA 2
INDONESIA SIGNS A 15 BILLION USD AGREEMENT TO EXPAND SOCIAL INFRASTRUCTURE WITH INDIA
Indonesian President Susilo Bambang Yudhoyono 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, Arcbran, Adani and Tata. The agreement includes the construction of air 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 3
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 2 consecutive years. In particular, Hangzhou and Cheongdo 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 (4.5 million respondents). In addition, Hangzhou was listed among top 10 Most Attractive Chinese Cities for Foreigners in September 2010.

SHANGHAI, CHINA 4
CONVENTION/EXHIBITION COLOSSUS EXPECTED IN SHANGHAI
According to a recent agreement inked between the Ministry of Commerce of China and Shanghai government, 25 billion RMB massive convention/exhibition facility will be built in Hangqiao Shanghai. This colossal 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 5
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 holdings to foreign entities. Hangzhou has been nominated...
TPO SECRETARY GENERAL VISITS SANYA TO DISCUSS THE 8TH 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 24 to discuss preparations for next year’s 8th 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 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 8th 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 29. Officials in tourism administration from eight TPO Korean member cities—Busan, Ulsan, Changwon, Gimhae, Namhae, Geoje, Jeonju, and Iksan—participated in the meeting. They exchanged information on the Japanese travel market and shared views on the tourism industry. On November 23, the presidents and staffers from Hanatour and Landas joined the participants for a meeting. They exchanged information on the Japanese travel market and shared views on the tourism industry. On November 23, the presidents and staffers from Hanatour and Landas joined the participants for a meeting. They exchanged information on the Japanese travel market and shared views on the 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 to a special New Year’s 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. 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 24 to discuss preparations for next year’s 8th 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
**Best Tourism Product**

**China**

**Guangzhou**

**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 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 rare due to the reflection of the Guangzhou culture. Among them are architectures in Shamian where convergence of culture is evident. The Pearl River is enjoyed throughout the country and over the world at large, but it is in Guangzhou 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 roasts 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 mountain sides 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 peace-ful. Strong fragrances of freshly cut wood blended in the fresh air with the scent of tea, being roasting everywhere in large vats at the sidewalk.

**Qingdao**

**Tsingtao Brewery Tour**

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 Zuqi, 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, at which time there is no limit.

**Chinese Taipei**

**Kaohsiung 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 River and Lianchihant 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 cover 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 Fisherman’s Ferry Wharf to Dream Mall (Distance: 6 km) Fisherman’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**

**Bromo Volcano Trekking Tour**

In the eastern tip of Java Island, Indonesia stands ‘Sea of Sand’ 230km above the sea level, a giant caldera with the diameter of 30km. 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 (3810m) and Batok (2970m). From time to time you can also watch Sumer Volcano (3961m), 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**

**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 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 pace-maker 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.
Wagashi 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 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 has a program in which you can learn how to make Wagashi from Wagashi master Umezono. Umezono is among 6 members of traditional Wagashi makers in Kagoshima. 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 11. 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 paste, you will be amazed at how delicate 18th century costume and moves the head, right hand and facial details (eyes, eye-brows, 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

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 (454 Gamae-ri, Warsong-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 Sago, learn how to dance Ganggang-sube. In the traditional Korean game class, one can learn how to play various traditional games such as Yutnori, Tuhoori, Neolddugi, Juldang and Jongyeongdo. In the manner school, one can learn calligraphy, Myeongshimbogam and Gossaeungo (ancient proverbs).

Chunchon

Hanryu Tourism Train

In order to attract more foreign tourists, Chunchon City Government started Hanryu Tourism Train Project for the first time in Korea. Hanryu Tourism Train is Nuri 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 Chunchon Station via Ga-pyeong (Namiseom Island) Station, Kyujeong Station and Namchunchon Station. The product consists of travelling schedule like visiting Namiseom Island in Chunchon, Gangwon-do, Magok sukus, Museum, Pungmul market and Kyujeong House of Literature. The outer part of train is decorated with three traditional Korean colors and traditional patterns, and the image of astro Sui Je-Soo, currently an honorary ambassador of Chunchon. 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 ‘Inn’.

Japan

Fukuoka

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 Kusume. Another interesting area is Yonago 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

Wagashi Experience in Umezono

Wagashi (和菓子) 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 sweetened 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 elaborately 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 has a program in which you can learn how to make Wagashi from Wagashi master Umezono. Umezono is among 6 members of traditional Wagashi makers in Kagoshima. 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 11. 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 paste, you will be amazed at how delicate 18th century costume and moves the head, right hand and facial details (eyes, eye-brows, 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.

Chunchon

Chunchon City Tour

Chunchon City Government is operating Chunchon 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 Chunchon Station 10am every day. The program also became more diversified, and offers different courses every day. On Mondays and Tuesdays, the program consists of Animation Museum, Kimyujeong House of Literature, and Chunchon National Museum for children and youth trips; on weekends, the program consists of Suyong 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 Chunchon Dam where tourists can try fishing Bingeo (smelt) in winter. The program reduced its price to 5000 KRW for adults and 3000 KRW for children, disabled, veterans and seniors including meals and entrance fees.
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