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Tourism Promotion Organization (TPO) 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 65 city governments and 36 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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Shanghai

All About Shanghai

Shanghai established itself as an international city icon with the successful host of the 2010 Shanghai Expo which had lasted for 184 days since last May. Shanghai is a representative city of China in various areas including culture, commercial, finance and communications; it cherishes traditional cultures having traces of time intact. Let’s set out on a trip to the charm of Shanghai where past, present and future exist horizontally. This is Shanghai!

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Finding New Osaka

Osaka, Japan

One of the typical images representing Osaka must be the imposing Osaka Castle. As famous as the castle to our tourists should be Dotonbori, where, besides the famous advertising signboards of Glico’s running man and a huge crab, the hustle and bustle of a big city and its energetic yet soft-hearted people also await you. Full of the original expectations of finding ‘new famous places’, we go back 100 years and vividly see the elegant images of Osaka when the land was still seldom known to many travelers. When we walk along the riverside, imposing Osaka Castle is one of the Western retro style, those in the district are of the Japanese retro style. Visitors can see a variety of small craft shops, stores, restaurants and parars. You better not expect to find the mass-produced goods here, though. As the district is a place where people meet each other in their own style and philosophy, your experience must be a very unique one that feels continuously fresh and extraordinary.

A ‘Kind City’ of Osaka

‘City Slickers’ is how we typically describe city dwellers. But the people of Osaka are a lot different in that regard. They are very straightforward, emotional and full of energy. Rather than being individualistic, they are kind-hearted and tend to meddle in others’ job in a loud voice but well-meaning manner. One Osaka citizen told me, “Just spread an Osaka map somewhere near a subway station and you get rid of the fatigue from a long trip at a hot spring and natural recreation forest. It is available during the summer (July-August) and winter (December-January) seasons only. Advanced reservations are essential. For reservations, visit the website (http://ulsan.momaf.go.kr).

Kararohi - The essence of the Japanese feel and craftsmanship

Near the Kararohi commercial district where business has been in full swing from the Edo era is Len (Ⅺ), a multi-purpose complex rebuilt to the modern senses from the old buildings. If the streets in Kishimoto are of the Western retro style, those in the district are of the Japanese retro style. Visitors can see a variety of small craft shops, stores, restaurants and parars. You better not expect to find the mass-produced goods here, though. As the district is a place where people meet each other in their own style and philosophy, your experience must be a very unique one that feels continuously fresh and extraordinary.

Suniyoshi - Where the ancient gods meet everyday living of the modern times

Suniyoshi (ⅩⅦ), is a Japanese ancient god that is as much important in the Japanese culture as Buddha. On the place where the god was alleged to have descended from above more than a thousand years ago was built Suniyoshitablesha, one of Japan’s most important Shinto shrines. Visitors entering the shrine can see the steeply-sloping red bridge built in an arch shape, Japanese traditional miniature pond (made in the shape of ⅩⅦ or the heart), and the vermilion-painted traditional ancient buildings, and those sky blue-clad pious Shinto members.

The Trams - An enchanting retro experience

The tram lines are another piece that help the visitors appreciate the old sweet and modern facilities, it is always booked. It is available during the summer (July-August) and winter (December-January) seasons only. Advanced reservations are essential. For reservation, visit the website (http://ulsan.momaf.go.kr).

Discover Ulsan Sightseeing & Attractions

Ulsan, Korea

Ulsan, a world leader in shipbuilding and offshore oil & gas energy industries, is widely known as Korea’s No. 1 industrial city. However, few people are aware that Ulsan is a great place to tour around with a beautiful harbor, scenic seashore, charming hot springs and fascinating hiking course. Here are the unknown charms and delicacies of Ulsan.

Must Visit Ulsan’s Hot Spot

Four Seasons of Gajisan Mountain

With scenic four seasons, the magnificent Gajisan Mountain (1,240m above the sea level) is designated as one of the Twelve Scenic Beauties of Ulsan. In particular, Saebawi Rock is one of the most famous spots for rock climbing in Korea. Don’t miss to visit a log cabin or restaurant in the mountain and try traditional Korean foods such as Sanchae Bihimbap (mountain vegetable Bihimbap) and Hanu Bulgogi (Korean beef Bulgogi). It is also recommended to get rid of the fatigue from a long trip at a hot spring and natural recreation forest.

Ganjneolgol Cape - The Most Beautiful Sunrise in Korea

Ganjneolgol Cape is a must-visit tourist destination in Ulsan. If you want to observe the most beautiful sunrise, go to Ganjneolgol Lighthouse. The 3-roomed Iljeonggol Shelter in the lighthouse faces the ocean. Thanks to a breathtaking view and clean and modern facilities, it is always booked. It is available during the summer (July-August) and winter (December-January) seasons only. Advanced reservations are essential. For reservations, visit the website (http://ulsan.momaf.go.kr).

Gangdong & Jujeon Pebble Beach

White most beaches in Korea have sand, Gangdong & Jujeon Beach has dark blue pebbles. Besides the beautiful pebbles, it is famous for the precipitous Jusangjeolli cliffs (Ulsan Monument No. 44). It is the oldest among the Jusangjeolli cliffs in the East Coast, which were formed when lava from erupting volcanoes had met the ocean about 20 million years ago. On weekends, this beach is crowded with many tourists.

Pampan Grass Field in Sinbusan Mountain

Sinbusan Mountain is designated as one of Korea’s top 100 mountains by Korea Forest Service. In particular, the pompan grass field which stretches 4km along the ridge from Sinbusan Mountain to Chioseon Mountain shows off its breathtaking beauty. At the peak, you can enjoy extreme sports such as paragliding. In addition, the natural recreation forest promises great rest and relaxation throughout the four seasons. If you are tired of a long trip, you can get rid of all your fatigue at Deongok Hot Spring at the entrance to Sinbusan Mountain. The mineral water flowing out from the 600m-deep underground is good for neuralgia, digestive diseases and skin care. It is so clean that it could even be used as drinking water.

Must Try! Ulsan’s Taste

Eonyang Hanu Bulgogi

Eonyang Hanu Bulgogi (Korean beef Bulgogi) is one of the most famous delicacies of Ulsan. It is grilled Korean beef with salt only. It is usually served with water pastry. The perfect balance between acidic beef and alkaline water pastry helps you get rid of fatigue and regain your stamina.

Jangsaengpo Whale Meat

We can utilize every part of whale meat. In fact, whale meat is known as one of the most esteemed dishes among epure. Once you taste whale meat even though it would not be easy, you will be fascinated with its savory taste. It is cholesterol-free, high-protein food. You can grill fresh whale meat with salt or light sauce.

Ulsan Seaweed

Don’t miss to taste the famous Ulsan Seaweed. The natural environment such as temperature, solar flux and tide is perfect for seaweed farming. High-quality laser and sea mustard are farmed. Compared to seaweed from other regions, Ulsan Seaweed is more sweet and savory with strong scent of the sea. It is good for anemia, obesity, and blood circulation.
Since its establishment in 1995, Asia Pacific Tourism Association (APTA) has played a pivotal role in the development of tourism industry in Asia-Pacific region by hosting various conferences, research, and academic seminars. It successfully hosted 2010 Conference in Macau last August. We interviewed Professor Sang Taek Lim, the representative of APTA to ask about the current address and future vision of APTA.

Please explain about the roles and past activities of Asia Pacific Tourism Association (APTA).

We live in a world of nations and borders, but tourism is an international activity. In order for tourism to grow and thrive, it’s important that scholars and experts from across the Asia-Pacific region have opportunities to meet, share, and push tourism to even higher levels. APTA mission is to create those opportunities. Every year we host a major international conference with hundreds of participants; we sponsor other organization’s meetings and events, and we publish a research journal (the Asia Pacific Journal of Tourism Research) that publicizes the best new hospitality research across the region.

What was the first motivation for establishing APTA in 1995? Compared to 15 years ago, what is the most dramatic change now?

What has changed most is the scale of our operation. When we held our first APTA conference in 1995, it was in our headquarters in Busan, Korea. Since then our conferences have spread across the region; we’ve been to Beijing, Sydney, Phuket, Hong Kong, Nagasaki, and numerous other locales. Also, the Asia Pacific Journal of Tourism Research, which started quite humbly, has greatly expanded.

We now offer two issues per year, and soon that number will be six. Cabot’s Directory now ranks the APTA among the top half-dozen tourism journals in the world, and we are on track for acceptance into the Social Sciences Citation Index. My point is that by improving the quality of our conferences and the reach of our journal, APTA is better able to accomplish its core mission: building an even stronger network of tourism research and practice throughout the region.

In last APTA 2010 Conference in Macau held in July, Jo Gi-woong, a high school student from Korea, presented his paper and became the talk of town.

It’s a truly surprising story. APTA is made up of expert scholars and industry leaders, but it has also always been a warm and welcoming place for the younger generation. We sponsor APTA scholarships at the institutions that host our conferences, we encourage graduate students to present and publish their work with APTA, and we rely on student volunteers to help us at many stages. This is the first time, however, that I know of a high school student presenting research at an academic conference. In this case, Dr. Jo Nami, a professor of food and nutrition at Soekmyung Women’s University, co-wrote a paper with her son, Jo Gi-woong. While they both attended our 2010 conference in Macau, it was Mr. Jo who presented the paper; very successfully, I am told. I think it was a great experience for him, and it really highlighted APTA’s openness to quality research and commitment to encouraging the next generation of hospitality scholars.

Please tell us about how you came to participate in TPO Forum and your feelings about it.

I was overwhelmed with joy and satisfaction seeing how the tiniest seed has grown into a robust and mighty tree! From the very beginning, the dream was that TPO would be a forum where officials from many countries could meet and act as an international governing body to ensure that tourism continued to thrive across the region, and participating in TPO 2010, I felt like that dream had come true.

What is the main research theme in APTA now? Please tell us if you have anything to share with TPO.

APTA’s goals and TPO’s goals are almost perfectly aligned. While TPO is working to bring governmental and regulatory officials together to streamline tourism development, APTA is doing very much the same thing with tourism researchers. Right now, a top objective for both our organizations has to be getting together so that our members can compare ideas and move forward in sync. When industry, academia, and government synergize, tourism development really knows no bounds. To that end, I am eagerly looking forward to a joint APTA/TPO international conference in the near future.

What is the ultimate vision of APTA? Please tell us about your plans in 2011.

APTA’s ultimate vision is an Asian Pacific in which anyone interested in tourism—whether tourism researcher, tourism entrepreneur, tourism official, or so on—can move and work and thrive anywhere within the region. We are striving for a world of tourism unbound. That’s always a tremendous challenge.
Tourism Industry is Blooming

In August, Vladivostok, the biggest Russian port city, drew great attention from Asia-Pacific cities by hosting the 4th TPO Forum. Under the topic of ‘How to Overcome the Economic Recession in Tourism Industry’, the forum attracted over 100 participants from 19 cities in 8 countries and corporate members. Vladivostok has also been chosen as a venue for the APEC 2012 Summit. We invite you to the heated TPO Forum here in fast-growing Vladivostok.

The biennial TPO Forum aims to actively discuss joint projects for development of inter-city tourism and build progressive friendship among TPO member cities. Some participants shook hands and hugged each other and had a brief talk about TPO joint projects because they already knew each other from the previous forum and the general assembly. Since Asia-Pacific cities have recovered from the world economic slowdown faster than any other cities in the world, many participants had a great expectation and interest in this forum. Their passion and enthusiasm lasted throughout the forum.

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He said, “TPO Forum is a great opportunity to promote tourism industry. It is very important to share good information and know how each other and discuss which direction the industry should be headed for. In particular, the joint project among TPO member cities is a key factor.” He hoped that all participants would actively engage in fierce debate during the forum.

Keynote Presentation

With the attendance of participants from member cities, the TPO Forum in Vladivostok began with Mayor of Vladivostok City Mr. Igor Pudkovsky’s welcoming and opening speech. In his speech, he said that he was very honored and pleased to host TPO Forum and made a wish for the success of the forum. Then, a gratitude address was delivered by Mr. Byung Myung Joo, Secretary General. He thanked Vladivostok for its great hospitality and hoped that TPO would play an important role in development of tourism in member cities around the world. He also expressed a great expectation about the fast growth of Asia-Pacific tourism industry.

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Keynote Presentation

The forum started with the presentation by Mr. Sang Taek Lim, chairman of Asia-Pacific Tourism Association (APTA). He was introduced by Mr. Manuel Mendes, CEO of MCM Group Holdings. The Korean speaker said ‘Good Morning’ in different language to the participants from 19 member cities in 8 countries. He started his presentation under the topic of ‘Tourism’s Importance to Global and Local Economy’. APTA is an association comprised of experts in various sectors such as academics, researchers, industry professionals and city/government officials. It was organized in 1995.

While TPO focuses on the projects which target practical development of tourism industry, APTA concentrates on academic development such as research and education. In his presentation, he reviewed the possibility of tourism industry and its impact on world economy in the future and proposed some ideas. He emphasized that it would be important to attract different types of tourists and satisfy their diverse needs and demands. He also insisted the necessity of human resources education and development for promotion of local tourism and development of urban tourism.

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were many questions about how to promote tourism. In response, the importance of public relations was emphasized often. It was also agreed that it would be urgent for the cities which are relatively unknown to create and advertise a city brand through the internet or social network. Many participants in the panel discussion also said that it would be essential to continue PR activities using the mass media such as TPO travel magazine or newspaper and a joint program with other cities.

Forum Session II - Presentation by Member Cities The session was organized for TPO member cities only. Under the topic of “Direction on How the TPO Member Cities are Supporting the Private Sector to Boost the Tourism Industry”, officials from George Town, Ho Chi Minh City, Jakarta and Vladivostok made a presentation. In case of George Town which would be called ‘Pearl of Orient Priously’ during the 1970s, it has created its own brand titled ‘Heritage Cultural Capital’ and actively promoted public relations. Ho Chi Minh City, the capital of Vietnam, has also attempted to change into a tourist city with various festivals and interesting campaigns such as ‘Night at Five Star Hotel’. Jakarta with population of 120,000 has been very active in attracting tourists as well with premium tourist products such as golf, spa and marine tour. Vladivostok known as ‘The Only Unfreezing Land in Russia’ also introduced a lot of fascinating tourist items. It planned to construct a new airport, Primorsky Aquarium, Bridge across the Golden Horn Bay and Bridge to Russky Island and designate and build a special economic zone before the 2012 APEC Summit.

Welcome Reception Participants had the forum with little tension and nervousness on the 1st day. On the following day, a welcoming party was held at the sky lounge of Grand Café located across from the Vladivostok Train Station in a relaxing and comfortable atmosphere. The sky lounge offers a great view of ships at anchor in the harbor with the backdrop of beautiful ocean. At sunset, the city looked more beautiful.

After the welcome address by Vladimir G. Saprykin, Head of Russian Federation City of Vladivostok International Relations and Tourism Department, there was a ceremony to hand over gifts and plaque of appreciation prepared by the TPO to Vladivostok City. After the last welcome address by Mr. Chui Hyung Lee, Director General of Culture, Sports and Tourism Bureau of Busan Metropolitan City, the welcoming party started. The party reached the climax when a Russian performance team in traditional costume appeared. Participants had a great time, dancing Russian folk dance on the floor and drinking vodka.

Special Event of TPO Forum

Korea-Russia Travel Trade Meeting There was a Korea-Russia Travel Trade Meeting in the middle of the TPO Forum Vladivostok, 2010 was the 20th anniversary of diplomatic relations between the Republic of Korea and Russia. The meeting was held to promote tourism between the two countries. About 15 Russian travel-related businesses have participated in the meeting. Mr. Chui Hyung Lee, Director General of Culture, Sports and Tourism Bureau of Busan Metropolitan City, also attended the meeting.

Vladivostok City Tour At the last day of the TPO Forum, the officials from TPO member cities toured around Vladivostok. They visited Vladivostok Train Station which is the beginning and end of the Trans-Siberian Railway, Vladivostok Central Square, Orlov’s Gnezdo and C-56 Submarine Museum. Then, they toured around an old lighthouse and port in a ferry and strengthened their friendship.

Farewell Reception & TPO Best Award The two-day forum in Vladivostok was over. It was a great chance to share information and discuss joint projects among TPO member cities. In addition, Mr. Li Zhixin, Chairman of Executive Committee Member expressed special thanks to Vladivostok for its great support and exquisite hospitality. At the farewell reception, a toast was proposed by the City of Vladivostok. Mr. Li Zhixin announced and awarded the TPO Best Award winners. The TPO Forum in Vladivostok ended with great success, pledging to meet again in the 5th General Assembly in Sept. 2011.
Ho Chi Minh City, Vietnam
Dec. 1 to Jan. 1, 2012

Phan Thiet Beach Festival

This festival is held on Phan Thiet beach in Binh Thuan province, Vietnam. It features music, entertainment, and sports activities, making it a popular destination for tourists during the winter season.

Andong, Korea
Jan. 10 to 11

Toke Etsu Festival

This festival celebrates the New Year with a variety of traditional Korean customs and festivities. It is a popular event for locals and tourists alike, who come to enjoy everything from traditional music and dance to food and drink.

Osaka, Japan
Jan. 9 to 11

Toke Etsu Festival

This festival celebrates the New Year with a variety of traditional Korean customs and festivities. It is a popular event for locals and tourists alike, who come to enjoy everything from traditional music and dance to food and drink.

Ulsan, Korea
Jan. 1

Ganjegolgot Sunrise Festival

This festival is held on the beach in Ulsan, Korea, and features a sunrise ceremony, live music, and fireworks. It is a popular event for those who love the beauty of the sunrise and the festive atmosphere.

Georgetown, Malaysia
Jan. 16

Penang Anual Offroad Buggy Challenge 2011

This is a popular offroad buggy challenge held in Georgetown, Penang. It is a high-speed race that is open to buggy owners from all over the world. It is a popular event for those who love offroad racing and adventure.

Ho Chi Minh City, Vietnam
Jan. 31 to Feb. 6

Spring Flowers Festival

This festival is held in Ho Chi Minh City, Vietnam, and features a variety of local and international artists performing live music and showcasing local art and culture. It is a popular event for those who love music and art.

Bangkok, Thailand
Jan.

Bangkok Fringe Festival

This festival is held in Bangkok, Thailand, and features a variety of local and international artists performing live music and showcasing local art and culture. It is a popular event for those who love music and art.
Bangkok, Thailand
Feb. 17
Nakorn Pathom Food and Fruit Fair
Late February, with plenty of local Thai dishes and cuisine available from Nakorn Pathom, the venue around the enormous Phra Pathom Chedi stupa, in Nakorn Pathom, near to Bangkok itself. Nakorn Pathom has been the province where Buddhism began. Among some of the places of interest is the city of Wat Si Monthon, a large temple around the ancient town of Nakorn Pathom, the Saraphi (Thailand) Ground and the Zone that hosts mainly musical and dramatic performances. Every year, there come a few new every town’s velvet fantasy becomes reality. Blessed with just the right combination of culture and cuisine you can taste the local varieties of produce. All this with the abundance of produce is the pride of the province.

Nagasaki, Japan
Feb. 17
Nagasaki Lantern Festival
The city of Nagasaki celebrates a number of festivals throughout the year, many of which are focused on the family, as well as flowers and other symbols of Japan. The Nagasaki Lantern Festival is another festival, where lanterns are placed outside houses and shops, illuminating the night. The Lantern Festival marks the beginning of the Chinese New Year according to the lunar calendar. The date changes every year, but the festivities remain the same. Processions are led through the streets, with one of the most popular being the Kite Parade, where locals fly kites in the square. A lantern is put in the shape of the kite, which flies high in the night sky.

Chengdu, China
Feb. 18
Chengdu Lantern Festival
Chengdu celebrates the first day of the New Year by dressing up rows of delicate orb-shaped lanterns. The Chengdu Lantern Festival is one of the most famous festivals in China, attracting tourists from all over the world. The festival is held from February 16th to March 1st and features over 1,000 lanterns in various shapes and sizes. The festival is a great opportunity to experience Chinese culture and traditions.

Jakarta, Indonesia
Feb. 17
Jakarta International Java Food and Fruit Fair
This fair is a special event as the festival took place around the ancient town of Jakarta, which is where the city was founded by the Dutch in the 17th century. It is a combination of different themes from the city’s rich history, tourism and culture. The fair offers a variety of local foods, music, and performances. Visitors can enjoy traditional Indonesian dances, music, and art while learning about the rich culture of the city.

Hadong, Korea
Feb. 17
Hadong Korosoe Festival
Hadong Korosoe is considered to have the best quality in Korea. The Korosoe water, which is high in the Jiri Mountains, is distinguished from others thanks to the rocky formations, humid and warm climate conditions. Hadong Korosoe water is known as the mysterious mineral water with the sweet taste and aftertaste. In addition, it is gathered from holes made on Korosoe tree, the day on which insects appear from their holes in the warm Hadong in spring. The Korosoe Festival, held at the Korosoe water spring, is a fascinating event. It is known for its consistent variety of events like Korosoe water tasting, Korosoe water drinking competitions, and singing competitions.

Ho Chi Minh City, Vietnam
Jan. 31 to Feb. 6
Nguyen Hue Flowers Street
Located in the heart of Ho Chi Minh City, Nguyen Hue Flowers Street is a beautiful and colorful sight that welcomes visitors with a variety of flowers and colorful displays. The street is decorated with thousands of flowers, including cherry blossoms, jasmine, and orchids, creating a festive and lively atmosphere.

Hangzhou, China
Feb. 17
Hangzhou Spring Festival
Hangzhou Spring Festival is celebrated throughout the city of Hangzhou, China. The festival is a time for families to come together and enjoy traditional Chinese customs and celebrations. The festival includes dragon dances, firecrackers, and processions. It is a great opportunity for visitors to experience the rich cultural heritage of Hangzhou.

Jakarta, Indonesia
Mar. 4 to 6
Jakarta International Java Food and Fruit Fair
Jakarta International Java Food and Fruit Fair is a major annual event that takes place in Jakarta, Indonesia. The fair features a variety of food and fruit products from around the world, as well as music, dance, and cultural performances. Visitors can enjoy traditional Indonesian dishes, music, and art while learning about the rich culture of the city.

Hangzhou, China
Mar. 24 to 26
Hangzhou International Travel Fair
Hangzhou International Travel Fair is an event that takes place in Hangzhou, China. It features a variety of travel-related products and services, including flights, hotels, and car rentals. Visitors can also enjoy traditional Chinese music and art while learning about the rich culture of the city.
Penang State Minister For Youth & Sports, Women, Family and Community Development

Lydia Ong Kok Fooi

It is the capital of Penang, the island located north-east of Malaysia, and is also a complex city where diverse cultures exist together. As the city developed into the representative trade port in the late 18th century, there was the large inflow of settlers from China, India, and Indonesia. We met Ms. Lydia Ong Kok Fooi, Penang State Minister For Youth & Sports, during an interview on 7th July 2008. Asked about the Penang State Government’s effort for a Cleaner and Greener Penang, she said, “By the warmth and hospitality we offer because home is where the heart is. Reason for this is that when our tourists visit Penang, we want them to feel at home. People will prosper!”

Could you introduce us about Georgetown? What kinds of efforts are made to make it a tourism city?

Georgetown is capital city of Penang, a northern state in Malaysia. Georgetown was named after Britain’s King George III. Georgetown is located on the north-east corner of Penang Island. The inner city of Georgetown is a UNESCO World Heritage Site. It was listed as a world heritage Site on 7 July 2008. Among the effort the Penang State Government include the close cooperation with private tourism players to jointly promote the city of Georgetown and the state of Penang which encompasses the food, culture, heritage and eco-tourism products as a whole at local both level and international levels. We also work closely with sports organizations and NGOs to promote mass sports and international sports events in Penang.

The number of tourists to Georgetown has annually increased. What is the main purpose of travelers visiting your city?

There are plenty to see, touch, taste and experience in Penang. One of the main reasons for Penang to have so many travelers is partly because there are a lot of interesting places to visit in Penang located around Georgetown and Seberang Perai and furthermore, Penang itself is known as the Food Haven not just in Malaysia but also in the Asian region due to our rich multi-cultural heritage and history. Because of our rich heritage and multi-cultural society, we are never short of festivals and celebrations all year round. For the sports enthusiasts, we have a calendar full of participative sports events which cater for the community all year round. The number of tourists visiting Penang was at 5.18 million in year 2007 and it leaped to 6.30 million tourists in 2008 after Georgetown became a UNESCO Heritage Site. That leap had improved Penang state’s standing from fourth place to third placing among 13 other countries in Malaysia. Last year (2009), the figure dropped a little to 5.96 million tourists visiting Penang but despite the slight drop Penang state maintained its position ranking third in numbers of tourists in Malaysia.

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

With Georgetown listed as a UNESCO World Heritage Site, the inner city of Georgetown which is the UNESCO World Heritage Site itself has attracted more visitors especially those who come to appreciate the heritage buildings and living heritage and well preserved culture that have withstood the test of time and modernization. Other attractions include the wide array of food ranging from street food to traditional cuisines that has given Penang the title of “Food Haven” of Malaysia.

Georgetown is famous for Peranakan Cuisine. What is Peranakan and Peranakan culture?

Peranakan culture, though largely originated from Malacca which is another state in Malaysia, is also found in Penang and Singapore where Chinese male traders married local women, some of whom were of Burmese, Thai, Vietnamese and Acheh origins. They embraced the local customs, while still retaining some degree of their ancestral culture.

The Peranakan loves spicy dishes and condiments and there is one particular dish, very popular in Penang, which has its origin from the Peranakan Culture. This particular dish is called laksa. This dish is prepared with thick round rice noodles in a spicy and sour tamarind-based fish soup. The dish is garnished with mint, cucumber, onions, shredded lettuce and pineapple. Laksa is one of the many varieties of Peranakan cuisine that has made Penang a food haven. It is the result of a multi-cultural society of Penang. Most of these cuisines are sold at roadside stalls and are known as “hawker food” or street food. Penang food encompasses Chinese, Malay, Indian and Nyonya (Peranakan) food. Famous Penang food include the fried kway teow, hokkien mee, ice kacang, chendul, popiah, nasi kandar, mee goreng and much more.

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

I would definitely recommend the readers to visit the inner city of Georgetown - a UNESCO World Heritage Site. However, there are plenty of places of interest to visit both on the island and on the mainland as Penang comprises an island where Georgetown is a mainland and which is connected to the island by the Penang Bridge, an icon of Penang.

Other means of traveling to and from the island to the mainland and back is via the ferry service. The Penang ferry is also another icon of Penang not to be missed! On the island, there are many places outside of Georgetown city itself that are interesting to visit such as the Penang Hill, Batu Ferringhi Beach, Kek Lok Si Temple, the Penang National Park, the Penang War Museum, the Penang Botanical Gardens, the Penang Youth Park and many more places. On the mainland, there are interesting places to visit such as the Bukit Mertajam Recreational Forest, Bukit Panchor State Park, the Penang Bird Park and more. Firefly watching along Sungai Krian at Nibong Tebal is also an experience that travelers should not miss when visiting the mainland.

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

Aside from aggressively promoting the food, culture, living heritage, multicultural diversity, sports tourism, medical tourism and eco-tourism, the Penang State Government is working at building a centralized international convention center to cater for more MICE (meeting, incentives, conventions and events) programs. Recently, Georgetown along with Melaka and Kota Kinabalu have recently had a triilateral round table discussion with tourism board representatives from Thailand and Yogyakarta on joint tourism promotions via a series of events namely Battle of The Chefs Among Asian Cities and an Intercity Golf Tournament next year. The aim of the discussion was to compliment each other and create a working relationship beneficial for tourism industry of the cities involved.

As Penang is also an ideal venue for sports events of international standards and with Georgetown’s geographical landscape, we are eager to promote bikecation, a term I have coined out for vacationing and cycling, around Georgetown - in line with the State Government’s effort for a Cleaner and Greener Penang.

In what field do you think TPO should make more efforts so as to develop the organization into a leading tourism organization in the Asia Pacific region?

TPO could look into organizing more joint tourism promotion efforts via fairs with a specific theme annually. The venues of these joint promotions could be held at different TPO member cities each year and it could involve the local tourism industry players of the host city.

What kind of vision do you have for Georgetown as tourism city?

Seeing the potential and well preserved treasures of Georgetown, and the developed city infrastructure and competitive cost of living, the Penang State Government envision Penang to be an international city whilst retaining its identity and heritage not just for tourists to visit but also a place where its people will prosper!

How can you describe Georgetown in a word?

Home. Reason for this is that when our tourists visit Penang, we want them to “Come home to Penang”, to be greeted by friendly Penangites, to be enveloped by the warmth and hospitality we offer because home is where the heart is.
All About Shanghai

This is Shanghai!

Shanghai, the third largest financial center after New York and London, established itself as an international city icon with the successful host of the 2010 Shanghai Expo which had lasted for 184 days since last May. Shanghai is a representative city of China in various areas including culture, commercial, finance and communications; by contrast it cherishes traditional cultures having traces of time intact. From an exclusive industrial zone where high-rise buildings are packed including the Oriental Pearl TV Tower, a landmark of Shanghai to Lao Cai where you can take a look at old streets of Shanghai including Pudong, let’s set out on a trip to the charm of Shanghai where past, present and future exist horizontally. This is Shanghai!

Editor Jin-joo Shin Words Ji-ah Sim Photo Seul Lee
Cooperation Planet China Tour www.planetchinatour.com
Since the region was designated as a special economic zone in 1999, Pudong has been transformed into a financial hub with skyscrapers.

ZhuJiaJiao, The oldest riverside village in Shanghai, is an exotic village about one-hour away from the downtown.

Yuyuan Garden was built during the Ming Dynasty, 400 years ago. The detailed and delicate sculptures on the tiles and walls are very impressive.

You can often see beautiful paintings on the walls on the Tianzi Fang of Taikang Road known as Soho of Shanghai.

Antique and nostalgic narrow street in the back of modern skyscrapers.

The unique door handles with fascinating Chinese patterns make Shanghai more attractive.

Adorable children with a big smile on their faces.

Nanjing Road is the center of Shanghai. This huge road is divided into East Nanjing Road and West Nanjing Road.

A variety of exotic souvenirs are available in Shanghai Old Street.

Chinese policemen you can bump into on the street are strange but interesting.
While radiating dizzy, splendid colors. Let's get into the world of mysterious Shanghai where past and present co-exist.

Finding a Treasure In Shanghai

Dongtai Lu Antique Market

It feels like you can find an object with a special story when you go to the Dongtai Lu Antique Market. Dongtai Lu is close to Xintiandi (心天地), once Pan Yundun’s library. It is interesting to see water getting out of each hole while smoke is spread from its bottom when water is poured on the rock.

Yuyuan Garden

Yuyuan, made 400 years ago during the Ming Dynasty, shows the essence of gardens in Jiangnan, China, which are famous for their beauty. All over the garden hide efforts of 18 years from 1559 to 1577. There is a very crowded and big shopping district called Yuyuan Market at the entrance, but you can enjoy quiet walk for its big size once you get in the garden. You can see the Exquisite Jade Rock (玉玲珑), a rock with holes all over its surface when you go to Yuyuan Hall (豫园堂), once Pan Yundun’s library. It is interesting to see water getting out of each hole while smoke is spread from its bottom when water is poured on the rock.

Finding Excitement of Chinese Lu Xun Park

Lu Xun Park is an historic place in Shanghai where Korean Patriot Yun Bong-gil threw a bomb disguised with a lunchbox to assassinate Japanese major figures on the Japanese emperor’s birthday in 1932. The park was named after the author of a novel, a profound work and writer of a great literature as he liked to take a walk around the park. The park has Lu Xun Memorial Hall and Melting ice, which records a feat of the Korean Patriot Yun Bong-gil.

Old Shanghai and New Shanghai

Xintiandi

While Bund is the place to have the most beautiful view of the Pudong area with the Oriental Pearl TV Tower at the center, Bingjiang Da Dao is the best place to overview the Puxi (西方) area across. Bingjiang Da Dao, a walking trail along the Huangpu River which crosses Shanghai is a loved not only by tourists but also by Shanghai citizens as a resting place and a date course. Let’s take a walk along Bingjiang Da Dao and look at the lighting Bund at a cafe when the sun sets. It can even be compared with Paris, a romantic city, except that there is an Oriental Pearl TV Tower instead of Eiffel Towel.
Shanghai Gourmet Journey

Shanghai cuisine is one of the representative Chinese foods along with Beijing, Guangdong and Sichuan cultures. Shanghai is near to sea so it has good seafood cuisines and its vast plain could be the reason for its good rice cuisines. Nanjing Road and Old Downtown of Shanghai is the best place to enjoy Shanghai cuisine from local street food to exquisite international dinner.

Hot Shanghai Restaurants in Xintiandi T8
Selected as the best interior by one of the U.S.’s renowned gourmet guide book, Zagat, T8 boasts perfect interior matching its reputation. Its interior was designed by two designers of different nationalities and styles. At one side of the restaurant is located in couches and low tables and on the other side is located in Japanese style style bar over a glass cabinet partition at the center. It serves fusion food of European style, Asian ingredient, flavor and Sichuan style hot flavored food with mutton pie as a specialty.

Address: No. 8 Xintiandi North Port Shanghai 200021 Tel. 021-6355-8999 Website www.theshanghai.com

Encounter of Glass Craft and Restaurant TMSK
7 people including a famous glass artist who was Taiwanese actress and a film director opened a glass craft workshop of Chinese contemporary art around 20 years ago, their artsworks gave a birth to the restaurant TMSK. The atmosphere created by lighting a glass is great, while it has a Chinese traditional vibe in it, which makes the restaurant much more beautiful. It serves fusion food and the second floor is opened only for dinner.

Address: Unit 2, 11 Ball, Xintiandi, Shanghai Tel. 021-6266-2227 Website: newsinfric.com Directions: It’s in the walking from the exit No. 2 and 3 of the South Huangpi Road station, subway Line No. 1

Seduction of Hot Pizza

Old Regent Hotel, currently Longemont Shanghai, the finest hotel in Shanghai has an Italian restaurant, named Amici. Amici means ‘friendship’ in Italian. Unlike other hotel restaurants, Amici is classy and warm at the same time. Businessmen who prefer comfortable atmosphere and family members are their regular customers. Its kitchen is equipped with a stove using wood fire, so guests can taste pizza baked in stove.

Address: No.1116 Yan’an West Road, Changning District, Shanghai 200052 Tel. 021-6155-9824 Website: www.amiciresha.com

Shanghai’s Curry is Special

The Nepali food restaurant, Nepal Kitchen’s owner and star mem bers are all from Nepal. The manager said that Indian food is nothing like Nepali food. He said Nepali foods are generally mild, that does not mean they are not hot but that means spices are not stimulating. The manager’s recommendation was Papali Kukhara, a grilled chicken with spices and grilled potatoes. Kukhara Ko Manu, a Nepal style chicken curry and Cheese Ball.

Address: No. 4, Lane 019 Jin Li, Shanghai Tel. 021-5404-6291

Addicted to Shanghai Fried Dumpling

Yang’s Fried Dumpling

Yang’s Fried Dumpling is a representative street food in Shanghai. In a small shop, there are only three types of people who eat, line up and make dumplings. Chinese dumpling contains a small amount of juice inside: therefore don’t bite it when it’s hot to avoid burning. Firstly put a dumpling on a spoon and make a hole in it and suck the juice from it. When the dumpling cools off a little, then you can eat the dumpling with a soy sauce with red pepper oil.

Address: 54-60 West Road, Shanghai Directions: 5-minute walk from the Nanjing Xi Lu station, subway Line No. 2

Spicy Hunan Food Restaurant
Di Shui Dong

Shanghai people don’t like spicy food. Therefore, you sometimes miss spicy food while having Shanghai foods for meal while traveling. A Hunan food restaurant, Di Shui Dong is the great choice, then. Recommended menu is Fish head dish with red pepper and green pepper, spicy and salty and its soup is delicious.

Address: 2F, 56 Manning Nan Lu, Shanghai Tel. 021-6233-2689

Space for Privileged Few

Club Jin Mao

Club Jin Mao is a high-end dining space for real Shanghai cuisine. When it was opened, it was a private dining space for the club of privileged few. But as it gets popular, it became a public restaurant for everyone. The façade is made of full glass from floor to ceiling, so guests can enjoy beautiful scenery and meal altogether.

Address: 1F, Jin Mao Tower 689 Shi Di Dao, Shanghai Tel. 021-50471234-8778 Website: http://shanghaispaceforprivile/ref.html

Classy Shanghai, Three on the Bund

Three on the Bund is the most outstanding existence along the riverside of the Bund where many beautiful and luxurious buildings are lined up. Three is a private number and the Bund is Shanghai’s Bund. In the beautiful two-classic 17-story building houses Antonini Flagship Store, The Evian Spa by Three, The Shanghai Gallery of Art, and four high-end restaurants, Lari’s Whampoa Club, Jean Georges and New Heights.

Address: 1F, Jin Mao Tower 689 Shi Di Dao, Shanghai Tel. 021-6230-3050 Website: www.threeshanghai.com

Aromatic Afternoon with Tea

Lapis Lazuli

Once French concessions, Hengshikou (Lujiazui) is called a little Europe in Shanghai. At the center is Lapis Lazuli, a cozy and pleasant café which reminds of relaxing Sunday brunch. Warm brown antique floor table and chairs create an overall atmosphere. Gentle II candles, Chinese style lanterns, glass wall, well decorated with Chinese characters and watercolor paintings make classic Chinese style. What makes the place famous for the most afternoon tea of good armchair and sweet cake and sandwich in the onsets.

Address: 9 Shanghai’s Gallery of Art Shanghai 200021 Tel. 021-6326-4350 Website: www.theshanghai.com

Trendy Italian Table by Salvatore Cuomo

Issimo

Issimo was selected as the ‘best Italian restaurant’ by TimeOut and Modern Weekly Magazine. The overall playfully, sexy, comfortable and classy interior was designed by Pure Creative International which designed flagship stores of Dior and Fendi. The 12m-long olive tree counter divides the space into kitchen and dining space. Guests at the table in the main hall can see the open kitchen.

Address: 301 West Nanjing Road Shanghai 200041 Tel. 021-3332-4939 Website: www.jushanghai.com

Tasty of Michelin

Jean Georges

Jean Georges’ restaurant operates at the high-end boutique building. Three on the Bund, which received three stars by New York Times. Its main hall has various of a clean red, by contrast, classic dishes with its logos on it are placed on this white table.

Address: 021-6155-9824 Website: www.jeangeorges.com

Fantastic Egg Tart

Lillian Cake House

Walking along Nanjing West Road, you can find a line of people even outside a small shop. You can easily see such a scene at every Lillian Cake House. After being baked egg tart something of butter is made up soft and sweet egg cream and a brown layer of caramel. It’s only 3.5 Yuan for one egg tart quite cheap, but its taste never disappoints you.

Address: 9F, Nanjing West Road, Jing an District, Shanghai Tel. 021-6241-0909

The Best Extravagance for Eyes and Mouth

Whampoa Club

Jean Georges, the youngest master chef in Asia, is famous for his creativity on traditional Shanghai foods. The club is equipped with 5 kinds of premium-quality tea matching perfectly with its foods.

Address: 021-6221-3737

Shining Sense of Star Chef

Laurie Lee

David Laurie is a renowned chef with his great management skills which are as good as his cooking skills. Laurie promotes foods from Australia, his hometown, and Greece and they contain his various experiences through passion.

Address: 021-6221-3737

For Wonderful Proposal

New Heights

Capita of this unique design resembles a shape of “++. One side has buildings with splendid lightings during the French Concessions and beautiful cityscape of Huangpu River and its other side has a dizzy skyline created by landmark buildings of the Bund area.

Address: 021-6321-0909
There are many reasons why people pay attention to Chinese contemporary arts, above all, government’s strategic support and commitment of artists themselves. They are absorbed in work day and night at the art district like native Indians who cultivate wilderness to survive. Therefore, their artworks are various, new and tireless. It’s very interesting to see that artists of various nationalities gather and create synergy effect by sharing artistic inspirations. When we look at their passion, it seems like our hearts are also inspired by their artistic sensitivity.

Shanghai Arts Inhibiting at Moganshan Road M50

In 1990, Moganshan Road (MD) and Dusky textile factory has reinvented itself as the Shanghai Art Zone in 2002. ‘M50’ is a shorter form of Moganshan Road 50 and 100 artists from 16 countries including Korea and 10 Chinese provinces and organizations gather to create a huge gallery district. You can meet many overseas artists including Korean artists, and above all you can feel artistic spirit of Chinese new artists. A huge concrete building which is a starting point of the zone is read M50 and shows a sense of coldness and indifference like a textile factory storage. Most galleries are also workrooms at the same time, so visitors can have a chance to look at art works and working processes of the artists.

Address
STN Shanghai Yu Xing Shanghai Tel 021-2297-7092
Website www.shm50.com

Go to Red Town When You are Blue

Red Town

There are three art districts which made Shanghai’s image trendy, they are Red Town, Moganshan Road 50 and Taikang Rd Tianzifang. Red Town is kind of a new face among them. Red logo which transformed Chinese character artistically indicates the entrance and galleries are lined up inside while showing their uniqueness. Red Town has a similar beginning story with M50. Dense factory area was tried to artists for their work areas. However, the atmosphere here is hugely different from M50. M50 is more like working area for artists but here artists show their work after their working process is done. Red Town has not only galleries and working rooms but also art-related businesses, design item and furniture companies. In Red Town, there are many art shops selling trendy items, look stands specialized in design books or book cafes, so it is good for spending some time there.

Address
3F Lingtai Rd, Shanghai
Directions Take 5 minutes by taxi from Shanghai South Station

Meet Pork Hocks at Zhujiacao

Zhujiacao Ancient Town

There are several places which you can called river town (水乡镇) near Shanghai. They are Zhujiajiao Town (朱家角), Xi Tang (西塘), and Zhujiacao. Among them, Zhujiacao of 1700-year long history is one hour away from Shanghai by bus, so you can visit them easily. Constructions of the Ming and Qing Dynasties remain intact but streets have became neater and has more things to see.

Getting out of the riverside road and going into the alley, a small restaurant on the left where you can have a lunch. After your meal, you can visit the main street of the Road. Two small restaurants on the left where you can have a light lunch and some bars which you can have a cup of coffee or tea are on your right.

Address
Zhujiacao Town Qipao District Shanghai
Website www.zhujiacao.com
Directions Get off at the Shanghai Stadium 4/5 line and take a bus to Zhujiacao Ancient Town

Coffee Aroma Found in Tianzifang

Cafe Dan

You can find a very oddly looking shop made of logs at the corner of the Tianzifang alley. Looking inside, you can see a man in a shirt and a little tree. A man behind the counter is a Japanese and his name is Dika Naga. He can speak Chinese and English a little. He has a, doctorate in physics but he started to learn coffee to reduce stress from excessive work load and finally find his occupation here. Here he introduced his menu to you.

Address
Backstreet 41-248 Taikang Rd Shanghai Tel 021-6466-5422
Opening Time 10:00~23:15
Website www.idancoffee.com

Taikang Rd as New York has SoHo? In the 1930s, Shanghai was a desolate long-tang factory area. Since China’s famous contemporary artist and entrepreneur, Chen Yifei (陈逸飞), opened his studios in 1996, artists started to gather and create an artistic zone at Taikang Rd (泰康路), Shanghai downtown. Long-tang means a traditional house village in an alley in the Jiangnan Region, China. Long-tang where Shikumen houses are gathered is a rare and precious thing to see. It’s all the more charming it has galleries in it.

Then what is Tianzifang (田子坊)? When we call Taikang Rd a big artistic zone Tianzifang is the core of the Road, full of things to see as a main street of the Road. Taikang Road started from a pure artistic entertainment, but now it became an emerging hot spot among youth as it gave its way to M50 and Red Town for its original purpose. Tianzifang is full of small shops, galleries, small restaurants of various cuisines, floors and cafes which give off animal cider smell.

Website www.shanghaistyle.com
Directions Take a subway to Loop Station and take a tourist bus to Zhujiajiao Ancient Town

Go to the Ming and Qing Dynasties! Zhujiajiao Ancient Town

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Website www.shanghaistyle.com
Directions Take a subway to Loop Station and take a tourist bus to Zhujiajiao Ancient Town
**Stay Cool in Shanghai!**

Where do I stay? Planning to go on a trip to China always starts with worrying. When we think of China, we think of poor service and insanitary environment, but those prejudices against China should go away as soon as we arrive at China. Shanghai boasts diverse and unique accommodations beyond our imagination. What we have to do is to find the right one for our budget. There is no regret or disappointment.

**Proud of Design Boutique Hotel**

**Jia Shanghai**

When Jia Hong Kong designed by Philippe Starck first opened, it was on the spotlight, receiving good appreciation for both design and functionality. Following the reputation of Jia Hong Kong, Jia Shanghai opened its chic gate at the center of Shanghai, Nanjing West Road, August 2007. Jia Shanghai calls itself not design hotel but design-led hotel and was designed by three groups of designers unlike Jia Hong Kong. Rooms and the entire hotel were co-designed by Büro and HPG, Australia-based architect farms, which have received several awards in hotel construction and design and the lobby was designed by Andre Fu, emerging Hong Kong designer. Jia Shanghai has a romantic exterior, based on old Shikumen style of the 1920s. Therefore, classic exterior creates a contrast with a highly modern interior. Jia Shanghai has 55 chic guestrooms and a suite and each room has unique and beautiful design and is highly functional. „Jia Hotel shocks out the critics who claim that design hotels are not functional, they are just pretty‟, „small boutique hotel can’t be compared with five-star hotels in terms of service‟.

Address: 101 West Nanjing Road Shanghai 200010 Tel 021-6177-9000 Website: www.jia-shanghai.com Directions: 3 min walk from Nanjing West Road (南京西路) Station, subway line No. 2.

**Hotel Become Landmark**

**Le Royal Meridien**

Le Royal Meridien, located at 789 Nanjing Road, boasts its beautiful exterior, as one of the landmarks of Shanghai. Guests can enjoy beautiful scenery outside through full glass in all 761 luxury rooms. It has a good accessibility to tourist attractions as it is located between pedestrian roads of Nanjing East and Renmin Square. It takes only ten minutes to get to the Bund area and the hotel was put on the gold list of the Conde Nast Traveler in 2009.

Address: 789 Nanjing East Road, Shanghai 200021 Tel 021-2018-9000 Website: www.lemeridien-shanghai.hilton.com

**Space with Oxygen in City**

**URBN Hotel**

With a unique location at Nanjing West Road, the most crowded area in Shanghai, is the China’s first eco-friendly hotel which practices carbon-neutrality. Carbon-neutrality means that they emit zero amount of carbon. You can find eco-friendly ideas everywhere in the hotel. Bamboos are used to cover sunshine to reduce cooling costs and all the construction materials used for the hotel were re-used. The building was once a post office building and it was renovated to build the hotel.

Address: 105 Jiachou Lu, Shanghai 200040 Tel 021-5153-4560 Website: www.urbnhotels.com

**Experience Old Shanghai House**

**Koala Garden House**

The Longemont Hotel, Longemong in Chinese, is the high-end hotel among Chinese hotel brands in Shanghai. After changing its name from Regent Hotel to Longemont Hotel 4 years ago, it established itself as the best hotel in Shanghai. Architect and design of the hotel are world-class and so are interiors of all 511 rooms. From each room, guests can enjoy wide view and beautiful skyline of Shanghai as it is located at the Puxi area across the river and The Bund.

Address: No.1116 Yan’an West Road, Changning District, Shanghai 200052 Tel 021-6155-9999 Website: www.the-longemont-hotel.com

**The Best Hotel in Shanghai**

**Grand Hyatt Shanghai**

Jimmadass, a 48-story building, became a landmark not only of Shanghai but also of China for its height and splendor. Grand Hyatt Shanghai takes from 53rd floor to 67th. Rooms are showing a combination of modern contemporary art and Chinese style, illustrating China’s unique vitally in its otherwise boring interior. Looking up from the Patio Lounge, rooms are creating a whirlpool of 33-story height, designed by Billie Llana, the architect of Florida Palm Beach.

Address: 789 Nanjing Road East, Shanghai 200001 Tel 021-3377-7888 Website: www.starwoodhotels.com/lemeridien

**Boutique Hotel, More Comfortable than My House**

**Lapis Casa**

Lapis Casa is a boutique hotel, located at the tip of the Xintiandi area, which emerges as a hot spot among trendsetters in Shanghai for its price and atmosphere. As you can feel from its name, Lapis Casa has a different concept from other hotels with cozy atmosphere you can feel from the lobby and a reception desk like a living room at a warm house and casual suited staff members. The hotel has 18 rooms, each room has different atmosphere with different antique furniture.

Address: Taicang Road, Lane District No. 18 Tel 021-5382-1600 Website: www.lapiscasahotel.com

**One Night at Unique Hotels in Shanghai**

**Mansion Hotel**

The hotel lobby looks like a big room of the 60’s style mansion. A decorative fireplace, family photos sitting on it, antique European style chandeliers and antique lamps placed among them shows the interior intention of the hotel. Mansion Hotel is a 4-star hotel in Shanghai. Tel 021-6403-8888 Website: www.mansionhotelchina.com

**Rayfont Shanghai Xuhui Hotel**

The 37 story hotel has 408 deluxe rooms as a popular hotel. Its interior is simple and neat and the price is reasonable. It is 10-20 minutes away from famous tourist attractions such as Huai Hai Road and Xintiandi and 20 minutes away from Hongqiao International Airport.

Address: No.7 Zhaojiabang Road, Xuhui District, Shanghai 200030 Tel 021-5407-7000
City Tour  Vladivostok, Russia

Russia’s largest port city

Finding Vladivostok

Vladivostok is the starting point of the Trans-Siberian Railway crossing Russia from west to east and the center of Russian far-east region, which has continuously witnessed development. As the biggest port city in Russia, Vladivostok is the only land which does not freeze in Russia. It has not been well recognized as a sightseeing city, but it has romantic Amursky beach and passion of strong vodka.

Hosting the TPO Forum successfully in September, the most beautiful month of Vladivostok, it will host the 24th Asia-Pacific Economic Cooperation (APEC) meeting in 2012.

We met Vladivostok where urban development is underway in preparation of hosting international meetings actively more than any other cities.

Let's take a journey into the charms of Vladivostok which became much closer to become an international city.

Editor Jin-Joo Shin  Photo Choong-Keun Oh
Impressive Vladivostok Train Station with unique Russian architectural styles.

Admiral Fokina is the most lively and vibrant shopping street in Vladivostok.

A young man at the Vladivostok Train Station. He was waiting for his girlfriend with a beautiful rose.

A bus is the major means of transportation in Vladivostok. You can often see buses on the road due to heavy traffic.

The origin and final destination of the Trans-Siberian Train.

Romantic Amursky Beach for young couples. The neat street with romantic lights is a great place for a pleasant walk.

Vladivostok has a great night view. Not that colorful, but it creates a calm and peaceful atmosphere.

Wooden craftwork engraved with fascinating Russian patterns. It is one of the most famous souvenirs in Vladivostok.

A happy couple taking a wedding picture in front of Eternal Flame Memorial, a symbol of Russian Revolution.

Vladivostok Central Square is a citizens’ shelter and a rendezvous for travelers to meet. Most tours begin here.

What makes travel to Russia most difficult is language. You can enjoy traveling Russia when you can understand Russian language even a little. Let’s learn Russian language you can easily encounter on signboards or road signs on the streets.

Street & Metro Signs
- Меню / меню / Menu
- Телефон / телефона / Phone
- Вход / вход / Entrance
- Выход / выход / Exit
- Переход / переход / Passage
- Метро / метро / Metro
- Станция / станция / Station
- Платформа / платформа / Platform
- Проезд / проезд / Passage
- Самолет / самолет / Airplane
- Морская / морская / Marine
- Спортивный / спортивный / Sports
- Церковь / церковь / Church
- Музей / музей / Museum
- Дом / дом / House
- Могила / могила / Grave
- Банк / банк / Bank
- Продукты / продукты / Products

Street Signs
- Улица / улица / Street
- Площадь / площадь / Square
- Бульвар / бульвар / Boulevard
- Брама / брама / Gate
- Площадь / площадь / Square
- Стадион / стадион / Stadium
- Храм / храм / Temple
- Музей / музей / Museum
- Город / город / City
- Сад / сад / Garden
- Парк / парк / Park
- Площадь / площадь / Square

Source: WayToRussia www.waytorussia.net
Vladivostok City Adventure

Most things to see are centered within 2km radius around the central square located at the west to the Vladivostok Euro Terminal, one day is enough to look around when you have a plan to get yourself busy. From the Central Square to the Observatory from which you can see the entire landscape of Vladivostok. Highlights of the travels to Vladivostok are below.

01 | Start of Trans-Siberian Railway Journey
Vladivostok Railway Station

The 105-year old Vladivostok Railway Station is the start and the end of the Trans-Siberian Railway. Therefore, the station is always busy with travelers who leave and arrive. The station building, established in 1912, has traces of time and steady atmosphere of its history. At the platform, the display of the steam locomotive which connected Moscow and Vladivostok in 1944 is impressive. Back of the display stands a sculpture which says '30,989km' indicating the last destination of the Trans-Siberian Railway, grabbing people’s attention. What you should not miss also is the ceiling painting which symbolically presents main cities of Russia including Moscow and Saint-Petersburg. It’s worthwhile to visit the station even if you don’t plan to have a railway journey, with the architecture full of romantic Russian sensitivity.

Address: 2/4 Malaya St. Vladivostok 690021

02 | The Center of Vladivostok
Ploschad Bortsov Revolutsii

The central square where a huge statue of revolutionists overwhelms Vladivostok citizens. The statue is to remember soldiers who fought for four, dormitory type berth, Pratskartny and Obshy for eight without reserved seat, for a long journey, and the end of the Trans-Siberian Railway. Therefore, the station is always busy with travelers who leave and arrive. It is 10-minute walk from the central station, located at the west tip of the Svetlanskaya St.

Opening Time: 09:00~17:30
Admission Fee: RUB100 * Additional RUB25 is charged for photo-taking

03 | Place for Young Couples
Amursky Bay

The 2km-long main walking trail along Amursky Bay is the best place to experience romance in Vladivostok. It is a popular place among citizens and travelers as European cafes, restaurants, bars and theaters are gathered here. In particular, around the sunset, it changes into a romantic place for couples with romantic lightings. Amursky Bay is a good place for those who enjoy marine sports, couples who enjoy dating on the walking trail and travelers who take a photo. The beach with various scenes is the most vibrant place in Vladivostok and also the best place to feel the life of Vladivostok citizens. In particular, a line of restaurants, bars and street shops along the beach creates an exotic landscape and is smiling at travelers.

Directions: 10-minute walk from the central station, located at the west tip of the Svetlanskaya St.

04 | Panorama of Vladivostok
Orline Gnezdov (Eagle's Nest)

From the observatory you can see the panorama of Vladivostok downtown which is 15 minutes away from the downtown by car. During the day, you can see the whole view of the city with old light house, military ships and the sea. At night, you can see its beauty with lights from houses instead of crowded neon signs. It has a strong atmosphere of industrial city as developments are actively underway. It is also famous for wedding photo shoots and wedding ceremony venue. On weekends, you can see many newly married couples in beautiful wedding gowns and tuxedos. Therefore, `Love` Look` with names and dates are hung here and there around the observatory, which is also impressive.

Directions: takes 15 minutes by taxi from the Central Square

Culture | Real Russian Culture, VODKA VOUDA

Russia’s representative hard liquor, vodka was given birth to the 12th century. It goes through dozens of blending processes with birch flavored arsenal in the distillation process. Colorless, tasteless and odorless are its characteristics along with high alcohol degree (40~50%). You can’t talk about Russian culture and Russia without Vodka. It became a representative alcohol of Russia and highlight of a journey to Vladivostok.

Beluga

With an impressive label of a starfish swimming, Beluga is the best vodka brand as it is soft and well mixed with other vegetables. It tastes the best quality among vodka brands produced in Russia.

Russian Standard Vodka

Pryanik-Chocolat

The most popular vodka, Russian Standard has 43% alcohol degree and is smooth-distilled vodka. Taking around 80% of the Russian vodka market, Russian Standard is made of vodka from Luke Lustig, created as glittered nails.

Kazynka

Called vodka for the people, Kazynka is the common vodka brand you can find in Russia. When you keep vodka in a freezer for a day, it forms a shape of gel, not into ice due to its high alcohol degree. The gel shape in the bottle form is to enjoy vodka.

Tigrloff Vodka Premium

Tigrloff is 40% alcohol contained low vodka with three types; Black, Forest and Crystal and amphophila bottle design. Cheaper than Beluga but better design and taste, therefore popular among young travelers.

05 | Real Russian Submarine
C-56 Submarine Museum

As boasting its military power, the submarine used in the Second World War was renovated to open a museum. Vladivostok was Old Russian marine’s far-east base, you can see many traces of the time in the city and the huge submarine is one of them. Going into the narrow entrance, you can find a telescope for observing outside situations, communication room, kitchen, bedroom for the captain. You would feel the tension of the time when you sit at one side of this minimal space.

Address: Korabelnaya naberejnya (Ship quay), Vladivostok
Tel: 20-61 / Opening Time: 10:30~17:30 Closed Sunday, Monday, Tuesday, Admission Fee RUB100 (50% off) * Additional RUB40 is charged for photo-taking

06 | Photos, Nature and History
Arsenyev Museum of Natural Science

The natural science museum was named after Russia’s famous traveler and explorer, Arsenyev. The biggest museum in Vladivostok and the oldest one in the Primorsky region which opened in 1890. It has a collection of 200,000 items including stuffed animals and botanical specimens with exhibitions on nature, ethnography and archeology. On the first floor, a black bear and 4-5 m tall Amur Tiger are displayed. Most wild animals in display are stuffed ones of real life and they are the ones easily found in Eastern Russian or northeastern China. Also, records and remains of the natives and remains of Korea’s Balhae period are eye-catching.

Address: 25 Svetlanskaya St. Tel: 4232-41-42-82 Opening Time: Mon-Fri 09:30~18:00, Sat-Sun 09:00~17:30 Admission Fee RUB100

07 | Symbol of Emperor Nikolai
Church of St. Nicholas

The beautiful arch on the way from Svetlanskaya St. to the C-56 Submarine Museum was established to commemorate Russia’s last emperor Nikolai in 1897. Small but very Russian, the arch has an ectopic and beautiful shape. The arch was destroyed in the late 1920 but restored in 2003 to commemorate the 135th anniversary of the emperor Nikolai.

08 | Religion of Russia
Church in Honour of Holy Apostle Andrey Peruivozny

Buildings with an orange shape you can easily find in this busy city is a chapel named Holy Apostle Andrey Peruivozny. Its architecture, which has totally different atmosphere from catholic church, is very impressive. Walking along the street toward the Triumphal Arch, you can find the Russian church and Andrey Peruivozny Church.

09 | Cry Toward Sea
Lenin Statue

At the opposite side of the Vladivostok central station is Lenin standing in their direction toward future sea. This statue is left in Vladivostok is paying for the sea with its finger.
**O1** Restaurant with Beautiful View

**Orlinoe Gnezdo Restaurant**

At the fine restaurant, located at the highest mountain in Vladivostok, called ‘Eagle’s Nest’, you can enjoy dining and a beautiful panorama of the Vladivostok downtown and Amursky Bay. It serves various menus from Russian traditional foods and international menus including pasta. Bar and a pool table is at one side of the restaurant, so that it is good to enjoy vodka or cocktail or spend some time.

Address: 8 Admiral Fokina Ul. Vladivostok 690091; Tel: 4232-451-557 E-mail: info@orlinoe-gnezdo.ru

**Opening Time**

Mon~Fri 10:00~23:00, Weekend 12:00~23:00

**Travel TIP** Special Experience in Russia, Suzana Ranya

As Russia’s temperature in winter is lower than minus 20 degree Celsius, saunas has been developed from long time ago. Its way is little unique. Heat up your body from heated rock, tipping your body inside the room, full of birch tree smell, is good for your blood circulation. Dipping your body in a wide Jacuzzi and sweating will take your fatigue away from the travel. There are many saunas in Vladivostok and their facilities vary including jacuzzi, shower, sauna room and even sleeping facilities.

**O2** Real Beer Taste

**Munich Restaurant**

Munich Restaurant, located at the Svetskaya Street, is the highest mountain in Vladivostok, so you can see as far away from the travel. Arch interior made of bricks and Bayern Palace flags remind visitors of name. Arch interior made of bricks and Bayern Palace flags remind visitors of Bavaria.

Address: 3 Savetskaya St, Vladivostok 690091; Tel: 4232-45-54 Opening Time: Mon-Thurs 12:00~19:00, Sat-Sun 12:00~19:00

**Travel TIP**

**Special Experience in Russia, Suzana Ranya**

It’s a shop specialized in home-made cake and tea located at the Admiral Fokina Street. It serves freshly baked breads such as muffin, cookie, and big almond and walnut cake. Even though it’s a small shop, people have to make a line to order due to its tasty breads. And the price is relatively cheap. At one side, English magazines and travel guidebooks are prepared, so it’s good to take some time and rest at the shop.

Address: 4 Admiral Fokina Ul, Vladivostok 4232-045-531 Opening Time: Mon-Fri 09:00~20:00, Sat-Sun 10:00~19:00

**O4** Homemade Cake and a Cup of Tea

**Five O’CLOCK**

It’s a shop specialized in homemade cake and tea located at the Admiral Fokina Street. It serves freshly baked breads such as muffin, cookie, and big almond and walnut cake. Even though it’s a small shop; people have to make a line to order due to its tasty breads. And the price is relatively cheap. At one side, English magazines and travel guidebooks are prepared, so it’s good to take some time and rest at the shop.

Address: 4 Admiral Fokina Ul, Vladivostok 4232-045-531 Opening Time: Mon-Fri 09:00~20:00, Sat-Sun 10:00~19:00

**O3** Representative Department Store in Vladivostok

**Clever House Shopping Center**

The largest department store in Vladivostok, it is located at the intersection of Semenovskaya Street and Aleksiyka Street. At a large supermarket in the basement, you can find various Russian products you can’t easily find such as smoked salmon, caviar, Russian cheese or small gifts. In particular, there is a separate section for vodka with dozens of local brand vodka. It’s interesting to see and choose among them. On the second and third floor are fashion brand shops and children’s shops and on the fifth floor is a food court so that you have a light meal.

Address: Semenovskaya St. 15, Vladivostok Opening Time: 10:00~21:00

**O5** Where You Can Find Cuban Cigars

**Churchill Tabacco**

Smoking is prohibited in most public buildings in Europe, still Russia loves smokers. Most restaurants and public places including hotels have smoking sections, so smokers can easily enjoy smoking. Churchill Tabacco is popular among travelers and locals as they can buy tobacco of various brands including Russian tobacco and Cuban cigar.

Address: 4 Admiral Fokina Ul. Vladivostok 4232-04-33 Opening Time: 10:00~21:00

**O6** Hand-Craft Shopping Center

**Rodina**

Rodina at the opposite side of Clever House. Shopping Center sells antique interior furniture, glass craft and hand-made souvenirs. On the first floor are antique decoration shops and on the second floor are shops for Russian traditional dolls and porcelain crafts. It’s the best place to buy souvenirs but the price is very high as they are fine items. It’s very interesting to take a look around as there are many items which have strong Russian colors.

Address: 3 Savetskiy St. 31, Vladivostok Opening Time: 10:00~19:00

**Shopping**

- Must Have Items in Vladivostok
  - Matroshka
    - Russia’s representative wooden traditional doll, it’s interesting to open it as it has many smaller dolls of different sizes inside. It depends on it type, but some of them has maximum of 12 dolls inside, please see the price list.
  - Churchill Tabacco
  - Russian Porcelain
  - Matryoshka
  - Porcelain Craft
    - Russian Porcelain is called ‘White Gold’ as their porcelain company which was established by the 19th century and it’s rich in gleaming and attractive. It’s in China or England or France or Germany, but its all in Russia.

**Accommodation**

- Where To Stay
  - **Modern Business Hotel Hyundai Hotel**
    - Run by Korean Hyundai Group, the hotel has a beautiful view of Vladivostok and the sea as a representative business hotel in Vladivostok. Business travelers prefer it as it is equipped with a conference room, a swimming pool and a nightclub. Rather than Russian style, it’s a modern and urban interior.
  - **Russian Style Antique Hotel Versailles Hotel**
    - The hotel with Russia’s antique and elegant style, is a historic building which was established in 1907. It has high accessibility to many tourist attractions such as modern art gallery, banks and Amursky Beach as it is located at the center of Vladivostok.
Sokcho in Winter

After the loud summer vacation and colorful autumn passed by, Sokcho is greeting travelers with tidy face even in a bitter winter wind. Jaw-dropping magnificent view of Seorak Mountain, Lake flowing murmuringly around the city and blue sea with breaking waves. Winter Sokcho on weekends has all the charms.  

Editor Yun-Ha Lee  
Photo Choong-Keun Oh

Direction to Sokcho (car)

As the Seoul-Chuncheon Expressway opened, Sokcho got much closer. After passing the Seoul Tollgate and entering the Seoul-Chuncheon Expressway, take the Route 44 from the Donghongcheon IC, take a left turn toward Ganseong and Sokcho at the Hangye Intersection and then take the Manung Road. Turn left toward Sokcho and Misiryung and pass the Misiryung Tollgate. Then you will get Sokcho.
Let's Go to the Winter Sea

Endless horizontal line comes up soon after running toward eastside of Sokcho. A port of various faces and a place famous for sunset with blazing red sun are at the entrance. I looked around seaside roads of Sokcho.

Dongmyeong Port
Try Fresh Raw Fish
The first among three gifts of port. Let's have fresh raw fish at Dongmyeong Port on a cold winter day, the best season for eyespot puffer and filefish. Fishing is available for 24 hours; the port is open for both citizens and travelers.

Address 1-15-8, Dongmyeong-dong, Sokcho-si, Gangwon-do Tel 033-633-3171

Good Place for Enjoying Sunrise Light House Observatory
A lighthouse observatory is located near Dongmyeong Port and great for enjoying sunrises. It’s not easy to climb up a steep steel staircase, but it’s worth a visit. A beautiful scenery of Sokcho Port can be viewed from the observatory. It’s open throughout the year and famous for beautiful sunrises.

Directions Take a right turn toward Younggeumjeong Apartment after Dongmyeong Port. Hours of Operation Summer Season: 7:00~19:00 during Winter Season: 8:00~17:00.

Daebo Port
Exciting Market Place
Sweet smell of fried shrimp attracts visitors at the crowded entrance of Daebo Port, well-dried fish are displayed along the alley and one-storied fish restaurants and outdoor raw fish shops where people are sitting on plastic chairs enjoying tasty fish. The port is renovated newly and modernized, but it still has traditional fried shrimp shops, dried fish shops and raw fish shops along its narrow alley, where even a car can’t pass by.

Address 421-57, Daebo-dong, Sokcho-si, Gangwon-do Tel 033-633-3171

Sokcho has more attractions apart from sea. Mysterious pools of water, lagoon, made away from the sea. Youngrang Lake and Cheongcho Lake flowing softly around Sokcho downtown show different aspects of Sokcho from the sea. Travel around Sokcho downtown along the way of water both sea and lakes.
Sokcho changes its look every season according to arms of majestic Seorak Mountain, special moments in Seorak, from Misiryung Hill to cultural spaces in Sokcho and from huge rocks like well-grown muscle to wild bird’s nest on trees.

There is Sokcho Museum, a cultural space over Misiryung. Visitors can find everything that all about Sokcho here. Sokcho Cultures Gathered in One Place

Address: 1474-1 Joyang-dong, Sokcho-si, Gangwon-do Tel 033-632-7828 Hours of Operation: 09:30~18:00 (Closed on Monday) Website: www.csokchomuseum.go.kr

Teddy Bear Farm
A Lovely Bear

When you meet a cute face with round eyes at Teddy Bear Farm, even an adult recovers his innocence at once. At this special farm full of hand-made bears, you can meet bears touring around Sokcho and around the world and you can also take a memorable picture in a teddy bear’s arms, which is as big as people.

Address: 107-3 Nohak-dong, Sokcho-si, Gangwon-do Tel 033-639-2978 Hours of Operation: 10:00~17:00 (Closed on Monday) Website: www.teddyfarm.net

Mt. Seorak National Park Information Office

The Place to Visit Before Going to Seorak Mountain

This place is full of affection towards Seorak Mountain from over-all introduction to Mt. Seorak National Park to environmental campaigns. Replicas of animals and insects inhabiting in Seorak Mountain are displayed and sounds of birds inhabiting in Seorak Mountain such as mugimaki flycatcher and nutruchan can be heard with a touch of a button. You might feel an urge to press all the buttons to hear sounds of birds.

Address: 616, Sokcho-dong, Sokcho-si, Gangwon-do Tel 033-638-7700 Hours of Operation: 10:00~17:00 (Closed on Monday)

Shinheung Temple
Where Merciful Buddha is

Shinheung Temple located at the entrance of Seorak Mountain. After passing Jiiluman, 15 m-tall huge sitting Buddha is graciously looking over travelers. The temple presents peace to city people who have many worries and hopes. It is essential to keep quiet as there are many monks meditating. Seokdamowon operated by the temple provides a cup of hot tea for free.

Address: 172, Sokcho-dong, Sokcho-si, Gangwon-do Tel 033-638-7044

Seorak Temple
Where Buddhist Art is

Seorak Temple is on the way to Seorak Mountain. It is the largest and oldest temple on the road to Seorak Mountain. The temple is full of Buddhist art from the Korean traditional art to the Tang dynasty art. In this temple, it is like well-grown muscle to wild bird’s nest on trees.

Address: 15 m-tall huge sitting Buddha is graciously looking over travelers. The temple presents peace to city people who have many worries and hopes. It is essential to keep quiet as there are many monks meditating. Seokdamowon operated by the temple provides a cup of hot tea for free.

Address: 172, Sokcho-dong, Sokcho-si, Gangwon-do Tel 033-638-7044

Sokcho Pungmuldan
Listening to Korean Traditional Music

I listened music of the Pungmuldan at the Seorak Pungmuldan. Pungmuldan is a kind of Korean traditional percussion music. Pungmuldan provided us an exciting performance which is an effort to preserve Korean traditional art. Pungmuldan is held twice a day at the Seorak Pungmuldan. If you don’t know Korean traditional music, this place is a good place for you to listen to the music.

Address: 1073-65 Nohak-dong, Sokcho-si, Gangwon-do Tel 033-639-2978 Hours of Operation: 09:30~18:00 (Closed on Monday) Website: www.teddyfarm.net

Sokcho Cultures Gathered in One Place

There is Sokcho Museum, a cultural space over Misiryung. Visitors can find everything that all about Sokcho here. Sokcho Cultures Gathered in One Place

Address: 1474-1 Joyang-dong, Sokcho-si, Gangwon-do Tel 033-632-7828 Admission Fee: Adult 5,000 KRW, Child 300 KRW Hours of Operation: 09:30~18:00 (Closed on Monday) Website: www.csokchomuseum.go.kr
From Dusk till Dawn in Georgetown

Penang is called Pearl of the Orient and Emerald of the Indian Ocean. Buildings of colonial period in Georgetown, Penang’s downtown has exotic atmosphere and relaxing beach life is in the sea resort zone. Moreover, foods of China, India and Middle East can be enjoyed as it was a marine trade hub in the past. Suggestions to those who want to enjoy freedom and self-indulgence to the fullest in Penang.

Edited by Jin-Joo Shin, Su-Jin Kim. Photo by: AB-ROAD DB

Somerset Maugham, the author of *The Moon and Sixpence*, said “you can’t say that you have seen the whole world without visiting Penang”. With clear weather all year round, beautiful nature, geographical conditions blessed with no natural disasters such as storm, earthquake and volcano. Penang is the subject people always bring up when they talk about travel to Malaysia. Especially, Georgetown is concentrated with inexpensive accommodations, good restaurants and tourist attractions, must-visit place for tourists. Try Trishaw rather than taxi when taking a look around Georgetown’s tourist attractions. It’s convenient, reasonably-priced and most of all possesses charm of its own.

Captain Francis Light who found the Penang island for the first time in 1786, established a fortress on the arrival site to protect invasion from foreign enemies. It has a corner of miniaturized Georgetown in 1820 and exhibitions of each ethnic group’s culture and custom.

As the oldest Chinese temple in Penang, here is full of the faithful on the Goddess of Mercy Temple’s birthday three times a year.

As a Hindu temple located at the Little India Street, the sculpture of God Subramaniam, decorated with gold, silver, diamonds and other splendid jewelries is famous.

It houses 200-300 shops selling jewelry, flower, spices, food ingredients and Indian traditional souvenirs. You can feel like you are in India here.

The most famous place among Chinese temples in Penang for fancy decorations and sculptures. It is an ancestral shrine of the Khoo family who came from southern China.

It was established to celebrate 50th birthday of the Queen Elizabeth of U.K. in 1897.

House of the millionaire Chung Keng Kwee in the 1800s turned into a museum. You can see his splendid lifestyle of the time.

The 19th Oil Kwee was established in celebration 50th birthday of the Queen Elizabeth of U.K. in 1897.

Penang Museum

Khoo Kongsi

Fort Cornwallis

Penang Museum

Little India

Lunch

10:00

10:30

11:30

14:00

14:30

15:30

16:00

17:30

18:00
Dinner after 10:00 PM

Even parents who have to put their children to sleep or those who watch drama around 9 has a slightly different time line when they travel abroad. What about enjoying a dinner at a time when you usually go to bed? There are several restaurants you can enjoy full course meal even after 10:00!

Sea Food Restaurant with Reasonable Price

Price range 22~48 ringgit (service charge 10%, government tax 5% excluded)

Address 12A, Jalan Tun Hsiong, 11000 Penang, Malaysia
Tel 06-831-2525 Hours of Operation 10:30~24:00 Price range seafood 23.8~68 ringgit, stake 23.8~49 ringgit (service charge 10%, government tax 5% excluded) Website www.bayviewhotels.com/georgetown

Magic 1 Restaurant

There are many seafood restaurants in Penang but what makes the restaurant special is its inexpensive price for fresh seafood. Lobster you can’t easily eat for usual occasions is 18 ringgit per 100g and a smallest one is 40 ringgit 200g only. Its various menus including Malaysian style to Western ones are popular among travelers and kids menu increase opportunities for children to choose.

Address 162-A, Jalan Rhu, 11100 Penang, Malaysia
Tel 04-988-2121 Hours of Operation 12:00~24:00 Price range seafood 23.8~49 ringgit, stake 23.8~49 ringgit (service charge 10%, government tax 5% excluded)

Delicious Spa Cuisine

Enjoy spa and food at a colonial building with fancy tiles and roof decorations! In particular, ‘5 course jumbo set’ provides you a two-hour spa for free. Organic vegetables, wine, food with olive oil but without any artificial seasoning is provided too.

Address 17A, Jalan Sultan Ahmad Shah, 10050 Penang, Malaysia
Tel 04-261-0288 Hours of Operation 09:30~23:30 Price range 5 course jumbo set 33~18 ringgit, set menu 13~23.8 ringgit (service charge 10%, government tax 5% excluded) Website www.blackspaucuisine.com

Enjoying Both Spa and Organic Food!

Set menu 13.9~23.9 ringgit (service charge 10%, government tax 5% excluded)

Address 1, Sekolah Bayar Inaati, Gurney Bay, 11000 Bayan Lepas, Penang, Malaysia
Tel 04-612-1119/133 Hours of operation 11:00~24:00 Price range evening 12~42.8 ringgit, cocktails 25~26 ringgit, beer 20~23 ringgit (service charge 10%, government tax 5% excluded) Website www.eastin.com

Relaxing café in the late afternoon and bar with live music at night, Bayview Hotel Lounge provides romantic atmosphere with live performance of the Philippine band at 9 except for Monday. Small stage but many people are attracted to the lounge for its cozy atmosphere over tea or wine.

Address 25-A Farquhar Street, 10200 Penang, Malaysia
Tel 04-283-3131 Hours of operation 17:00~02:00 Price range 14~150 ringgit (service charge 10%, government tax 5% excluded) Website www.bayviewhotels.com/georgetown

Linger Longer Lounge

If you have to get up early the next morning so you are nervous when the clock rings it twelve like Cinderella, then it would be great to have a relaxing time over cocktail at a hotel lobby after dinner. Bright and fancy lobby lounge during the day could turn into a charming space with music at night.

Address Ratu Fejroni Beach 11100 Penang, Malaysia
Tel 04-888-5688 Hours of operation 10:00~24:00 Price range cocktail 16~25 ringgit, wine 21~25 ringgit, snack 18~35 ringgit (service charge 10%, government tax 5% excluded) Website www.shangri-la.com

Main Menu of Flamingo Café, Flamingo Hotel

Main restaurant and café at Hotel Flamingo were renovated last October, 2009. Chandelier and point wall paper make the entire atmosphere luxurious and match well with primary color tableware. Red and gold interior under gentle lighting is eye-catching, when you enter the lobby lounge of Shangri-La Resort. Let’s choose menu for your catching, when you travel abroad. What about having a Margarita at the best place for enjoying cocktail even during the day as it has a great sunshine and sea from various angles. Don’t miss live concerts starting from 7:45, which last one hour every evening!

Address 21-A, Jalan Sultan Ahmad Shah, 10050 Penang, Malaysia
Tel 04-890 5999 Hours of operation 17:00~02:00 Price range 21~38 ringgit (service charge 10%, government tax 5% excluded) Website www.hydrohotelpenang.com

Enjoy night with wine or cocktail at the lounge of Eastin Hotel located near Penang International Airport. You might not want to leave the place once you sit on an ergonomically designed red sofa and sea lounge. Red and gold interior under gentle lighting is eye-catching, when you enter the lobby lounge of Shangri-La Resort. Let’s choose menu for your catching, when you travel abroad.

Address 316, Jalan Sultan Ahmad Shah, 10050 Penang, Malaysia
Tel 04-892-7111 Hours of operation 11:00~24:00 Price range afternoon tea 23~38.9 ringgit, cocktails 25~26 ringgit, beer 20~23 ringgit (service charge 10%, government tax 5% excluded) Website www.eastin.com

Flamingo Café, Flamingo Hotel

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Sea Lounge, Hydro Hotel

Wide space of Hydro Hotel Lounge is eye-catching. A wide stage, designing box and black sofas placed indifferently but sharply make the inside look a theater. Jazz, pop performances every night from 8 to 12 get good responses from audience. Hydro Sling is recommended on the bar where drinks can be ordered only. A light cocktail of jin, lime juice, Seven Up and brandy, they are for women.

Address Ratu Fejroni Beach 11100 Penang, Malaysia
Tel 04-888-5688 Hours of operation 10:00~24:00 Price range 21~38 ringgit (service charge 10%, government tax 5% excluded) Website www.hydrohotelpenang.com

Enjoying Performance near the Sea!

Sea Lounge, Hydro Hotel

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Enjoying With Sumptuous Cuisine

Delicious Spa Cuisine

Enjoy spa and food at a colonial building with fancy tiles and roof decorations! In particular, ‘5 course jumbo set’ provides you a two-hour spa for free. Organic vegetables, wine, food with olive oil but without any artificial seasoning is provided too.

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Tel 04-261-0288 Hours of Operation 09:30~23:30 Price range 5 course jumbo set 33~18 ringgit, set menu 13~23.8 ringgit (service charge 10%, government tax 5% excluded) Website www.blackspaucuisine.com

Sea Food Restaurant with Reasonable Price

Price range 22~48 ringgit (service charge 10%, government tax 5% excluded)

Address 12A, Jalan Tun Hsiong, 11000 Penang, Malaysia
Tel 06-831-2525 Hours of Operation 10:30~24:00 Price range seafood 23.8~68 ringgit, stake 23.8~49 ringgit (service charge 10%, government tax 5% excluded) Website www.bayviewhotels.com/georgetown
Beyond Midnight

Midnight does not mean anything to those who are not willing to sleep at all. At a time most restaurants are closed, you can still enjoy the night fever of Penang. The charm of night snack after exhausting yourself at clubs and bars invigorates you not to give up the long, long night that lasts until dawn.

Kopitiam, Bayview Hotel Georgetown

Kopitiam means coffee shop in local language, but the 24-hour shop does not serve coffee all the time. It serves interesting but unfamiliar local foods such as Nasi Goreng, fried rice, Laksa, spicy noodle soup and seafood noodle with soft and plump shrimp and international menus. Unlike normal exterior, it serves extraordinarily delicious foods.

Address 25-A Farquhar Street, 10200 Penang, Malaysia Tel 604-263-3161 Hours of operation 24 hours * Morning buffet 07:30~10:30 Price range 25~28 ringgit (service charge 10%, government tax 5% excluded) Website www.bayviewhotels.com/georgetown

Starz Diner, Hard Rock Hotel

Starz Diner can accommodate 150 guests at a time in its indoor and outdoor spaces. The vibrant atmosphere of its open kitchen is transparently showing to diners, serving Asian and international foods. In particular, Saturdays are popular as sea food buffet opens on the day. On weekends, it closes at 11 but on weekends it opens until 4 in the morning; therefore, it is good to put an end to a long night.

Address Batu Ferringhi Beach, 11100 Penang, Malaysia Tel 604-612-1111(#128) Price range 20~80 ringgit (service charge 10%, government tax 5% excluded) Website www.hardrockhotel.com

Penang Restaurant & Bar, Shangri-La’s Rasa Sayang Resort & Spa

Enjoy special Sutay, a Malaysian traditional food with beautiful beach and pool-side landscape. It’s a simple food of charcoald grilled chicken, beef and lamb with sauce, but you can’t take your hands off that sweet peanut sauced food.

Directions Take 30 minutes by taxi from Georgetown Penang, Shangri-La’s Rasa Sayang Resort & Spa First Ferringhi Beach Address Batu Ferringhi Beach 11100 Penang, Malaysia Tel 604-612-1111 Hours of operation 11:00~14:00(lunch), 19:30~22:30(dinner) Price range 14~40 ringgit (service charge 10%, government tax 5% excluded) Website www.penang-resort.my

Swez Brasserie, Eastin Hotel

Swez Brasserie is an individualistic cafe which provides international foods from Monday to Thursday. Japanese food on Friday, seafood on Saturday and Thai food on Sunday. On the weekend afternoon, English high-tea menu is served. Popular menus are Nasi Lamb Tongue with special sauce and fish and chips.

Address 1 Selat Bayu Jalan, Queensbay 11000 Bayan Lepas, Penang, Malaysia Tel 604-249-1120 Hours of operation 08:00~23:30 Price range 18~40 ringgit, main courses 23~45 ringgit, pasta 34~65 ringgit (service charge 10%, government tax 5% excluded) Website www.eatin.com.my

Daytime Dining Variety

All the foods which can be enjoyed in Penang’s beautiful nights are here. From Malaysian local foods with Asian taste and flavor to western menu with light and sweet taste, dining lunch and buffet you can choose by day or preference. Must-visit restaurants in Penang are all here.

Taipan Fins Restaurant, The Northam All Suite

The restaurant is located on the 2nd floor of the Northam All Suite and famous for Hong Kong chef. In particular, it serves Dim sum in 40 kinds of flavor and ingredient at an inexpensive price only during lunch. Don’t hesitate to choose, but refer to recommended menu by chef.

Address 55, Jalan Sultan Ahmad Shah, 10300 Georgetown Penang, Malaysia Tel 604-370-1111 Hours of operation 11:00~14:00(lunch), 19:30~22:30(dinner) Price range 14~40 ringgit (service charge 10%, government tax 5% excluded) Website www.northam-hotel.com.my

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Carmen @ The Tiger Tavern, Bayview Hotel Georgetown

Remember Carmen Club when you look for a music club. The vibrant kitchen is Open to the Public and is a popular hot place among locals for every day live concerts of local bands and for private parties. It’s also easy to find as it’s in Georgetown.

Address 90-A, Amora Road, 10200 Georgetown, Penang, Malaysia Tel 604-226-0218 Hours of operation 11:00~15:00, 18:00~22:30 Price range appetizer 15~28 ringgit, main courses 28~40.5 ringgit, pasta 14.5~28.5 ringgit Website www.flicontor咖啡.com

Little Cottage Café

If you had enough of local food, here is the right place for you. You can have lunch with black pepper sauce or smoked salmon with various vegetables including carrot, broccoli in a European vibe space decorated with small items, picture frames, a fireplace and table clothes. It’s also very easy to find as it’s in Georgetown.

Address 99-A, Amora Road, 10320 Gurney Drive, Penang, Malaysia Tel 604-207-9392 Hours of operation 11:00~15:00, 18:00~22:30 Price range appetizer 15~28 ringgit, main courses 28~40.5 ringgit, pasta 14.5~28.5 ringgit Website www.flicontor咖啡.com

G Café, G Hotel

G Café is a buffet restaurant with stylish interior. Guests can enjoy buffet full of local foods and various international menus. Different menus are served as turkey food on Monday and seafood on Tuesday. You can also enjoy meal after shopping as it is located next to a big shopping mall Gurney Plaza.

Address 1684 Penang Road, 10150 Penang, Malaysia Tel 604-236-5002 Hours of operation 24 hours * Buffet 12:00~15:00(buffet), 18:00~22:00(hours) Price range lunch 40 ringgit, dinner 72~96 ringgit (service charge 15%, government tax 5% excluded) Website www.ghotel.com.my

Grove Brasserie, Hotel Royal Penang

You can enjoy Penang’s local foods in a courteous and cozy atmosphere at hotel. Once you taste foods cooked by local chef’s unique recipes, you can’t help but coming again. Signature menu, Kampung fried rice is also suitable for Korean taste.

Address 3, Jalan Laut, Penang, 10250 Penang, Malaysia Tel 604-228-7888 Hours of operation 06:00~13:00, 17:00~22:00 Price range 10~20 ringgit (service charge 10%, government tax 5% excluded) Website www.hotelroyalpenang.com

Original Hard Rock Café! The statue of Michael Jackson is traveler’s favorite place to take a photo. Sometimes, 70s or 80s old pops are played but mostly rock music is played. You should not miss in exciting performance of a live band from 10 for three hours every night. If you order a cocktail, you can bring the glass with you with an extra charge of 50~100 ringgit as a souvenier.

Address Batu Ferringhi Beach, 11100 Penang, Malaysia Tel 604-888-8888 Website www.hardrockhotels.net

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Movie Increases Tourism Resources

Editor Myung-Hyo Chung

As the quality of life has enhanced, the demand for travel has gradually increased. Economic development increases income levels; advancement in transportation methods increases leisure time; and development in information technology stimulates new tour packages. The film industry is a representative growth engine and high-value-added industry in the 21st century. The entertainment industry includes all the relevant areas such as tourism, circulation, job creation, distribution, export and import. In particular, each city’s effort to support film-making and its marketing, distribution, internet, develop transportation methods and travel agencies’ effort to develop tourism packages are stimulating movie fans’ urge to experience and see locations that are connected with tourism. A representative IPU member city, Busan hosts an international film festival every fall and has become shooting locations for several movies and dramas. As the quality of life has enhanced, the demand for travel has gradually increased. Economic development increases income levels; advancement in transportation methods increases leisure time; and development in information technology stimulates new tour packages. The film industry is a representative growth engine and high-value-added industry in the 21st century. The entertainment industry includes all the relevant areas such as tourism, circulation, job creation, distribution, export and import. In particular, each city’s effort to support film-making and its marketing, distribution, internet, develop transportation methods and travel agencies’ effort to develop tourism packages are stimulating movie fans’ urge to experience and see locations that are connected with tourism. A representative IPU member city, Busan hosts an international film festival every fall and has become shooting locations for several movies and dramas. As the quality of life has enhanced, the demand for travel has gradually increased. Economic development increases income levels; advancement in transportation methods increases leisure time; and development in information technology stimulates new tour packages. The film industry is a representative growth engine and high-value-added industry in the 21st century. The entertainment industry includes all the relevant areas such as tourism, circulation, job creation, distribution, export and import. In particular, each city’s effort to support film-making and its marketing, distribution, internet, develop transportation methods and travel agencies’ effort to develop tourism packages are stimulating movie fans’ urge to experience and see locations that are connected with tourism.
A Case Study on How To Promote Experience Tour

Editor Seon-ae Yu

Recently, people have preferred experience tour through which they can enhance the quality and value of travel through various experiences to merely sightseeing. The education- and experience-oriented tour which can accomplish sustainable tourism without causing any damage on nature and local society. This paper attempts to discuss the importance of experience tour and directions for its improvement through a case study on Asian countries.

Definition and Classification of Experience Tour
A concept of ‘Experience Tour’ has not been officially defined yet because it is hard to classify experience tour products because of their great diversity. In general, experience tour refers to a tour program which makes tourists engage in some kinds of activities instead of just sightseeing. In other words, experience tour is an activity to broaden the scope of understanding through a variety of direct experiences. All kinds of activities to exchange with the locals and experience local art and culture are included in experience tour.

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Table: Major experience tour products in the world

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Case Study on the Development of Experience Tour Programs and the Directions

**Korean Wave (Hallyu) and Experience Tour - Korea**
Korea has made a new road for experience tour by introducing a variety of traditional culture-related tour programs such as an antique house stay and farm stay. Besides these programs, a variety of fun and exciting programs are under construction. Recently, Oriental medicine-related tour program has created sensation. This Oriental medicine tour program originated from a free medical examination for foreigners called ‘Dae Jang Geum Oriental Medicine Tour Program’ at Hanok Village in Seoul. The Oriental medicine tour program aims to accelerate the attraction of medical tourists who want to get Oriental medicine treatment. ‘Dae Jang Geum Oriental Medicine Tour Program’ has created sensation. This Oriental medicine tour program originated from a free medical examination for foreigners called ‘Dae Jang Geum Oriental Medicine Tour Program’ at Hanok Village in Seoul. The Oriental medicine tour program aims to accelerate the attraction of medical tourists who want to get Oriental medical treatment. ‘Dae Jang Geum Oriental Medicine Tour Program’ has offered Dae Jang Geum medical examination services (ex: Pulse diagnosis, acupuncture, moxa treatment, cupping, etc.) and created synergy effect in connection with Hallyu (Korean Wave) and traditional medicine as a professional medical institution.

**Experience Tour Led by Local Government - Japan**
Japan has encouraged local government to develop experience tour program and promote related tourism. For example, Hokkaido has designated three regions as ‘Experience Tour Zones’ to advertise and distribute its four experience tour which are Sports Tour (ex: horseback riding, water skiing, fishing, winter sports, etc.), Nature Tour (ex: trekking, animal watching, etc.), Craftwork Tour (ex: pottery making, flower craftwork, etc.) and Farm Tour (ex: food production, farm stay, etc.). This prefecture has also established ‘Experience Tour Model Region Association’ to develop tour programs by region and accommodation network and made and distributed ‘Experience Tour Guidebook’ to the model regions across the nation in order to attract long-stay tourists and promote sustainable experience tour industry.

**Perfect Harmony Between Diverse Themes and Good Infrastructure - China**
Since ‘Health Tour’ in 2001, China has developed and advertised a variety of fascinating tour programs such as ‘Popular Arts of China’ and ‘Understanding of Chinese Life Style.’ The experience tour promotion policy by China National Tourism Administration looks special because it minimizes tourists’ inconvenience and creates positive images by constructing modern tourism infrastructure as well as developing tour programs at the same time. The goal of the policy is to make tourists stay longer and spend more money in China. The policy also targets to improve quality of tour services and the safety of travel agency, observe international practices and promote public relations. In addition, Travel Agency Control Act, the first travel business law in China, was enacted and put into effect in November 1996 to classify travel agencies into domestic and foreign travel agencies and permit their establishment. Thanks to these efforts, China has been the only nation in Asia since 1997 in terms of tourism revenue and number of tourists. In addition, the number of exhibitions and expositions in China has increased by about 50% annually.

**Experience Tour Enhancing National Image - Malaysia**
Recently, Malaysian government has operated a traditional Malaysian home-stay program. Under this program, tourists stay in a traditional Malaysian house made of wood and sticks. They prepare a meal in a traditional Malaysian style, harvest fruits and feed animals in stock farm. They can play traditional games such as kite-flying, top spinning and Congkak with local children in the afternoon and observe and participate in traditional dance or traditional wedding in the evening. Because most villages are formed in huge tropical rain forest with river and lake around, tourists can explore them by boat or on foot. For example, you can enjoy fishing using a traditional cast net in a stream which flows through the jungle or around a waterfall in trekking in the thick forest, which is why many tourists visit here with their families.

Problems and Improvement of Experience Tour Programs

As a demand for ‘active tour’ with variable and dynamic themes increases, government and travel agencies have attempted to come up with related tour program. However, experience tour program has been poor in terms of diversity because of the lack of comprehensive thoughts on various themes, lack of awareness and support on software development, lack of professional staff for program development, poor tourism infrastructure and lack of tour interpretation functions. In terms of operation of tour program, the following problems have been observed; poor price competitiveness, lack of specialization by travel agency and lack of market research.

To overcome the above mentioned problems and promote experience tour program, the followings should be improved. First, government needs to discover and designate a competitive region for experience tour as ‘Model Region for Experience Tour’ and give full support for the development. In addition, it is necessary to host a tour program development contest more often to discover diverse tour programs and focus on developing tour programs and increasing sales by organizing ‘Operating Committee for Experience Tour’ to provide systematic support. Furthermore, it is required to develop and nurture the talents who can support.

In terms of price and distribution, it is necessary to strengthen the quality management on tour program and improve cost structure. For this, it is required to introduce a quality assurance system on tour program and come up with a price management policy to prevent travel agency from engaging in unfair bargaining practices. In addition, it is important to diversify distribution routes for experience tour program. For example, it is necessary to offer tourists more chances to purchase experience tour after establishing an overseas sales network for inbound travel agencies and nurturing professional travel agencies for experience tour.

In terms of sales promotion, it is required to host an international exposition and make and distribute a guidebook to further advertise experience tour program. In addition, it is important to make it very convenient to purchase experience tour program (ex: through the Internet and etc.). It appears that more active and educational experience tour program would become more popular because it can properly respond to the current trend of service specification. Considering all these aspects, it seems necessary to perform an in-depth research on experience tour program and come up with an effective development policy.
Guangzhou, China

Free Access to Airport for Asian Games

With the upcoming largest Asian Games held in Guangzhou, Guangzhou is providing various services to tourists and citizens. Among all the services, the service for travelling from airport by subway is the most extraordinary one. The idea, subjected to citizens and tourists crowding into Guangzhou, is largely welcomed by everyone who wishes to visit Guangzhou. According to the plans concerned, subway fares for the north extension section of Line 3 are charged in terms of the length with extra RAMS for entry and exit of the south station to the airport. As a result of a plan made by the government, the public can enjoy free subway service during the Time when the 16th Asian Games and Guangzhou 2010 Asian Para Games are being held. However, there is no definite answer to whether the extra RAMS can be exempted. One official from the Metro Corporation indicated that travel to the airport by subway will be completely free of charge but we are currently awaiting an official final determination on this.

Irkutsk, Russia

350th Anniversary of Irkutsk in 2011

The city should come on to its 350th anniversary being refreshed and looking to the future, so that citizens and visitors of the city may be conscious of its beauty, feel comfort, take a breath of the atmosphere of cultural and historical space created and kept by many generations of the Irkutsk citizens and peculiar to our city. In the year 2011 a lot of sport, tourist, cultural and theatre events will be held. In the frames of the city anniversary celebration international festivals ‘Stars on Baikal’, ‘Jazz on Baikal’, ‘Man and Nature’ which became traditional also will be held. ‘Stars on Baikal’ is an international festival of classical music which the best worldwide famous performers participate in. Thanks to the international festival of jazz music ‘Jazz on Baikal’ citizens of Irkutsk region have a good chance to get acquainted with skills of the distinguished jazz musicians, new ideas, and achievements. The international Baikal film festival of documentary, popular science films and educational films ‘Man and Nature’ is annual and is held in the Irkutsk region within in the frames of the international holiday ‘Day of Baikal’. Various of festivals will celebrate Irkutsk’s 350th anniversary.

Ho Chi Minh City, Vietnam

Ho Chi Minh City Welcomes 3,000,000th International Visitor

Ho Chi Minh City is proud to welcome 3,000,000th international visitor on 21 December 2010. Department of Culture, Sports and Tourism will organize an event at Tan Son Nhut airport to welcome 3,000,000th international visitor to Ho Chi Minh City. This year international arrivals has increased steadily. As we can see from its recent record-breaking 3 million tourists, more and more people are visiting Ho Chi Minh City, leaving us with great expectations for the number of tourists in 2011. Ho Chi Minh is considered to be the spirit and heart of Vietnam. This busy but dynamic city is the center of Vietnamese industry, the largest city in Vietnam, the economic capital, and the origin of new trends. Streets are filled with shops, kiosks, cars, and shop stands. The city reflects the modern life of Vietnam, but also boasts the traditional custom and time-honored culture of ancient Vietnam. There are many reasons to look forward to the trip to Ho Chi Minh City, the miracle of Asia, but the most important things are well-preserved traditions, pure smiles of citizens, and tourism-related human resource. Ho Chi Minh City Government to attract more tourists. Ho Chi Minh is opening itself up to attract more foreign visitors. We expect more people to visit Ho Chi Minh City, above its historic record of 3 million tourists.

Fukuoka, Japan

The Busiest Seaport Hakata Port

Hakata Port has become the busiest seaport in Japan with 61 times of foreign cruise ships entry. The economic impact of these large-scale cruise ship entrances is estimated to be 27 million US dollars. In 2011 entry is expected to be about the same number as this year. Hakata Port Corporation is urgently taking measures to reinforce the system of mooring and maintain the volume. Examples of such measures are; streamlining of CIQ procedure, enhancement of tourism and shopping convenience, reinforcement of promotional activities, and reorganization of service for travelling from airport by subway is the most extraordinary one. The idea, subjected to citizens and tourists crowding into Guangzhou, is largely welcomed by everyone who wishes to visit Guangzhou. According to the plans concerned, subway fares for the north extension section of Line 3 are charged in terms of the length with extra RAMS for entry and exit of the south station to the airport. As a result of a plan made by the government, the public can enjoy free subway service during the Time when the 16th Asian Games and Guangzhou 2010 Asian Para Games are being held. However, there is no definite answer to whether the extra RAMS can be exempted. One official from the Metro Corporation indicated that travel to the airport by subway will be completely free of charge but we are currently awaiting an official final determination on this.

industry news
Changwon Held a Public Contest for a New Slogan

In the summer of 2010, three major cities of Gyeongsangnam-do - Masan, Jinhae, and Changwon were combined to form the combined Changwon. The administrative name of Jinhae was changed into Jinhae-gu, and Masan into Masan Hapye-gu and Masan Haesung-gu. As the three representative cities of Gyeongsangnam-do were combined, expectations for the future development of Gyeongsangnam-do and areas around it are growing day by day. In order to meet these expectations, Changwon held a public contest for collecting a new slogan that consists of vision, strategy, and identity of the combined Changwon that was formed in July 1, 2010. The contest collected the city slogan and design – the slogan was designed using a simple phrase consists of 10 letters in Korean or English (the usage of symbols was allowed) and its contents were discussing it in Changwon Symbol Developing Advisory Meeting. The city slogan symbolizing the future development and citizen cooperation of the combined Changwon in the end of November, 2010, after awards. The city government awarded the creative work that emphasizes the new formation of combined Changwon in the end of November, 2010, after discussing it in Changwon Symbol Developing Advisory Meeting. The city slogan symbolizing the future development and citizen cooperation of the combined Changwon will contribute to the take-off of Changwon in the future.

Dalian, China
Dalian to Embrace High-Speed Rail

The distance between Dalian and Shenyang, Dalian and Harbin are getting closer. Thanks to the astonishing renovation in Dalian station, traffic in Liaoning, China will be more convenient and comfortable to use. With the installation of closer. Thanks to the astonishing renovation in Dalian station, traffic in Liaoning, China will be more convenient and comfortable to use. With the installation of automatic system for the convenience of users, the station will be transformed into the new space. The security of users is ensured as the boarding gets much easier and more comfortable. The station will also establish blind sidewalks for the disabled. Usually public transportation is not appropriate for the disabled, but Dalian Station paid special attention for the disabled to make sure they can travel by train conveniently. The convenient and useful traffic system and facilities in China in 2011 is worth waiting for.

Namhae, Korea
Namhae Yubae Munhakgwan Opening

Yubae Munhak is considered to be one important genre of Korean literature. The first Yubae Munhakgwan in Korea was opened in Namhaegun, the home of Yubae Munhak. Namhaegun has promoted the construction of Namhae Yubae Munhakgwan for five years to contribute to the development of Korean literature by shedding a new light on Yubae Munhak, and establishing tourism infrastructure by promoting tourist products related to Yubae Munhak. The museum was built in Namhae-myeon, Nambyeong-ri. Namhae was the representative exile spot of Joseon Era along with Jeju and Ganghwa. Beside Kim Manjang, there were many well-known writers exiling in Namhae, such as Yu Uijang, who was the literary vassal of the late Joseon Dynasty, and Nam Gunman, one of the four representative calligraphers of early-Joseon Dynasty. By reinvestigating the history of exile from the modern viewpoint, Yubae-gun aims to transform Yubae Munhak into the tourist resource by dominating the ideas of ‘the flower blooming in despair, the beauty of fidelity’. In Namhae Yubae Munhakgwan, visitors can experience the life of people on exile who transformed the miserable exile into Yubae Munhak – the new form of art. It will come into the spotlight as the new spot for history education and tourist attraction. In the lobby, sunbeams shining through the ceiling glass fill the open space where sculptures stand and photos hang representing the divine islands of Namhae, the heritages of Namhae such as ground stone tools, woodblock printing experience hall, and the scene of people on exile standing between life and death, and a variety of special exhibitions.

Danang, Vietnam
Green City Tour Campaign Launched

The Go Green Club (GGC), the second green city tour campaign in three major cities of Hanoi, Da Nang and Ho Chi Minh was launched on 24 Oct 2010. The activity is part of the Go Green program, which is held by Toyota Vietnam, in collaboration with the Vietnam Environment Administration and the Ministry of Education and Training. In Hanoi, the campaign took place at India Gandhi Park, Dong Da district with the participation of young people and locals. The activity aims to raise public awareness of environmental protection and encourage people to clean up the residential area. Volunteers cleaned streets and distributed stickers containing simple and practical messages of how to conserve energy and protect the environment in their daily lives. Many contain short messages, such as Remember to Tighten Me (to be pasted on water taps), Clean Before Using (to be pasted on microwave ovens and irons), and Turn off the Screen When Not in Use (to be pasted on TV screens and computer monitors). The Green City Tour campaign will be held on weekends between now and March 2011, co-ordinating closely with local governments and groups such as the Women’s Union and representatives of residential units and apartments. For further information, you can visit the website www.gogreen.com.vn.
The 4th TPO Forum Successfully Held in Vladivostok, Russia

Under the theme “How to Overcome the Economic Recession in Tourism Industry,” the 4th TPO Forum was successfully held August 25–27 at the Hyundai Hotel in Vladivostok, Russia. More than 100 governmental officials and tourism industry delegates from eight countries and 19 cities participated in the biennial event, including Guangzhou (China), Busan (Korea), Fukuoka (Japan), Ho Chi Minh (Vietnam), Jakarta (Indonesia), Penang (Malaysia), and Vladivostok (Russia), to name just a few.

Asia Pacific Tourism Association (APTA) Chairman Sang Tae Lim delivered the keynote speech on “Tourism’s Importance to the Global and Local Economy,” and he was followed by Prof. Sergey Dubovikovsky, Director of International Tourism and Hospitality Institute of Far Eastern National University (Russia), who spoke on “Strategies to Develop the Tourism Industry in a Global Recession.” After that, a panel discussion session exchanged ideas among delegates on the relevant issues. Presentations by five member organizations (Penang, Ho Chi Minh, Jakarta, Vladivostok, and MCM Group Holdings) on “How the TPO Member Cities Are Supporting the Private Sectors to Boost the Tourism Industry” wrapped up the first-day program.

The second-day program started off with James Cook University Professor Bruce Prideaux’s presentation on “Tourism Forecasting and Marketing.” A case study session went on with presentations by four member cities (Guangzhou, Penang, Jeonju, and Yogyakarta). The afternoon session focused on a discussion of TPO joint projects. Professor Boing-Gyu Park from Dong-Eui University, Korea, delivered a presentation on “Tourism Statistics Network Project for Destination Marketing for TPO Member Cities.” After that, member cities’ group discussions were carried out to provide suggestions on how to propel TPO joint projects. In addition to the four officially approved joint projects, namely TPO overseas joint marketing project, TPO travel card project, TPO student travel exchange project, and TPO cruise route development project, TPO Secretary General Hwan-Myoung Joo proposed two other new joint projects: operating the IP TV channel and building an integrated management system of members’ tourism statistics.

In addition to the above programs, there were the TPO Best Award ceremony, Korea-Russia travel consultation meeting, the 17th TPO Executive Committee meeting (see more report below), and tourism infrastructure inspection in Vladivostok. All these programs went smoothly with the active support of the Vladivostok city government and our member delegates. Once again, we express to them our sincere gratitude for their contributions to this successful forum.

TPO Travel Trade 2010-Japan Concluded with Success

As part of the TPO overseas joint marketing project, the TPO Travel Trade 2010-Japan was held successfully in Fukuoka and Tokyo on June 22–25. Tourism officials from four TPO Korean member cities (Busan, Gyeongju, Hadong, and Iksan) and two TPO Chinese member cities (Guangzhou and Sanya) participated in this event, where they carried out diverse activities to promote their cities’ tourism resources and attract more Japanese tourists.

In particular, the TPO Travel Trade meeting was held in Japan’s major travel markets of Fukuoka and Tokyo, where participating member cities’ unique tourism resources and support policies for products development and marketing were introduced in detail. More than 40 tourism-related personnel from the Kyushu area attended the Travel Trade meeting held in Fukuoka on June 23, while around 65 local travel agents were invited to the Tokyo session on June 24. In addition to member cities’ promotion, the TPO Secretariat made proposals on multi-themed travel packages connecting TPO member cities, and these proposals help offer new perspectives for the Japanese travel planners.

Under the overseas joint marketing project, TPO has succeeded in bringing Japanese tourists to its member cities through various cooperations with the Japanese travel businesses. To improve the performance, the TPO Secretariat plans to expand the Japanese markets in future marketing programs, providing more network-building and corporative opportunities for the public and private sectors.

The 17th TPO Executive Committee Meeting in Vladivostok, Russia

The 17th TPO Executive Committee Meeting was held at Hyundai Hotel, Vladivostok, Russia, on August 26. Executive Committee members from Guangzhou City (China), Busan City (Korea), Fukuoka City (Japan), Ho Chi Minh City (Vietnam), Jakarta City (Indonesia), Vladivostok City (Russia), MCM Group Holdings, Ltd. (U.S.A.), and Sanya City (China) attended the meeting. For the first time, Kagoshima City (Japan) and Jeonju City (Korea) participated in the meeting as newly approved executive committee members.

Executive Committee Chairman L. Zhan from Guangzhou City presented at the meeting. Major agenda items included the TPO budget settlement and auditing result for the year 2009 and the activity and budget plan for the year 2011.

Back to the last executive meeting held in Guangzhou, China five months ago, MCM Group Holdings, Ltd., Chairman, Y. M. Ewing II was appointed as the auditor to conduct the 2009 TPO financial auditing, and the auditing report submitted by him was approved unanimously at this meeting. The activity and budget plan for 2011 proposed by the Secretariat also were approved.

The TPO Executive Committee currently meets twice a year, and its main purpose is to make decisions on important issues concerning the operation of the TPO. The next executive meeting will be held in April 2011 and the host city will be announced after public recruitment.
**Best Tourism Product**

**China >>**

Guangzhou

Litchiwan, New Local Tourism Attraction

Two banks of red lychee trees along with a green brook. This old saying reminds us that not long ago, Guangzhou was a city with numerous rivermows and canals, with a rich culture developed along the banks of the Pearl River and which for centuries made the city’s charm. During the 20th century, many of these canals were covered over and turned into streets but the names of the streets remind us that order is never far away. The municipal government has recently completed a large renovation campaign to uncover one of these canals which stretches from next Shamian Island to Linian Lane. Named Litchiwan, boats are expected to be able to navigate this 743-meter-long waterway. With abundant trees, numerous shops, restaurants, old buildings and cultural and art museums, Litchiwan canal is sure to become a major tourist attraction.

Guangzhou

Canton Tower, Guangzhou’s Newest Landmark

Canton Tower, the pinnacle of modern design, technology and architecture, is located in the heart of the Pearl River landscape axis, opposite Haixinsha People’s Plaza and Zhujiang New Town. Surpassing the height of the Canada National Tower, the towering silver Canton Tower is the tallest TV tower in the world. Canton Tower promises an awe-inspiring adventure at every level. From tourism facilities, sightseeing decks, dining, entertainment, environmental and popular education halls, the Tower has something for everyone! Combining cutting-edge technology with acute precision, the tower is formed by a rotation of single-direction diagonals. Experience Guangzhou’s most exciting landmark and be awed by its graciousness and beauty! A green design for the future of Guangzhou considered to be one of the most energy-saving and environmentally-friendly green buildings in the world, the Canton Tower boasts of rainwater recycling systems, a health measuring system, a wind power generation system, solar cells and LED energy-saving lights. Packed to the top of the world on our state-of-the-art high-speed lifts and get spectacular panoramic views of the city below. With the most advanced lifting technology and shock and voice absorption systems in the world, you’ll feel safe and top of the world!

**Indonesia >>**

Surabaya

Reyog Ponorojo

Reyog is a traditional dance set from the folk tale which describes King Kelono Suwasdono from the Kengir Negri Barat Angin Kingdom confronting King Singo Barong from the Ladoyo Kingdom. They gathered to win the contest judged by Princess Dewi Songgo Langit, the most beautiful princess of the Ladoyo Kingdom. The wedding ceremony was held in the downtown and celebrated with twin horses along with their handsome riders, two-headed animals and judges by Princess Dewi Songgo Langit, the most beautiful princess of the Ladoyo Kingdom. They gathered to win the contest Suwandono from the Wengker Negeri Bantar Angin Kingdom confronting King Surabaya.

**Japan >>**

Fukuoka

Hakata Ramen

There are various kind of ‘ramen’ in Japan. Around the chapel and behind the principal Buddha images are containers of the ashes of the princes of five kings. Chedi - Two chedis were built in front of the chapel in the early Pattanakosin period. They are in the drum base, or wide base and sharp top shape. Principal Buddha Image: Phra Phutthaanorathatrakiriak is an image in the Subduing Mara posture, made of plaster, lined with lead and gilded, in the reign of King Rama I.

Kitakyushu

Kokurajo

Tourists can visit the traditional castle of Japan in Kitakyushu. Kokura, the center of Kitakyushu, is the space that transcends time and history with time-honored castle, historic market, fine hotels and skyscrapers harmonizing together. Kokurajo, a time-honored heritage with 400-year-long history stands at the center of Kokura, the busiest spot in Kitakyushu which is prosperous. Kokura, a tourist attraction and observatory forever. Unfortunately, if you are single without any company, you might feel sorry for yourself. This is because of appealing amusements in observatory such as the couple sofa with high back where you can romantically watch the night view of Osaka.

Osaka

Floating Garden

The 40th floor of Umeda Sky Building is the well-known tourist attraction and observatory of Osaka. The biggest appeal of this observatory is that it is located outdoors. When viewing the night view under the beautiful Milky Way, makes you feel as if you are exploring the space. You can watch the sparkling night view of Osaka enjoying the pleasant breeze of night sky, without being trapped inside glasses windows. Inside the observatory, there are various famous design chairs and sofas that you may have seen in magazines. These comfortable, romantic, artistic, exciting, and dynamic furniture might make you want to stay in the observatory forever. Unfortunately, if you are single without any company, you might feel sorry for yourself. This is because of appealing amusements in observatory such as the couple sofa with high back where you can romantically watch the night view of Osaka, or a sofa chair whose floor turns pink when two persons sit close to each other (the color changes glorify when two persons sit far away from each other)! You can also pray for a new boyfriend or girlfriend at the altar installed inside the observatory. This is Floating Garden – where you can get a glance of the night view of Osaka.

**Thailand >>**

Bangkok

Wat Chana Songkhram Ratchaworawiharn

King Rama I appointed a Mon group of men to look after this Ayudhaya period temple, so it became known in the Mon language as Wat Tung Pu. When Somdet Chao Phraya Mahra Surasingharat moved his troops back to Bangkok after victory in the battle of the Nine Armies, there was a ceremony of ritual bathing and changing of robes before he entered the Grand Palace, so the main temple was restored in 1767. After that, King Rama I gave it the name Wat Chana Songkhram. Ubosot - This dates from the reign of King Rama I. Gable and decorados are a Naga or serpent, a special feature of Front Palace architecture. Behind the chapel walls and window frames are flame motifs. Ogival stones on the temple wall are in the shape of Visnu mounted on a Garuda. The outside arch has stucco flame motifs, while inside the door frames are coloured paintings. Around the chapel and behind the principal Buddha images are containers of the ashes of the princes of five kings.

Kokura

Tourists can watch beautiful cherry-blossoms in spring, and listen to rich sound of drums of Matsuri in summer. The park around the castle is well-organized, adding to the mood of castle, and the garden inside the castle is another tourist attraction that is worth visiting. The garden reproduces the warrior’s residence from Eda era in the site of Kokurajo castle owner’s villa. This is a unique spot for experiencing the traditional culture of Japan that is rarely found in other parts of Japan. It consists of lecture room and beautiful garden, where tourists can experience the traditional tea culture of Japan.

Kaedama system is available and you can order a noodle refill to eat with the remaining soup. Once you know the taste of Hakata Ramen, you will have a strong craving for it after you have a couple of alcohol drinks.

Kitakyushu

Osaka

Floating Garden

Kakura Ramen

While inside the door frames are coloured paintings. Around the chapel and behind the principal Buddha images are containers of the ashes of the princes of five kings.
Korea >>

Incheon

 Hvadongjin Military Camp

The main entrance of Hvadongjin Military Camp in Incheon, you can imagine how the military was trained in the late Joseon Dynasty. Hvadongjin Military Camp is a place where military troops were stationed to watch Western vessels that appeared often in the late Joseon Dynasty. Hvadongjin Military Camp was installed to defeat Japan, who forcefully demanded Joseon Dynasty to open a port after contracting Ganghwa do. In 1876, the then governor of Ganghwa-do dispatched Shen Mengbun to install Jin and artillery units that formed a military camp. Hvadongjin is a historical location where Joseon Dynasty and the U.S.A. contracted the defense and commercial treaty in 1882, and where Joseon Dynasty and the Great Britain, Joseon Dynasty and Germany contracted the defense and commercial treaty in June, 1882. The military camp was destroyed by fire as the military organization was reformed in the Gubo Reform of 1894. But in May, 1962, the tower was constructed to commemorate the 100-year-anniversary of the establishment of diplomatic relations between Korea and the U.S., and in September, 1964, the military camp was reproduced by Incheon City government. The park, constructed around Hvadongjin Military Camp, is attracting many citizens as the urban rest area. In this urban rest area, citizens exercise every morning or evening, and children from kindergarten and elementary school take a small excursion to the park to learn new things and enjoy the season. Incheon Hvadongjin Military Camp is an ideal spot for imagining the military life in Joseon Dynasty, or simply resting and relaxing.

Daegu

Donghwasa Temple

Donghwasa Temple, a time-honored Silla temple, is located in the Dohak-dong Valley in between Pokpo-ri, Hillgate-ri, and Susul-ri valleys. It was established by Priest Geukdalhwasang in 493. At that time it was called Yuesa Temple. Later, when the temple was rebuilt by Priest Sinji, it was renamed as Donghwasa Temple because flowers of the paulownia trees were in full bloom foretelling a good omens. Bongunseu Tower, the first building you meet in this temple, symbolizes the phoenix which is known to build its nest in a paulownia forest. It forms a good combination with Donghwasa Temple which represents the paulownia tree. If you enter the precincts of the temple via the Bongunseu Tower, you come across Daeso-jeon Hall, the main worship hall, in the center of the Donghwasa Temple. Amitabha Buddha, Shaksparshana Buddha, and the Pharmaceutical Buddha are enshrined in the hall. In the east side of the Donghwasa Temple, Geumdangam Hermitage stands as a separate block. The road in front of the Geumdangam Hermitage was the original entrance to Donghwasa Temple. The original gate pillars (Treasure no. 254) and a stone sarira stupa (Treasure no. 601) still remain. At the end of the road, a Buddha relief with a gentle smile (Treasure no. 243) is inscribed on a cliff in the parking lot. If you climb up the Dong-bong Peak following the tracking course near the Yeomburam Hermitage, a panoramic view of Mt. Palgongsan unfolds before you. On a fine day, Mt. Biseulsan and Mt. Gayasan also come into sight.

Hadong

Pyungsari the Choi Champan House

<Tojiri>, written by Ms. Park Kyung-ri, is a novel that made a new era in the Korean literature. Though Ms. Park Kyung-ri, the female master of literature, passed away in 2006, her literary works are still cherished by many. Hadong, the background of her novel Tojii, is consistently receiving the spotlight as the newly-developed tourism product. Park Kyung-ri’s historical novel <Tojii> that encompasses the large part of Korean history from Donghak Peasant Revolution to the modern era of Korea is based in Pyungsari. In Pyungsari, the Choi champan house that appear in the novel is reproduced as a traditional Korean house with 14 buildings. You may experience the daily life of local Yangban of Gyeongsangnam-do and the local customs that appear in the novel at the Choi champan house in Pyungsari. Near the Choi champan house, there is a drama location set for Tojii reenacting the daily life in the late Joseon era. Pyungsari Maunhakseowon is another tourist attraction that is worth visiting. Choi literary festival for writers of Korea is to be held every autumn in Pyungsari, which will contribute to transforming the area into the literary town. Also, two main characters from the novel were characterized and being sold as various tourist products.

Andong

Hahoe Pyolshin Gut Tal nori

In Andong, the hometown of Seonbi, you can experience the quintessence of Tal nori (the Korean mask dance). Hahoe Pyolshin Gut Tal nori, the 69th important Intangible Cultural Heritage of Korea, is a mask dance performed by merchants from the mid-12th century in Andong Ilho town, Kyungangdo-ku-do. This Tal nori is a part of exorcism in town praying for the happiness and good harvest. In the early Koryo era, there was the outbreak of epidemic and fires in the town. Townspeople thought this was because of the outrage of god, and the town can escape from tragedy and be blessed by amusing god. And so started Tal nori. We can see from this story that Tal was not only aimed for tricking Yangban. Hahoe Pyolshin Gut Tal nori consists of ‘Paecheong Madang’, ‘Halmi Madang’, ‘Pyegyang Madang’, and ‘Yangban & Sunbi Madang’. Amusingly depicts the satire on Pyeongyang and Yangban, the performance evokes many laughs and excitement. Let’s enjoy the exciting performance of Hahoe Pyolshin Gut Tal nori in Andong Ilhoen Town, which is permanently performed for 9 months from March to November.

Changwon

Junam Reservoir

Visitors can realize the importance of environment in Junam Reservoir in Changwon, the place for living and experiencing eco-system. Junam Reservoir is a natural swamp that has provided necessary water for farming land from the ancient era. It is a back-swap tank that consists of three reservoirs - Sannam, Junam, Dongpam. Until the mid-1970s, it was a mere reservoir that did not attract any attention. It was not called ‘Junam Reservoir’ back then; rather, it was named Sannam swamp and Yonggan swamp after the name of towns. Junam Reservoir has provided abundant food such as freshwater prawns, crabs, and fish, and the source of fire such as reeds and flame grass. Junam Reservoir became widely known as the habitat for migratory birds since the late-1970s and 1980s, when thousands of migratory birds like Gachang ducks came to winter in Junam Reservoir. Now, it is receiving attention as the largest habitat for migratory birds in the Oriental World, exceeding the standard of swamp registration in Ramson Convention. It is especially famous for the intermediate location of cranes and wintering spot of white-naped cranes. Diverse eco-classes for children such as the swamp eco-clases and bird list exploration are offered during the vacation. It will be a good opportunity for your children to learn about the miracle of eco-system and the value of nature.

Chinese Taipei >>

Kaohsiung

Kaohsiung Cycle Tour

There are many bicycle riders travelling across the downtown in Kaohsiung. There are bicycles for trawlers as well. The hidden excitement of Kaohsiung is to travel along the downtown on bicycle. There are MRT’s conveniently located near tourist attractions, but it is much more amusing to visit every corner of city pedaling on your bicycle. These cute bicycles with yellow-green color are public bicycle managed by Kaohsiung City Government. There are 20 bicycle stops in downtown where you can rent or store bicycle. These stops are located close to MRT stations, so that you can keep your bicycle in one stop and rent a new one at the next stop if you have to travel a long distance. Stops are operated manned and unmannned, but you have to visit the center when first renting bicycle. You can rent a bicycle by depositing your passport. The cost can be paid later with credit card or cash. Let’s explore Kaohsiung on exciting bicycles.
Ho Chi Minh City
The Passage To Vietnam Crafts Village
Within 30 square hectares of green space displaying collections of tangible and intangible heritage, distinctive architecture of different regions, the Passage to Vietnam Crafts Village introduces to visitors an overview of Vietnamese culture, nature, people and lifestyle. Located close to historical Cu Chi tunnels, the Passage to Vietnam Crafts Village is an attraction with considerable potential to enrich the existing Cu Chi excursion itinerary from HCMC and also to become a high-class getaway country home-stay resort in the near future.
The Passage to Vietnam Crafts Village offers various interesting itineraries: a relaxed day with green nature and Vietnamese culture, learning about Vietnamese traditional handicrafts, learning about the unique architecture of houses, bamboo in Vietnamese daily life, ceramics – the art of firing, activities in green nature all these being great chances for visitors to get some fresh air, to broaden their knowledge about Vietnam and to have beautiful memories. The Village includes five main areas: Passage to the Origins, Altar of the nation, The country & people gallery and Declarations of Independence areas introduce the ancient Vietnam civilization, spiritual life, nature, minorities and history. Besides learning about 12 popular traditional handicrafts of Vietnam, tourists also can try making their own products in Do paper making, bamboo weaving, bamboo carving, ceramics workshops, etc. 8 distinctive houses of different regions and ethnic groups demonstrate the flexibility of authentic Vietnamese folk architecture features. Vietnamese folk dancers are a daily performed daily at the Passage to Vietnam Crafts Village. Tourists can indulge in the space of folk music, learn some exciting steps, have fun with the bamboo swing or row a sampan along the peaceful river. Tourists can relax and enjoy the delicious traditional Vietnamese dishes at the restaurant on the bank of the river.

Philippines >>
Manila Malacanang Museum
In Manila, you can learn about the history of Filipino presidents at a glance. Philippines Malacanang Museum is exhibiting the brilliant inheritance and records of all the presidents of the Republic of Philippines since its independence until 2010. You have to pass through the strict inspection similar to the one that airport to get into the museum, but the procedure is similar to the one you can get inside the museum. The magnificent medieval Spanish interior and heritages impress all the visitors at once. Malacanang Museum is strictly protected because the museum is located right next to the President’s Castle. But once you pass through its high wall, you can watch the marvelous libraries of presidents, the portrait of Marcos, and the priceless pink President’s Castle. But once you pass through its high wall, you can watch the marvelous libraries of presidents, the portrait of Marcos, and the priceless pink President’s Castle. But once you pass through its high wall, you can watch the marvelous libraries of presidents, the portrait of Marcos, and the priceless pink President’s Castle. But once you pass through its high wall, you can watch the marvelous libraries of presidents, the portrait of Marcos, and the priceless pink President’s Castle. But once you pass through its high wall, you can watch the marvelous libraries of presidents, the portrait of Marcos, and the priceless pink President’s Castle. But once you pass through its high wall, you can watch the marvelous libraries of presidents, the portrait of Marcos, and the priceless pink President’s Castle.

Irkutsk
Historical Irkutsk
There are about 700 monuments of history and culture in Irkutsk, over 100 of them are of national importance. Trademark of Irkutsk is wooden architecture of the house of merchant Shushin. This historical and architectural complex is one of the brightest examples of the reservation zone of the city, an original fragment of the old Irkutsk of the end of the XIX century. At the initiative of the French Association for Preservation of World Monuments this house was included in the list of the protect world heritage and entitled the House of Europe. Now it is a business centre of the Irkutsk city administration, the information and tourist center of Irkutsk is housed here. In another ancient estate at the silent small street in the center of Irkutsk visitors from all over the world come to get to know facts from destinies of «the State Criminals», living in exile in Siberia for participation in the revolt on Senatskaya Square on Dec 14th, 1825. In Irkutsk there is the estate of prince Sergey Volkonsky and in the neighbouring street there is the estate of prince Sergey Trubetskoy. Both of them are included in the historical and memorial complex «Decemberists in Siberia». Exhibitions in these two houses tell us about the history of Decemberists. Annually December, 14-25th the festival ‘Decembrist evenings’.

Malaysia
Kota Kinabalu
Looking Around Kota Kinabalu Market
Sunday Market is a large-scale outdoor market that consists of over 300 small shops located along street in the downtown. The market which opens every Sunday, sells a variety of products, such as living goods like shoes, bags, and clothes, colorful juices, medications, foods like coffee, vegetables, and fruits, and even pets like fish, puppies, kittens, and rabbits. The market used to sell daily products to local citizens, but after it became widely known to tourists, it started selling unique arrangements and souvenirs. The shop-owners shout to attract more customers, and customers bargain with shop owners for a lover price. If you get hungry while walking along the market, you can fill your stomach with fresh-baked breads and refreshing sugar-cane juice.
Handcraft Market, largely resembling Jatujak market in Bangkok, Thailand, is a large-scale indoor market specialising in handicraft products. In labyrinth-like alleys, hundreds of shops selling clothes, accessories, and jewels are located densely. You easily get lost in this big maze, so you’d better buy something you want when you have found it. It is almost impossible to find the shop again once you leave the place! Bargaining is essential, since the price is relatively high. Most shop owners are friendly – they will willingly take time to bargain with you with smiles. But, you may not start bargaining if you don’t want to buy the product. The fruit market, located right next to handicraft market, sells qualified dried fish, fresh vegetables, and fruits at low prices. Don’t miss tasting the fresh-cut Durian on the street, which is well known as the king of fruit.

Kota Kinabalu Turku Abdul Rahman Park
Turku Abdul Rahman Park is from three to eight kilometers away from Kota Kinabalu and it is an oceanic national park which consists with five different islands in the sea. Due to its beautiful scene with coral reef and peaceful beaches, it is popular for tourists all year round. Among the island Gaya, Manukan, Sapi, Mammotuk, and Sulug, Gaya is the biggest but the island Manukan and Sapi are the most well-facilitated for activities and the most popular for tourists. It will take about ten minutes by boat from the port in Kota Kinabalu to the islands. Once getting into the island after paying the entrance fee, tourists will be welcomed by the open sea, clean sand beaches, a dense forest and well-developed pedestrian roads. At the beach, tourists can enjoy the various sea sports such as snorkeling, kayaking and parasailing. However, chief of all, sea walking, which is the sports walking down the sea with special respirators and watching tropical fish and coral reef, is the most popular one. And this is the place where tourists can stay and relax at the charter-styled residence made with woods. Inside of the resort-styled island, it is filled with so much sightseeing. The maritime museum located in the center of the island draws attention from the tourists with various marine lives such as tropical fish, turtles and dugongs and the entrance fee of the museum is free. Smaller than the island Manukan, the island Sapi has the most beautiful coastline in the Turku Abdul Rahman Park and it is always full with the one-day trip tourists. Not only it has sea sports facilities such as sea bathing, snorkeling, water-skiing, jet ski and sea walking, but also it got a buffet restaurant where people can enjoy the barbecue outside. Since each island in the park is in the close distance, it is reachable by boat in 15 minutes. However, these facilities are all in the national park so the tourists need to be aware not to damage the environment and throw trash away.
Tourism Promotion Organization for Asia Pacific Cities

TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism. It serves as a centre of marketing, information and communication for its member cities. Its membership includes 65 city governments and 36 non governmental members representing the private sector, educational institutions and other tourism authorities. TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.

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

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

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

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

TPO Members
65 city members, 36 industry members

City Member
- Japan
  - Fukuoka Convention & Visitors Bureau
  - Kagoshima Convention & Visitors Bureau

- Korea
  - Busan Tourism Association
  - Cheongsong Travel Service Co., Ltd.
  - Haeundae Centum Hotel
  - Intravel Ltd.
  - JB Tour
  - Korea Geographic Network (KGNU) Inc.
  - The Garden Hotel, Guangzhou

- Malaysia
  - Sabah Hotel Association
  - Sabah Tourism Association
  - Taiping Tourist Association

- Thailand
  - Bangkok

- Vietnam
  - Danang
  - Hai Phong
  - Hanoi
  - Nha Trang
  - Nha Trang
  - Phu Quoc
  - Saigon
  - Songkhla

- Philippines
  - Manila

- Indonesia
  - Jakarta
  - Sleman

- China
  - Chengdu
  - Dalian
  - Guangzhou
  - Hangzhou
  - Shanghai

- Russia
  - Vladivostok

- U.S.A.
  - Hawaii Visitors & Convention Bureau

- Mongolia
  - Ancient Nomads Tour Agency

- Vietnam
  - Haiphong Vanhoa One Member Limited Corporation

NGO/NPO Member
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  - Sabah Hotel Association
  - Sabah Tourism Association
  - Taiping Tourist Association

- Thailand
  - Bangkok

- Vietnam
  - Danang
  - Hai Phong
  - Hanoi
  - Ho Chi Minh

- China
  - China Comfort Star International Travel Service Co., Ltd.
  - China Travel International (Xinjiang) Ltd.
  - Guangzhou Star Cruises Co., Ltd.
  - Guilin International Travel Service Ltd.
  - Shandong Channel International Travel Service Co., Ltd.

- Russia
  - Breeze Tour

- Mongolia
  - Ancient Nomads Tour Agency

- Vietnam
  - Hai Phong Vanhoa One Member Limited Corporation
  - Vietnam