TPO Members
66 city members, 31 industry members

**City Member**

**China**
- Chengdu
- Dalian
- Foshan
- Guangzhou
- Hangzhou
- Qingdao
- Sanya

**Japan**
- Fukuoka Convention & Visitors Bureau
- Kagoshima Convention & Visitors Bureau
- Kyushu Romance Tourism Association
- Tourism Osaka

**Korea**
- Andong
- Busan
- Changwon
- Chunchon
- Daegu
- Daejeon
- Donghae
- Gangneung
- Gimhae
- Gunsan

**Thailand**
- Bangkok

**Vietnam**
- Danang
- Hai Phong
- Hanoi
- Ho Chi Minh
- Hoa Binh
- Kinh Giang
- Nam Ha
- Quang Ninh
- Quang Tri
- Son La
- Thanh Hoa
- Thai Binh
- Thua Thien-Hue

**Philippines**
- Manila

**Indonesia**
- Jakarta
- Surabaya
- Yogjakarta

**Russia**
- Vladivostok
- Irkutsk

**Japan**
- Fukuoka Kagoshima
- Kumamoto
- Miyazaki
- Nagasaki
- Osaka
- Shimonoseki

**Korea**
- Busan Tourism Association
- Busan Tourism High School
- Daegu Tourism Association

**Malaysia**
- Taiping Tourist Association

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

**Vietnam**
- Haiphong Vocational College of Tourism

**Ngo-Npo Member**

**Japan**
- Fukuoka Convention & Visitors Bureau
- Kagoshima Convention & Visitors Bureau

**Korea**
- Busan Tourism Association
- Busan Tourism High School
- Daegu Tourism Association

**Malaysia**
- Taiping Tourist Association

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

**Vietnam**
- Haiphong Vocational College of Tourism

**Business Member**

**Korea**
- Road ABC Media Co., Ltd.
- Anyoung Travel Service Co., Ltd.
- KORIEX Travel Service Co., Ltd.
- Marriage Exhibition & Convention Center (BEXCO)
- Cheorwon Travel Service Co., Ltd.
- Hansehda Centum Hotel
- Intertravel Ltd.
- JIS Travel
- Korea Geographic: Network (KGN) Inc.
- A-Net Inc.

**Japan**
- JTB Corp. (Fukuoka Office)
- Kintetsu Nippon Tour Co., Ltd.

**China**
- China Comfort Travel International Travel Service Co., Ltd.
- China Travel Internationa (Guangzhou) Ltd.
- Guangzhou Star Tours Co., Ltd.
- GZL International Travel Service Ltd.
- Shanghai Changle International Travel Service Co., Ltd.
- The Gaiffe Hotel, Guangzhou

**Mongolia**
- Ancient Nomads Tour Agency

**Russia**
- Breeze Tour

**U.S.A.**
- MCM Group Holdings, Ltd.

**Vietnam**
- Haiphong Vsmart One Member Limited Corporation
THE 5TH TPO
GENERAL ASSEMBLY

5–7 SEPTEMBER 2011
FURAMA HOTEL, DALIAN, CHINA
DestiNatiON GuiDe

18

SPECIAL

Bangkok

ONE FINE VIVID DAY IN BANGKOK

Bangkok is a city of pure vitality. The noise of the crowd on the street, sky train blasting over your head, cars racing with a roaring engine and motorbikes zigzagging through the car, the savory smell of noodles which make your heart and stomach strong, pulsating and rhythmic music from shopping malls and a thousand-year-old temple which instantly covers up all these hustling and bustling. The City of Bangkok looks new and different at every visit, which is why we are here again.

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TPO Objectives & Members
WEIHAI, CHINA

In China, Morning Breaks Here!

When it comes to ‘China,’ many people may think of great population, the cradle of four great ancient civilizations, Beijing Olympic Games and growing Shanghai. If you step back a little and take a bigger picture, you will have an opportunity to see another aspect of China. The City of Weihai in Shandong is one of the greatest cities in China.

The first impression of Shandong is ‘young.’ With small and sparse roadside trees and broad land, Weihai City which targets ‘environment friendly city’ will make you feel like you are in a new house.

Shandong is a province of clear ocean, azure sky and deep water where you can meet tough and manly men. Most people here live a satisfying life in a belief that things would get better. The City of Weihai is situated at the easternmost point where the solar deity is worshipped. Here, the sun rises first in China. The top of Chengshan (Chengsantou), known as ‘the end of the earth,’ is the best place to worship the glory of the Sun God.

About 2,000 years ago, the First Emperor of China came here and performed a religious service to the solar deity in wish for ‘eternal life.’ Emperor Wu also bowed to the Sun God here. ‘Tianwujintou,’ a place where the said ritual rites were performed, has been remodelled stone (floor, stairs, rail, etc.). It now offers a great view of endless sea and magnificent landscape. Don’t ever miss to witness a spectacular sunrise just as ancient people did two thousand years ago.

A total of 12 prefecture-level cities (ex. Weihai, Qingdao, Yantai, etc.) belong to Shandong Province, and each city has several county-level cities. Rongcheng is one of the three county-level cities of Weihai. This small city is famous with marine industry and tourism. Rongcheng Minchu is a district in which the locals’ outdated routine life can be viewed. They spin on a spinning wheel, get oriental prescription, put on eccentric costume and use unique items.

Shidao Chi Mountain which has been co-developed by Korea, China and Japan is the most famous tourist destination in Weihai. It was named as ‘Chi Mountain’ because there are a lot of red stones. This magnificent mountain which borders the sea offers a spectacular landscape with valuable nature, history, religion and folk culture. Daming, Chishanmingshen is situated on the mountain slope which faces the sea. It is one of the leading objects of faith in China and the magnificent seated ‘Daming Shen’ you may tell for sure that you would never get lost.

When you climb up the stairs, the peak offers a great view of the ocean at front and complete view of ‘Fuhuuyuan’ in the back. Below the ‘Daming Shen’ there is a calm and peaceful space with Damingshen mural paintings on the walls, surrounded by thousands of Buddhist statues.

TRUE BEAUTY OF NATURE MUREUNGL VALLEY

Mureung Valley situated between Duta Mountain and Cheongok Mountain ranges from Yongchu Waterfall to Hosaam Rock (3km-long). Five minutes walk away from the entrance, a huge flat rock called ‘Mureung Rock’ appears. It is so large that hundreds of people could sit on it at the same time. Starting here, you can meet a lot of beautiful spots such as Samhwasa Temple, Okryudong, Seonnyeotang and Yongchu Waterfall. There is sufficient water in the valley so that about 50-60 little waterfalls are created during even mild rain. The thick forest promises good rest and relaxation. Come to Mureung Valley to enjoy the true beauty of nature.

DONGHAE, KOREA

Discover Donghae Sightseeing & Attractions

The City of Donghae is located in the east of the Taebak Mountains which run across the nation. This fishing industry city is one of the most famous summer vacation spots in Korea with thick forest, gorgeous valley, precipitous cliffs and beautiful beaches. Donghae welcomes all visitors with a lot of fascinating things to watch and enjoy.

MUST VISIT! DONGHAE’S HOT SPOT

NO.1 BEACH IN DONGHAE

CHUAM BEACH

Chuam Beach is situated between Donghae and Samcheok. With the thick pine forest, glossy white sand beach and clean and shallow water, it has been popular as a family vacation spot. Chuam Beach also proudly presents about 10 fantastic rock formations created by winds and sea waves and many beautiful rock isles. This beach has been chosen as one of ‘the 10 Must-visit Destinations in Korea’ by The Korea Tourism Organization. In particular, don’t miss the spectacular sunset over Chuam Candle Stand Rock. There are a lot of seafood restaurants around the beach. You can taste a variety of fresh sea food such as squid, sea squirt, top shell and sea slug.

DONGHAE AUTO CAMPING RESORT

Mt. Mureung, Chishando, Gangwon-do

Cheongok Natural Cave Nature Learning Field

Cheongok Natural Cave is an academically valuable spot with a variety of rare and curious rocks and primitive mystery. This 1,400-long limestone cave which appears to be formed about 400-500 million years ago is situated in the center of the city. About 20 different remarkable formations such as stalagmites and stalactites are found in the cave. At the entrance, there is a nature learning center which consists of exhibition hall and video room in order to help visitors gain better understanding of cave ecosystems and earth science.

MUST STAY! DONGHAE’S HIP LODGE

RESORT NEAR THE SEA MANGSANG AUTO CAMPGROUND

Mangsang Auto Campground is Korea’s first auto campsite which consists of auto campsite, caravan, American cottage and Mongol camp village. Because it is near Mangsang Beach, you can have the oceanview throughout the hours. In addition, there is an observatory which offers a complete view of Mangsang Beach. Mangsang Auto Camping Resort features a variety of clean convenience facilities such as a community kitchen, coin operated laundry machine, cafeteria, snack bar and playground. From the entrance, you can see beautiful Mangsang Beach and a long line of recreational vehicles. Come and swim in the Mangsang Beach in the daytime and have a pleasant time in the resort in the evening.

FROM CHUAM BEACH TO DONGHAE

1. From Chuam, you can take a bus to Donghae. The journey takes about 1.5 hours.
2. There are bus stops at the main road of Mangsang Beach and Sungsandong Beach.
3. There are many seafood restaurants around the beach. You can taste a variety of fresh sea food such as squid, sea squirt, top shell and sea slug.
4. There are many bus stops around Mangsang Beach.
5. From Donghae, you can take a bus to various places in Korea.

MUST TRY! DONGHAE’S TASTE

TRUE TASTE OF DONGHAE MUKHO PORT RAW FISH TOWN

Mukho Port had been the No.1 trading port in Donghae until Donghae Port opened. Mukho Port is just five minutes away Mangsang Beach by car. Ulleung island ferry and Dok island tour boat depart from here. The busiest time at Mukho Port is early in the morning when fishing boats come in. An auction is usually held from 6 to 8 in the morning. Many tourists are also observed during the auction. Since you can get fresh raw fish on the spot, you need to bring vegetables (ex. lettuce, sesame leaf, etc.) and sauce. Unlike other ports, the market will not open in the evening hours.

Address: #393-39, Mangsang-dong, Donghae, Gangwon-do

Tel. 82-33-534-3110
Roger Luo

Mr. Roger Luo has worked at Busan Office of Taipei Mission in Korea for four years. He loves Korea very much. He even introduces Korean cities through his blog. Let’s take a look at his interesting life in Korea and his perspective on Taiwanese tourism industry.

What are the attractions of Taiwan as a tourist destination for the world travelers? Please let us know if there is a particular place you wish to recommend personally.

My time in Korea has been 4 years by this July 2nd. As you know, my office is a de facto consulate general. We do all other consulates general would normally do. This office was set up in March 2009 with a service area covering 4 provinces and a metropolitan city: North Gyeongsang Province, South Gyeongsang Province, Jeolla Province, Jeju Province. Busan City, Ulsan City, Daegu City and Gwangju City. The important part of our job is to liaise with the above local governments in order to promote economic, cultural, educational, tourism and other exchanges between Taiwan and this area. Then we issue visas, authenticate documents to be used in Taiwan. Also we provide services for around 7,000 of our overseas compatriots here, issuing passports and supporting Chinese education for their youth.

I was very impressed with the travel information on Korea in your blog. What has these you open and operate the blog? And what is your future plan?

For a diplomat, it is always important to know his host country. I also started this journey with a similar idea. However, I soon found myself fascinated by Korea’s beautiful landscape and colorful culture. Without knowing it, my interests in writing blog changed from an official task to a personal favorite habit. From 2008, I began writing articles and posting pictures on my internet blog (http://tw.myblog.yahoo.com/lovesong-tansui) after visiting many interesting sites in Korea. To date, I have posted 300 articles and more than ten thousand pictures. And gradually, my blog drew attentions for its abundant and comprehensive content. Foreign visitors visit Korea after visiting my blog. Media began to show interests. Yonhap’s May article calls me a missionary of Korean culture, Shin-dong-a Monthly’s July issue captions “a foreigner who knows Korea better than Koreans.” As for the future, I plan to continue posting one article each week during my tenure in Korea.

What has changed since the opening of the Kyushu Shinkansen?

The Kyushu Shinkansen has fully opened. Now, it takes just about 1 hour and 20 minutes to get to Kagoshima from Fukuoka. What has changed since the opening of the Kyushu Shinkansen line?

People could not fully enjoy the attractions of the island before the Shinkansen was launched since they had to spend a considerable amount of time to move from one place to another. However, they now have much better access to any destination once they arrive in Fukuoka and the number of tourists at home and abroad is rapidly increasing since May and June. Fukuoka is an excellent hub helping people visit seven prefectures freely by utilizing the south and north parts of the Shinkansen and at the same time it can be a final stopping place. We are holding high expectations for the Shinkansen.

What does Convention & Visitors Department do and what are your duties as an executive director?

For our Korean friends, please check with our tourism promotion site (www.tourtaiwan.co.kr) for updated programs. and inquire for more information.

This year happens to be the 100th anniversary of the Kyushu Shinkansen began its full operation with the opening of Hakata Station, Fukuoka has drawn great attention. Let’s listen to Mr. Fuchikami Tetsuro, Executive Director of the City of Fukuoka, about today and tomorrow of Fukuoka.

Fuchikami Tetsuro

Executive Director of the City of Fukuoka

This year, because all the lines of the Kyushu Shinkansen began its full operation with the opening of Hakata Station, Fukuoka has been one of the most buzzed-out destinations. Many tourists are considering Fukuoka as their last stop on their trips to Japan. This is not surprising given its strategic location and the diverse attractions it offers. We will discuss the current status of the tourism industry in Fukuoka and the future outlook.

What is the current status of the tourism industry in Fukuoka?

The tourism industry in Fukuoka is currently experiencing a surge in popularity. With the opening of the Kyushu Shinkansen, Fukuoka has become an accessible destination for tourists traveling in Japan. This has led to an increase in the number of visitors to the city and a rise in tourism-related businesses.

What are the main challenges facing the tourism industry in Fukuoka?

One of the main challenges facing the tourism industry in Fukuoka is the competition from other destinations in Japan. While Fukuoka offers a unique blend of modernity and tradition, other cities in Japan, such as Tokyo and Kyoto, also offer a wide range of attractions. Another challenge is the need for the city to continuously improve and expand its tourism infrastructure to cater to the growing number of visitors.

What are the future plans and strategies for the tourism industry in Fukuoka?

Fukuoka is planning to further develop its tourism sector to attract more visitors. This includes investing in infrastructure, such as hotels and transportation, and promoting the city’s cultural and natural attractions. The city is also focusing on sustainability, with a goal of reducing its carbon footprint and promoting eco-friendly tourism.

How do you see the future of tourism in Fukuoka?

The future of tourism in Fukuoka looks promising. With its rich history and culture, beautiful natural scenery, and strategic location, Fukuoka is well-positioned to become a major tourism destination in Japan. As the tourism industry continues to grow, Fukuoka will continue to improve its infrastructure and attractions to keep up with the demand.

In conclusion, Fukuoka is a city that is constantly evolving and adapting to the needs of tourists. With its unique blend of modernity and tradition, Fukuoka offers a travel experience that is unlike any other in Japan. Whether you are a nature lover or a history buff, there is something for everyone in Fukuoka.

How long have you been in Korea? And give us a brief description of your job in Busan. My time in Korea has been 4 years by this July 2nd. As you know, my office is a de facto consulate general. We do all other consulates general would normally do. This office was set up in March 2009 with a service area covering 4 provinces and a metropolitan city: North Gyeongsang Province, South Gyeongsang Province, Jeolla Province, Jeju Province, Busan City, Ulsan City, Daegu City and Gwangju City. The important part of our job is to liaise with the above local governments in order to promote economic, cultural, educational, tourism and other exchanges between Taiwan and this area. Then we issue visas, authenticate documents to be used in Taiwan. Also we provide services for around 7,000 of our overseas compatriots here, issuing passports and supporting Chinese education for their youth.

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Polarized Cruise Industry in Asia Pacific

**Volume Cruise and Luxury Cruise**

Cruise industry is one of the fastest growing in tourism industry that has maintained 8% annual growth in past 50 years. With its well-equipped tourism resources and facilities, Asia has potentials to become a cruise trip area in the future. Demand for cruise tourism for now; however, is only 7% in Asia market. At this point, remarkable cruise deals are required to be developed. In this context, we have investigated the market trend in cruise industry.

### Potentials of Volume Cruise Market

Thanks to increased income and improved quality of life, demand for cruise soared in every age bracket, and cruise deal, therefore, has become increasingly popular. On average, traveling period became shortened, traveling cost was reduced, and most deals were developed for family customers. Volume cruises consist of large cruises with more than 70,000 tons and volume cruise deals are normally sold for about 1,000 dollars, with its traveling period ranging from 2 to 7 days. Large-scale cruises can accommodate diverse customers and fulfill their demands. These cruises, however, always accompany high risk, and therefore are required to consistently pioneer new customer bracket and develop new destinations. Major volume cruise companies in Asia are developing various cruise deals with 5 to 7 days of short traveling period in consideration of short vacation period in Asia, cheap prices, and diverse facilities for family travelers. Royal Caribbean Cruises and Legend of the Seas promoted cruise deals connecting Korea, China and Japan - members of Tour Promotion Organization for Asia Pacific (TPO). This cruise deal, whose destinations consist of Jeju, Jeju of Korea, Tianjin of China, and Fukuoka, Kagoshima, and Nagasaki of Japan, has been very successful, symbolizing the potentials of cruise deal in Northeast Asia. Asia, Voyager of the Seas, with twice the size (140,000 tons) of Legend of the Seas, is to be launched in May 2012. This cruise, which will call at Korea, Japan and China, is much anticipated. Star cruises of Super Star Virgo, calling at Singapore, Phuket and Penang, is the giant 13-story cruise that is offered at 2,000 dollars. (Ocean View for 1 person/ 4 nights and 6 days) Star Cruises is Chinese-Malaysian cruise company based in Singapore. The company largely contributed to the growth of Asian cruise industry. Costa Romantica of Costa Cruises call at five countries for 14 days - namely Okinawa of Japan, Keelung of Taiwan, Hong Kong, Ha Long Bay of Vietnam and two member cities of TPO - Da Nang and Ho Chi Minh. This 50,000 tons cruise can accommodate 1,657 passengers, and the deal is offered at $2,000 (Ocean View for one person/ 14 nights and 15 days). Costa Cruises is an Italian cruise company, and is developing new routes in Asian market, especially China. Popularization of cruise is contributing to the development of diverse and credible tour package.

### Current Trend in Luxury Cruise Market

Luxury cruise deal offers six-star hotel service at high price. The level of cruise deal is determined by various factors, including the size of cruise, room equipment and size, food, service, program, facility and crew. Extravagant facility and service are not the only factors that determine the uniqueness of luxury cruise. Most of these cruises offer special traveling routes that are not easily found among volume cruises. These routes, often longer than a week, include around-the-world trips for more than 100 days and a journey to the Antarctic region. Most luxury cruises are under 50,000 tons to provide qualified person-to-person service and create family-like atmosphere. Silver Shadow of Silversea Cruises, one of the most famous luxury cruise, accommodate mere 95-106 travelers on 126,000 tons cruise. The cruise offers a journey to Asia with China as a major destination. The price reaches up to 10,000 dollars. (Suite for one person/ 13 nights and 14 days) Most rooms are large suites with living room. Without doubt, luxury cruises offer better service and facilities than volume cruises, but their formal atmosphere may not be suitable for those who wish to enjoy a free atmosphere. According to UNWTO’s world cruise statistics, 46% of cruise customers earn annual income higher than 75,000 dollars. The number appears to be very high, considering that Americans, counting up to 60% of total cruise customers, have the average income of 35,000 dollars to 50,000 dollars. According to Korea Tourism Organization, Asian cruise market is mainly created in countries with high income level, namely, Singapore, Japan and Hong Kong. This also explains that luxury cruise market can expand further in the future.

### Potentials of Asian Cruise Market

Cruise industry is considered to be a young market with positive growth expectation. Since most people have not experienced cruise trip, there remains a large space for growth. The same rules applies to Asian market. Cruise trip counts less than 1% in total tourism industry, and Asian travelers only account for 5% among total cruise travelers. Asian market has high potentials with attractive Oriental heritage, cultural similarities and increasing demand resulted from economic development. The advent of diverse volume and luxury cruise deals are also contributing to form loyal customers in every age bracket. It is time to focus on developing Asian cruise market by expanding cruise infrastructure, and developing and promoting cruise deals.
August 2011

GYEONGGI, KOREA | Aug. 12 to Oct. 10
GYEONGGI WORLD CULTURE EXPO
Venue: Gyeonggi World Culture Expo Park, around
Gyeonggi-city
The 44th Gyeonggi World Culture Expo is held in Gyeongi World Culture Expo Park and across the City of Gyeonggi under the theme of ‘The Story of Millennium – Love, Light and Nature.’ A variety of fun and exciting events such as World Dance Festival in which dancers from 20 countries, participate and Nanta which reinterpreted Hanbokgal Masked Martial Arts which represent the spirit and courtesy of Silla Dynasty and dynamic strong movements are held during the Expo. In addition, 10 more ‘Queen Seat Deck’ and laser shows will be held. Visitors can also enjoy a lot of interesting programs such as World Fish-Oil Exhibition, World Traditional Culture and Putting on Silks Costume. During the expo (about two months), a variety of fascinating events (es: special night performance, street art festival, downtown festival, etc.) are held around the downtown of Gyeonggi.

KITAKEYUSHI, JAPAN | Aug. 6 to 7
WASSHIO HYAKUMAN SUMMER FESTIVAL
Venue: Kita-keyushu City Center
Kita-keyushu Summer Festival began in 1987 as the 25th anniversary of Kita-keyushu’s establishment as a municipality. It is the biggest festival in Kita-keyushu, which attracts about 10 million visitors every year. This year, it promises great fun and excitement with a variety of events such as Children’s Summer Festival, Welcome Parade, Summer Festival Collection and Million People Dances. There will be spectacular fireworks in about 15 different events from 19:00 to 20:30 on the last day of the festival.

QINGDAO, CHINA | Aug. 13 to 20
QINGDAO INTERNATIONAL BEER FESTIVAL
Venue: Qingdao City Center
In summer, the biggest beer festival in Asia is held. During the Qingdao International Beer Festival, beer lovers from all over the world are gathered. Toursists can enjoy a variety of beer. Various fun and exciting events (es: opening parade, beer drinking contest, promotion, performances, etc.) will be held during the festival. You can sing a song in the front of a huge crowd if you want. The songs sung on the stage are available in CD. This festival has been held annually since 1993. It usually lasts for about 20 days.

OKINAWA, JAPAN | Aug. 5 to 7
OKA TANABATA FESTIVAL
Venue: Okinawa
Tanabata is one of the most famous festivals in Okinawa. Prefecture. It has been held annually since 1937. About 5,000 citizens from 65 groups and organizations sing and dance to local folk songs (Shimayose, and Sambaosumatero) in a fancy traditional costume. Shimayose or Kumamoton’s humorous folk song with smart and funny lyrics. There are some traditional dances in Shimayose and Sambaosumatero. Once you learn the songs, you can join the dance during the festival. On the last day of the festival, colorful fireworks light up the night sky.

CHUNCHEON, KOREA | Aug. 30 to Sep. 4
CHUNCHEON MAKKUSU-KAI & DAKGALBI FESTIVAL
Venue: Chuncheon
Chuncheon Makkusu-Kai and Dakgalbi are the famous delicacies of Chuncheon. Makkusu is buckwheat noodles topped with various fresh vegetables and Kimchi cured with Dong-gu-ri (small salt-cured breast cheese). Dakgalbi is spicy chicken rice-strewn with various vegetables on an iron pan. During the Chuncheon Makkusu-Kai at Dakgalbi Festival, Chuncheon Local Dish Cooking Contest and International Chicken and Noodle Dish Exhibition are held. In addition, Dakgalbi and Makkusu will be cooked on the spot and distributed to tourists (for about 100 tourists).

MANILA, PHILIPPINES | Aug. 25 to 28
MANILA INTERNATIONAL SALSA FESTIVAL
During the festival, tourists can enjoy social dance parties and learn basic salsa steps as well as to watch salsa competition. There are salsa dances from all round the world and Manila the standard ranges from very high to beginners. Professional Salsa dancers from around the world (es: Yo Sanchez from Cuba, Cherie Thum from Malaysia, James Quinto-Haefner from Austria, etc.) will display passionate and dynamic Salsa moves such as Salutado, Lazada Zouk, Canto De Rueda, Rock and Zouk and Bachata Dancing. Manila International Salsa Festival has been held every November. This year, however, it is held in August to avoid falling on the same day with other Salsa festivals in Asia such as Singapore, Bangkok and Tokyo.

GUANGZHOU, CHINA | Aug. 20 to 25
NAN GUO BOOK FAIR
Venue: China Import and Export Fair Pazhou Complex
The board of Nan-Guo Book Fair was initiated in the 1990s. This year, approximately 300,000 books published by liters publication companies are displayed under the theme of ‘Enjoy the book fragrance in Guangdong.’ During the festival, lectures will be given by famous writers, and various workshops will be held to forecast Chinese publishing industry. A lot of books imported from many countries will be available at low prices (20%-70%OFF). The huge space (45,000m2) will be divided into several sections to display books and many other products (es: digital books, book accessories, etc.).

KAMAKURA, JAPAN | Aug. 5 to 7
HIKONUKI FESTIVAL
Venue: Kamakura
Hikonuki Festival is one of the most famous festivals in Yamanashi Prefecture. It has been held annually since 1938. About 220,000 citizens from 65 groups and organizations sing and dance to local folk songs (Shimayose, and Sambaosumatero) in a fancy traditional costume. Shimayose or Kumamoton’s humorous folk song with smart and funny lyrics. There are some traditional dances in Shimayose and Sambaosumatero. Once you learn the songs, you can join the dance during the festival. On the last day of the festival, colorful fireworks light up the night sky.
and people arrive early to reserve the best spots. This festival remains fresh to even the regular viewer. At the 22nd time this year. Aiming at promoting mutual understanding, various attractions from all over the area are brought together under the roof. Performers of traditional folk arts, the sale of specialty products and booths attract residents and visitors alike creating an exotic atmosphere at the heart of Fukuoka City. This year’s Asian Pacific Festival will be even bigger with the subcenter established in front of the refurbished Hakata Station complementing the main venue Marine Messe to promote the festival and tourism of Fukuoka City.

Yogyakarta, Indonesia | Oct. 22

JOGJA JAVAN CARNIVAL

Wake up to a night carnival event which is held in order to celebrate the anniversary of Yogyakarta. This annual international event is extraordinary and spectacular performance of art. In the fourth, the year of 2011 will be brought a theme of ‘Mag narratives’, which means the visually, in the world which we have found in Jogja. The main attachments of Jogja Java Carnaval is being the only national carnival which is held at night, thus it will add the liveliness and meaningful of carnivals parties in Jogjakarta with its bright and glowing lights.

Nagasaki, Japan | Oct. 7 to 9

NAGASAKI KUNCHO FESTIVAL

The Nagasaki Kuncho has been celebrated for more than 370 years and incorporates different aspects of Chinese and Japanese cultures, which have stayed alive in the city’s history. The festival’s name is believed to come from Nunobiki, the ninth day of the ninth month of the lunar calendar. The festival highlights dance and show performances by groups representing Nagasaki’s various city districts. Each group, participates only once every seven years, so this festival remains fresh to even the regular viewer. At some during its main events, it is possible to take a glimpse at the performances without a ticket, but it gets crowded and people arrive early to reserve the best spots.

Daegu, Korea | Oct. 22 to 23

BAEDEON BALLOON FESTIVAL

Venue: Edgar Cold Park, Second Herbal Arboretum This year is the 10th year of the Daegu Balloon Festival. It has been one of the most famous festivals in Daegun. The clear and high-autumn sky is decorated with a variety of balloon decorations. A lot of interesting hands-on programs (e.g. balloon riding, eco-tour, culture program, etc.) are scheduled this year. An opening ceremony, balloon riding and cultural performances will be held on the outdoor stage of EDU Square while eco-tour and various exhibitions will be held around Hadot Arboretum.

Changwon, Korea | Nov. 6

11th GAGPO CHRYSATHEMUM FESTIVAL

Venue: Maesan Park The City of Changwon is the largest chrysanthemum farming region in Korea. The chrysanthemum production here accounts for about 45% of the total production of the nation. Changwon has soil and weather conditions most suitable for chrysanthemum. Gagpo Chrysanthemum Festival has been held in every year to appreciate the excellence of Changwon chrysanthemum. This year, a total of 45,5 billion chrysanthemums will be delightfully displayed. A variety of special events such as Chrysanthemum Industry Hall, Fanmukural Hall, Robot, Lantern Hall and Fantastic Lamp will open during the festival. In addition, a chrysanthemum which has 135 chrysanthemum flowers on a single stem, which has been recorded at the Guinness Records, will be displayed. The festival which will last for 10 days starting Oct. 21st is a great opportunity to enjoy fragrant chrysanthemum flowers along with the autumn scene.

Daejeon, Korea | Oct. 14 to 15

DOBURUKU FESTIVAL

Venue: Shiroyama go

Doburuku, the Festival is held in Shiroyama go to give thanks for the autumn harvest. While private alcohol drinking, beverage production in tempe is banned, people in Shiroyama are given special permission to produce Doburuku for a limited quantity for this festival. Doburuku looks like rice-pandage. It is thick and slightly sweet. Doburuku first offered to the shrine later entertainers people gathered in the precinct. There are performances, like music (improved balloons), sing songs and so on. The Doburuku finally becomes the largest among the festivities for the villagers.

Manila, Philippines | Oct. 9

LA NAVIAL DE MANILA

Venue: Santo Domingo Church

Among the Dominican Shinisses in the Philippines, that of the Our Lady of the Rosary in Santo Domingo in Caloocan City rightly deserves first place both for its antiquity and importance. In 1924, a Marian Year, A Lady of the Holy Rosary’s Shrine was declared by the Philippine Hierarchy as the ‘National Shrine of Our Lady of the Rosary’. The festival of the Our Lady of the Rosary of La Naval is celebrated every second Sunday of October. At this same date, the National Shrine of Our Lady of the Rosary holds a holy novena in what is acknowledged as the ‘Cathedral of all Catholic Celebrations’. During the festival, the religious activities include daily mass, novena, procession, veneration of the shrine’s image, novena and so on. The festival is held in Santo Domingo Church.

Shanghai, China | Oct. 16 to 20

SHANGHAI INTERNATIONAL ART FESTIVAL

Venue: Shanghai Exhibition Center

Shanghai International Art Festival is the largest annual international event in China. Every year, delegates from famous art museums, international performing art organizations, universities, companies and artists from all over countries and regions, as well as various delegations and organizations from provinces and cities in China. The main contents of this year’s Performing Art Fair include ‘Summer Conference’ exploring into the developing trends of festivals of art, ‘Exhibition of Excellence’ and ‘Beijing’s Outsiders’. The event is held annually to introduce international artists and works to Chinese audiences. It is the most important and comprehensive art and culture event in the world. During the Shanghai International Art Festival, visitors can watch the birds closely through a bird-watch tour. The festival is held annually.

Mituo Township in Kaohsiung County is the aquaculture farm where milk fish of the best quality are raised. The Milk Fish Cultural Festival is one of the most important events held in the area. The festival is held annually. In the festival, people from all over the world gather to participate in a wide variety of events, from a grand dancing parade in which people in kimono dance to the tune of Chinese folk music, to the display of various art and craft works. The festival is held annually.

Bangkok, Thailand | Nov. 11

BANGKOK’S LLOY KATHONG FESTIVAL

Venue: Chao Phraya River In Thailand Loy means to float and Kathong means a circular floating object decorated of banana leaves, flowers, candles and incense sticks. All these are related to Loy Kathong, an event which does not occur on the same date every year. Instead it consists on the full moon night of the twelfth lunar months. In the night of the full moon, locals will float small rafts or Kathong in the river or on any bodies of water present in their area. Some people also float the rafts in a basin in the comfort of their own backyard. There believe that this gesture is to honor and pay homage to the Goddess of the water, the deity of the river. Some believe that it is to ask for forgiveness to those that have done to the river during past years, hence it is done during the end of the year.

Gunma, Japan | Nov. 11 to 14

GUNMA INTERNATIONAL MIGRATORY BIRD FESTIVAL

Venue: surroundings of Nagatoro river

This festival on November 2 and lasts until November 3. It was held for the first time in 2000 under the title ‘Shimanto Festival’. In 2009, this festival was designated by the Ministry of the Environment (fertile soil and sufficient sunlight) to grow Daejeon Balloon Festival is an annual international event is extraordinary and splendid performance of art. In the fourth, the year of 2011 will be brought a theme of ‘Mag narratives’, which means the visually, in the world which we have found in Jogja. The main attachments of Jogja Java Carnaval is being the only national carnival which is held at night, thus it will add the liveliness and meaningful of carnivals parties in Jogjakarta with its bright and glowing lights.

Shinnosai Festival

Venue: Pyeongsa-ri park

The City of Changwon is the largest chrysanthemum farm in Korea. The festival has been held in fall every year to advertise the excellence of Changwon chrysanthemum. This year, a chrysanthemum which has 135 chrysanthemum flowers on a single stem, which has been recorded at the Guinness Records, will be displayed. The festival which will last for 10 days starting Oct. 21st is a great opportunity to enjoy fragrant chrysanthemum flowers along with the autumn scene.

Hajing, Korea | Nov. 5 to 7

AGYO DAEBONG PERSIMMON FESTIVAL

Venue: Pyeongsa-ri park

This is a festival that is held every year at the end of November in the southern region of Korea. The festival begins by celebrating the eve of the Our Lady of the Rosary in Santo Domingo in Caloocan City. The festival is held annually. In the festival, people from all over the world gather to participate in a wide variety of events, from a grand dancing parade in which people in kimono dance to the tune of Chinese folk music, to the display of various art and craft works. The festival is held annually.

Kagoshima, Japan | Nov. 2 to 3

OHARA MUSORI FESTIVAL

Venue: Sueyama, Kagoshima

Ohara Musori Festival is a famous local event celebrated every 3 years in memory of the 17th century. It is held annually. During the festival, thousands of visitors from all over Japan and abroad visit Ohara to see the live performance of the famous Kabuki actors. During the festival, thousands of visitors from all over Japan and abroad visit Ohara to see the live performance of the famous Kabuki actors.

Crafina 2011 is a renowned craft exhibition in Indonesia. The event provides a chance to meet craftsmen, artists and manufacturers under one roof to show beautiful arts. The event provides a platform for exhibitors to promote their wide range of craft goods as well as various exciting features for craft lovers to motivate and please them. The festival is held annually. Crafina will be the largest art and craft event in Indonesia.

Milk Fish Cultural Festival is one of the most important events held in the area. The festival is held annually. In the festival, people from all over the world gather to participate in a wide variety of events, from a grand dancing parade in which people in kimono dance to the tune of Chinese folk music, to the display of various art and craft works. The festival is held annually.

KAMOSHIGE, CHUNGI TAPI | Nov. 23 to 27

MILK FISH CULTURAL FESTIVAL

Venue: Kaochawan, Sipsongbanna Province Milk Fish Festival has been widely enjoyed by the inhabitants of the Mekong Basin for many years. The festival has been held annually. In the festival, people from all over the world gather to participate in a wide variety of events, from a grand dancing parade in which people in kimono dance to the tune of Chinese folk music, to the display of various art and craft works. The festival is held annually. Crafina will be the largest art and craft event in Indonesia.

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Can you introduce about TAT (Tourism Authority of Thailand) to us?

Tourism Authority of Thailand (TAT) is the State Enterprise under the Ministry of Tourism of Sports of Thailand. Established in 1960, TAT was the first organization in Thailand to be specifically responsible for the national tourism promotion. At the present, TAT has continuously promoted the country’s tourism for its 51 successive years. TAT’s vision is to strive towards excellence in the promotion and development of tourism on basis of sustainable tourism and to publicize Thailand and its tourism potentials with the intention to encourage both Thais and international tourists to travel to Thailand.

How’s Thai tourism industry in the first half of 2011 compared to the previous year and what would it be like in the second half?

According to primary data from The Ministry of Tourism and Sports of Thailand, international visitor arrivals to Thailand during January – May 2011 totaled 8.2 million, increasing 24.4% over the same period of 2010. In the year 2011, foreign visitor arrivals are expected at 16.8 million (+6%), generating an estimated 64.2 billion baht (USD 2.13 billion), in tourism income (4%). The key challenge for TAT for 2011 is to deal with constant changes across the board in social and economic conditions, technologies, lifestyles, customer preferences, and many more. We also have to deal with unexpected internal and external shocks which can range from natural disasters to financial and geopolitical crises. Maintaining budgets and meeting targets in this kind of a fluid, erratic and unstable atmosphere is a real challenge indeed.

Where is the top international market of Thailand?

Thailand has always attracted visitors from most countries across the world and will continue to do so. In 2011, the top-five markets of visitor arrivals are Malaysia (5 Million), China (1.1 Million), Japan (994,000), United Kingdom (811,000) and Korea (805,000). China has overtaken Japan as the second largest source market. Other top performing markets last year were India and Russia (645,000, +9%), both of which are expected to cross the one-million mark within a few years. Existing markets such as Western Europe, the United States and countries around the ASEAN region generate a high number of repeat visitors. We are balancing these existing markets with equal emphasis on new markets including the “R حيث” group of countries, which are Russia, India, China, and Indonesia.

What is the goal of tourism industry for 2011? Is there any specific plan you are working on now?

We are now stepping into the age of the “Modern Tourism Marketing” and we are facing many challenges from both internal and external factors. While we let the tourism generate income to the country, we are also concerned about the impacts of the tourism towards environment and culture. We also expect the modern tourism marketing which will be the most suitable for Thailand in order to help create the awareness of maintaining sustainable tourism for our country. Therefore, in 2012 we focus on the tourism with responsibility and creativity. We intend to further cooperation with relevant agencies to boost the green or responsible tourism, as well as to fulfill visitors’ needs with valuable experiences and choices through various channels. Also, we will emphasize the digital marketing to reach more target groups by online social networks.

What are Thailand’s most popular attractions for today’s tourists?

We’re very proud to say that Bangkok has been ranked as the World’s best City in 2010 by the American Travel & Leisure Magazine followed by Chiang Mai. Besides Bangkok as the capital city and Chiang Mai, Phuket also remains the largest draws for the most number of foreign travelers as they are the best known and have the most developed infrastructure. This will likely continue to be the case for some time to come. In addition to these world renowned destinations, many visitors to Thailand are opting to venture a little further from the beaten path and try a home stay experience to gain first-hand knowledge about Thai culture. Foreign travelers are also increasingly using Thailand as a gateway for their travels throughout the Greater Mekong Sub-Region and thus they are visiting provinces in the northeastern and the western border areas of the country.

What kind of vision do you have for Thailand as a tourism country?

We wish to be the most desirable tourism destination in Asia with the variety of tourism products and services, and increased awareness of the protection of environment and local culture, we believe that Thailand can be one of greatest green destinations in the near future.

How can you describe Thailand in a word?

‘Amazing Thailand, Always Amazes You’ 

Sansern Ngaorungsi, Deputy Governor for International Marketing (Asia and South Pacific), Tourism Authority of Thailand

Thailand located in the middle of Southeast Asia has many fascinating tourist destinations which attracts a lot of tourists from around the world such as honeymooners and FIT travelers. Let’s find out the current status of Thailand tourism industry which has great growth potential from Mr. Sansern Ngaorungsi, Deputy Governor for International Marketing of Tourism Authority of Thailand.
Speciality Of Bangkok

ONE FINE VIVID DAY IN BANGKOK

Bangkok is a city of pure vitality. The noise of the crowd on the street, sky train blasting over your head, cars racing with a roaring engine and motorbikes zigzagging through the car, the savory smell of noodles which make your heart and stomach strong, pulsating and rhythmic music from shopping malls and a thousand-year-old temple which instantly covers up all these hustling and bustling. The City of Bangkok looks new and different at every visit, which is why we are here again.

Editor: Seon-Ae Yu
Photo: Yu-Jin An, Choong-Geun Oh
Cooperation: Tourism Authority of Thailand www.tourismthailand.org
1. In the 16th century, Wat Pho was built before relocating the capital to Bangkok, and its official name is Wat Phra Chetuphon. Wat Pho is the oldest and the biggest temple in Bangkok. 2. Wat Benchamabophit and other European style of architectures were founded under Rama V. Perfect bilateral symmetry of Wat Benchamabophit helps feel the refined perfection. 3. In Thai cuisine, a variety of flavors which seem as strong as the sun are used. You can taste bitter, sour, spicy and sweet tastes in one dish. Bangkok is ‘A Heaven of Food.’ 4. The markets in Bangkok are very interesting. Even though you just go window shopping, a half of the day would instantly pass like an arrow because there are a lot of unique and fascinating things to see. 5. Girls we bumped into on the street gave us a big smile. Bangkok people are very kind and hospitable to strangers. We may not forget their beautiful smiles and eventually visit Bangkok again someday. 6. Filled with its splendor and magnificence, Wat Phra Kaew is the most popular temple in Bangkok, and is always full of tourist. 7. Tom Yam Kung is one of the most popular Thailand dishes. It is also known as one of the three greatest soups of the world along with Bouillabaisse and Shark’s Fin. You may not be able to get the magical balance of sweet, sour and spicy tastes out of your head even at the end of your trip. 8. When the sun goes down, tourists flock together into the Khaosan Road which is filled with garish signboards, tasty smell, T-shirts with black humor quotes and exciting music.
**BANGKOK ORIENTAL MYSTICISM**

**TEMPLE IN BANGKOK REVEALING ITS SPLENDOR AND MAGNIFICENCE: WAT PHRA KAEW**

The first thing that pops to travelers’ mind when they think of temples in Bangkok is Wat Phra Kaew. Filled with its splendor and magnificence, Wat Phra Kaew is the most popular temple in Bangkok, and is always full of tourists. After relocating the capital city to Bangkok, Rama I built the royal temple. One of its characteristics is that monks do not reside in this temple. Considered as the most sacred statue of the Buddha, Phra Kaew is enshrined in the temple; thus, it is also named Emerald Temple. The only entrance that visitors can use is the Victory gate placed on the north wall of the royal palace. Entering into the temple, buildings, paved with gold and embedded with colorful glasses on every side, engage travelers’ mind and the eye at the same time. Travelers can be disconcerted by its complicated structure. In that situation, circumbulate in a clockwise direction.

**DRESS CODE FOR ENTERING TEMPLES**

Before entering Wat Phra Kaew, Grand Palace, and Wat Arun, visitors should pass the dress inspection. Temples are considered as sacred places, everyone including foreign travelers have to avoid insufficient dress (e.g. short pants, miniskirt, sleeveless shirt, slippers). If you are in insufficient dress, you can not wear proper dress at the rental shop. If you have to change your dress, you must pay 10-30 Baht. It is wise to wear proper dresses when you go to temples in Bangkok.

**THE BIGGEST TEMPLE IN BANGKOK: WAT PHO**

In the sixteenth century, Wat Pho was built before relocating the capital to Bangkok, and its official name is Wat Phra Chetuphon. As the Ayutthaya style of architecture, Wat Pho is the oldest and the biggest temple in Bangkok. One of the famous attractions at Wat Pho is the Reclining Buddha placed in the main hall of the temple. As the third biggest statue of Buddha in Bangkok, the Reclining Buddha is 46m in length and 15m in height. The statue is too big to take a glance, so just take a look slowly. Placed on the right side, the feet of the statue can be observed in detail and you can find something. That is, teachings of Buddha are engraved on the feet. Around the statue, sofd jars are placed. There is a common belief that putting a coin into a jar one by one brings his/her and his/her family’s health. Believe it or not, why don’t you try it!

**TEMPLE OF THE DAWN: WAT ARUN**

Used as the official logo for Thai Tourism Office, Wat Arun, alias Temple of the Dawn is regarded as a symbolic temple in Bangkok. Staying in Bangkok only for a night, you should definitely visit both Wat Phra Kaew and Wat Arun. Rama II built a grand temple, Phra Prang, which is one of the representative buildings in Wat Arun. Rama IV decorated Prang Phra with pieces of potteries received from China, and transformed the ordinary Phra Prang into the splendid royal temple. Even though you can reach the top floor of the Rha Prang, because the slope is precipitous, and steps are somewhat high, it can be difficult for children and elderly people to get to the top floor. However, if you manage to reach the summit of the tower, you can enjoy unforgettable scenery.

**LUXURIOUS ROYAL TRAVERN: VIMANMEK PALACE**

Vimanmek Palace is the biggest teak-wooden building in the world. Used with wooden tacks instead of metal nail, this palace is highly evaluated in terms of the degree of completion. It is-shaped building and has 1 stories high. In addition, Vimanmek Palace is attached to the four-story octagon building at the corner. In the museum at the palace, king’s office, bedroom, bathroom, and a living room are situated, and private collections and royal family’s supplies are being displayed, too. What is more, Rama V decorated the room with precious gifts which were given during the grand tour of Europe, and handicrafts, potteries, benjarong, crystal, and others which were introduced from China, Japan, Italy, Belgium, UK, France, and other countries. In Vimanmek Palace, visitors should always accompany tour guides. Individual visitors can follow English-speaking guides provided by the palace. Palace tours starts every a quarter and three quarters of an hour, and it takes about 40 minutes. All cameras and belongings should be placed in lockers before entering.

**TAKING A WALK ON EUROPEAN GARDEN IN BANGKOK: WAT BENCHAMABOPHIT**

Wat Benchamabophit and other European style of architecture were founded under Rama V. Perfect bilateral symmetry of Wat Benchamabophit helps feel the refined perfection. In particular, as soon as the sunrise begins, you can see the most beautiful temple which is reflect off the sunshine. The statue of Buddha, “Phra Phutthana Chinnarat” in the main temple and Phra Kaew are considered as sacred ones by the Thai. Thus, this is the manner in the temple that take off your shoes when you enter into the temple. Coming out from the temple, 53 statues of Buddha from around the world are being displayed. Since the statues are made with a variety of materials and styles, the back yard where the statues are being displayed looks like a museum of the Statue of Buddha. Because the temples and gardens are well maintained and organized, it is good to take a walk slowly with enough time.

**BEAUTIFUL MEETING BETWEEN EUROPE AND THE ORIENT: DUSIT GARDEN**

Dusit Garden is in perfect harmony between Thai and Western culture. Rama V adopted western cultures actively, and after returning from the travel to Europe, he created Dusit Garden. On the wide lawn, many palaces and museums including Vimanmek Park are built. In the park, Vimanmek Palace Museum, Asbiaks Dusit, Throne Hall, Suan Si Ruedu, Residential Hall, Chang Ton Royal Elephant Museum, and others are located. Among them, Ancient Cloth & Silk From the Support Museum, where ancient costumes and silk are being displayed, and Old clock Museum are popular. Most of the museums were built for queens or princesses by Rama V and VI. In the present, they are used as small museums for displaying royal family’s items, pottery, antique clocks, and statues of Buddha donated by royal families.

**BOATING ON CHAO PHRAYA RIVER**

Along with the Chao Phraya River, shuttle-boat services and river cruise programs are being provided. If you are those who want to traverse the city (5 to 10 bahts) faster than taxi, those who want to look around Ayutthaya in one day (140 bahts), and those who want to enjoy cruise seafood dinner and shows (1,510 to 1,750 bahts), come to River City (www.rivercity.co.th). In particular, in terms of the dinner cruise, you can enjoy the magnificent Wat Arun’s and Grand Palace’s night views on the river.
LEGENDARY PLACE OF THAI SILK
THOMPSON BAR & RESTAURANT
With Jim Thompson Thai Silk, the representative brand of Thailand, Jim Thompson House is one of the representative tourist attractions. The restaurant and bar at the entrance of the house are in harmony with the traditional architecture of Thailand, plants from the southern part, and the western romance. This is a great place to spend your spare time. Fresh Yamsomo salad that pomelo and peanut are added is highly recommended. If you are thirsty, a lemongrass or coconut juice is recommended. If you are difficult to try herb and spices food, Western food including sandwich, pasta, and others are also served. Yet, the western meals cannot make you full enough.

Blue Elephant
Blue Elephant operates its chain restaurants in 12 cities throughout the world including London, Brus- seu, Copenhagen, Dubai, and others. Entering into the restaurant that goes back 100 years, you first come to meet elegant table settings and aroma which stimulates appetite. If you are willing to experience Thai court cuisine, there is no place like Blue Elephant. From the typical menu, Tomymakung, to creative desserts created by world-wide recognized owner Chef Kun Neuro, and to organic rice, you will be satisfied with everything in Blue Elephant. Affection of Thai tradition instilled in the cuisine, Thai court cui- sine’s unique delicacy, and friendly English-speaking atmosphere will upgrade your travel and make your trip special.

Address: 213 South Mahanakorn Road, 10500 Bangkok, Thailand
Opening Hours: Daily 11:30-23:30
Phone: 022516314, Fax: 022516315
Website: www.blueelephant.com

THAI COURT CUISINE
BLUE ELEPHANT
Blue Elephant cooking class is a class that participate directly make and taste four courses of food whose recipes are not too complicated and whose ingredients are readily available. In the cooking class, participants do grocery shopping with the chef at morning markets. Then, through lessons of theory and practice, they come to learn the secret recipes of Blue Elephant. After completing the cooking class, all participants and the chefs share food they made. Then, they receive the certification and pre- ents. Thai herb tea, curry paste, and an apron. All the classes entirely are in English. You can check out the curriculum on the Blue Elephant Website.

Address: 213 South Mahanakorn Road, 10500 Bangkok, Thailand
Opening Hours: Daily 11:30-23:30
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Website: www.blueelephant.com

THAI FOOD AT RIVERSIDE MANSION
SUPATRA RIVER HOUSE
It’s a nine-mile walk from the Old Grand Palace, which has the most beautiful rooftiles in Bangkok. The restaurant can be reached only through a wooden shuttle boat operated by the restaurant. Most popular meals are sweet Muslim curry, Massammat with dried clove buds and cinnamon, fresh salad, Somtam, and pork soup, Khangthingyao with tofu. If you want to experience Thai’s authentic taste, visit Supatra River House and fall in love with Thai food.

Address: 3rd Fl. Sathorn Rd., Sathorn, Khet Silom, Bangkok 10110
Opening Hours: Daily 11:00-23:00, Closed on Sunday
Phone: 024148100, Fax: 024148101
Website: www.supatrariverhouse.net

WHEN IN THAILAND, DO AS THE THAI DO
1. KHAHOM TUHAI! This seems to be sweet and salt coconut rice cake. Its color in green because its taste and smell come from pandanus leaves. Price THB 35(1 bag) 2. KHAHOM BYANG You get to pick up either sweet or a bit salty topping onto a thinly and crisply baked cake which is usually made with coconut or egg. Price 35 bahts (in picture one) 3. KHAHOM CROCK This is bread made with coconut and rice powder. You can taste warm, salt, a bit sweet, crispy, and scent of coconut bread. Price THB 35(6/bag) 4. THAI NOODLE Though noodles are made with a variety of ingredients including ground, wheat, rice, and others, the most popular one is rice noddle, a so-called ‘Yum Thai’. You can try it at all the Thai restaurants or food stalls. Price THB 30-40(1bowl) 5. INSTANT FRIED FOOD WITH RICE Order fried chicken, eggs, pork, rice, shrimp, and others on the spot, and you can taste them with rice. You can also add chicken broth, fish sauce, garlic, or red pepper for flavoring.

1. A VARIETY OF EGGPLANT You can enjoy various shapes, colors, tastes, and sizes of eggplant with curry. By the way, you can mistake eggplant for tomato or cucumber.

7. JASMINE RICE An interesting scene in the restaurant is that a waiter or a waitress scoops rice from a basket and fills a bowl with rice in person. The rice is called jasmine rice because it retains the particular fragrance of jasmine. Since the rice lacks water, it is adequate for fried rice.

8. MATUM In a restaurant, sometimes a cup of orange colored sweet tea is served. This refers to Matum, and comes from drying Matum and brewing it in hot water. This is good for constipation. Price THB 8(1bag), THB 69(30 pieces)

9. MIYANGKAM Try coriander and other nuts on a leaf. This is good for refreshments. Price THB 35(1 leaf)

10. CORIANDER No more explanation. If you want to experience Thai aroma, just try it.

11. DOCKACHAP Rose leaf tea is also a popular in Thailand. Bring rattan pellets in a hot water for 10 minutes, cool down the red hot water, add sugar, and taste it. Price THB 30(10 pack at traditional market)
BANGKOK SHOPPING PARADISE

**SIAM DISCOVERY**
Siam Discovery, Siam Center, and Siam Paragon are connected to each other. Among them, Siam Discovery mainly covers interior & living item shops and decoration item shops. Bangkok designer boutique “Goad job is also situated here.

**SIAM CENTER**
Siam Center mainly deals casual and popular designs and items of young taste. This center is a meeting place for young people.

**SIAAM PARAGON**
Siam Paragon consists of a huge supermarket on the lower ground floor, Hermes and Marc Jacobs on ground level, and luxurious and refined living & art items reflecting Thailand’s exotic characteristics on the second to fourth floors. You will be surprised twice: because of its splendid items and its numbers on the price tag. You can also enjoy to relax and food at elegant cafeterias, restaurants, and food courts.

**CENTRAL WORLD**
Central World is a huge shopping mall connected to Grand Hotel, Convention Center, and luxurious resorts. A variety of international brand shops including Zara, Max & Spencer, and La Coste, and domestic brand shops are placed in the Central World, and their styles and prices vary. An open cafeteria, casual dining space, huge bookstore, and a record shop are also in the mall.

**AMARIN**
Amarin covers a variety of handcraft shops including Thai Craft Market. If you are willing to buy traditional Thai souvenirs or interior items, visit the third floor.

**ERAWAN**
Erawan is filled with distinctive designs from big-name designers throughout the world including Dries Van Noten’s avant-garde shirts, Manolo Blahnik’s slippers, Tsumori Chisato’s cute and aristocratic dresses, and others.

**CENRAL CHILDOM**
As a representative department store in Thailand, 13 branches of the Department Stores are situated in Bangkok, Chiang Mai, and Phuket. It has typical department store structure, and is directly connected at Chitlom Station.

**CENRAL THAILAND**
In Thailand, the price of all products includes a 7 percent value added tax (VAT). However, if you purchase over 2000 bahts at VAT Refund for Tourists’ shops, request the VAT Refund Form and fill it out. You can get refund after purchasing over 5,000 bahts. Before checking in at the airport, show your VAT Refund form and purchased items at customs, and sign on the document. After passing the immigration, submit the document that you signed on and original VAT invoices at the Tax Refund Office. You can request the tax refund within 60 days after shopping.

**THAKOON**
Thakoon was born in 1974 at Chiang Rai, Thailand, and immigrated to the U.S. with his family. He worked for fashion designer’s house as an editor, and now he, as a fashion designer, he shows his own particular design. His designer is young, sensible, feminine and simple, but sometimes sporty and audacious. He creates his designs and manages his own shops in the U.S., Europe, Middle East, North Africa, and Asia including Korea and Japan. However, unfortunately, there is no shop in Thailand yet. [www.thakoon.com](http://www.thakoon.com)

**JIM THOMPSON**
Jim Thompson, which is a so-called legendary Thai Silk, is a worldwide brand representing not only textiles including handwoven classic silk, cashmere, and cotton but also its products. In Jim Thompson store, cushion, muffer, shoes, bag, bag, clothes in number to sporty colors are displayed. In spite of somewhat expensive price, customers are satisfied with its high quality. [www.jimthompson.com](http://www.jimthompson.com)

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Amarin covers a variety of handcraft shops including Thai Craft Market. If you are willing to buy traditional Thai souvenirs or interior items, visit the third floor.

**ERRAWAN**
Erawan is filled with distinctive designs from big-name designers throughout the world including Dries Van Noten’s avant-garde shirts, Manolo Blahnik’s slippers, Tsumori Chisato’s cute and aristocratic dresses, and others.

**CENRAL CHILDOM**
As a representative department store in Thailand, 13 branches of the Department Stores are situated in Bangkok, Chiang Mai, and Phuket. It has typical department store structure, and is directly connected at Chitlom Station.

**CENRAL THAILAND**
In Thailand, the price of all products includes a 7 percent value added tax (VAT). However, if you purchase over 2000 bahts at VAT Refund for Tourists’ shops, request the VAT Refund Form and fill it out. You can get refund after purchasing over 5,000 bahts. Before checking in at the airport, show your VAT Refund form and purchased items at customs, and sign on the document. After passing the immigration, submit the document that you signed on and original VAT invoices at the Tax Refund Office. You can request the tax refund within 60 days after shopping.

**THAKOON**
Thakoon was born in 1974 at Chiang Rai, Thailand, and immigrated to the U.S. with his family. He worked for fashion designer’s house as an editor, and now he, as a fashion designer, he shows his own particular design. His designer is young, sensible, feminine and simple, but sometimes sporty and audacious. He creates his designs and manages his own shops in the U.S., Europe, Middle East, North Africa, and Asia including Korea and Japan. However, unfortunately, there is no shop in Thailand yet. [www.thakoon.com](http://www.thakoon.com)

**JIM THOMPSON**
Jim Thompson, which is a so-called legendary Thai Silk, is a worldwide brand representing not only textiles including handwoven classic silk, cashmere, and cotton but also its products. In Jim Thompson store, cushion, muffer, shoes, bag, bag, clothes in number to sporty colors are displayed. In spite of somewhat expensive price, customers are satisfied with its high quality. [www.jimthompson.com](http://www.jimthompson.com)
SPA BASED ON INTEGRATIVE MEDICINE
TRIA
This spa, built by Piyasate Hospital, one of the leading hospitals in Thailand, seems to be a luxury spa. However, this is a type of medical institute founded on the spirit of Integrative Medicine. TRIA emphasizes medical spa as a type of medical institute founded on the spirit of Integrative Medicine. Tria emphasizes medical spa as a type of medical institute founded on the spirit of Integrative Medicine. TRIA focuses on the latest medical science in detox program, which excrete waste matter from the body, and offers programs such as Night Detox (300 THB for 45 minutes). This spa is popular with tourists and foreigners. The spa offers services for both men and women. The spa is located in the city center and is easily accessible by public transportation. In addition, the spa has a rooftop garden where visitors can relax and enjoy the beautiful city view. The spa uses high-quality products and offers personalized services to meet the needs of each customer. The spa is a great choice for those who want to enjoy a luxurious spa experience while also benefiting from the latest medical science.

HOSPITAL BEYOND HOSPITAL, CHILDREN’S HOSPITAL
SAMITIVEJ SRINAKARIN HOSPITAL
Samitivej Srinakarin Hospital has its 30-year history, and as a special grade private hospital, Samitivej Hospital is considered as one of the top three hospitals in Thailand. The hospital is filled with patients from 60 countries including Australia, the United States, the United Kingdom and Japan, and its reliability and stability are already verified. In addition, since this hospital obtained the certification of JCI, the highest certification authority of hospital, its professionalism is also verified. The private children’s department only exists in this hospital. A big teddy bear wearing a white doctor’s gown and a stethoscope around her neck welcomes little patients with open arms. A cafeteria, beauty shop, toyshop, baby product shop, and others are on the first floor. Thus, this seems for patients and their families to entering into a shopping mall, not a hospital. What is more, Samitivej hospital runs a skin beauty and cosmetic center, physical examination center, fertility center, dental office, and others. Each room is reserved for one patient only and all facilities of each room are equal to those of luxury hotels.

SEEKING FOR HEALTH, MEDICAL SPA
S-MEDICAL SPA
This is not an ordinary spa; this is a medical spa, which is curing inside the body. all of the therapists are certified in medical fields. each customer is guided by a therapist from the body, and optimal aging programs are most popular. Sometimes, newly married couple stay here for a couple of days, or retired elderly couple stay here for a couple of months and take care of their health. Tria operates a program preventing obesity, or one day Detox Program for people who don’t have enough time.

BANGKOK TRAVEL IN LUXURY
DIVANA VIRTUE SPA
If you are willing to travel to Bangkok in luxury at least once, Divana Virtue Spa is recommended. Located in a western-style building enduring over 100 years in Silom, Divana Virtue Spa has luxurious and elegant facilities, gives best service, and provide its price and massage program using oil imported from France and Thaï’s natural materials. In a relaxed and peaceful atmosphere, you can feel comfortable from the beginning to the end with staff members’ kindness and their tender smile. Spa programs vary from Samiah massage (70 minutes) to body treatment (260 minutes), but instead of short massage, visitors prefer 2 hours or more longer spa programs. This spa is the best place where you can experience traditional Thai massage which has descended for hundreds years. One drawback is that Phothalai is somewhat far from Bangkok downtown. However, free pick-up service is being provided for more than a people (pay 1000 bahts per person if 3 or less). Reservations are highly recommended on Fri days and weekends.

ESSENCE OF THE WAT PHO MASSAGE
PHOTHALAI
Connected with Wat Pho, an official Thai massage training institute, Phothalai is a spa center. Phothalai has an exotic garden and massage rooms from ordinary to VIP, and provide the authentic massage. This is the best place where you can experience traditional Thai massage which has descended for hundreds years. One drawback is that Phothalai is somewhat far from Bangkok downtown. However, free pick-up service is being provided for more than a people (pay 1000 bahts per person if 3 or less). Reservations are highly recommended on Fri days and weekends.

WHY THAI HOSPITAL?
Based on excellent medical teams, facilities, and competitive medical service expenses, Thailand is transforming from common tourism country to a medical tourism dominant country. Competing against Singapore, Malaysia, India, and Vietnam, Thailand government has provided special benefits in order to attract foreign patients since 2003. Building medical centers in overseas, medical staff members can communicate with patients in English, and professional interpreters are arranged in every single hospital. In addition, Thai government offers convenience to foreign patients providing not only non-stop service from airport to hospital but also immigration booth dealing with visa issue and its process in hospital. Thailand discriminates an iron wall if it its successful the medical & tourism project, a new value-added business in the 21st century, as the national strategic business.

TIME TO BE HEALTHY
HEALTHLAND
Price and quality of the massage vary from shop to shop. If you don’t have enough information, choosing well-equipped “Health Land” can be the easy option for massage. As one of the representative chain massage shops in Thai, 6 shops are located in Bangkok and one in Pattaya. Since pleasant facilities are well equipped, domestic residents also use this shop frequently. Giving a tip about 100 bahts after massage is a manner. Reservation is not necessary but you need to wait for 30 minutes or more in a certain situation. If purchasing so passes to use the facilities, you can save up to 10 percent.

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FINISH YOUR SPA WITH HOBIB TEA
After spa, drinking an herb tea is a standard procedure. Spa shops provide a variety of Thai herbal tea, lemon grass herb tea is effective for relaxing fatigue. You can add sugar or honey at your preference. Drinking a lemon grass herb tea promotes another.

BANGKOK TRADITIONAL MASSAGE LET’S RELAX
With Health Land, Let’s Relax is one of the most famous massage shops in Bangkok, and its chain shops are located on Phrom Phong Rd. and Ratchada Rd. Clean facilities and standardized massage qualities are enough to attract not only domestic residents but also foreign visitors. A foot massage penetrating feet in a small auzou (hot water) and Heavenly Relax Massage (1 hours) are the most popular ones. If you have enough time and money, a massage package including “Foot Massage (45 minutes)” + “Thai Massage (60 hours)” are strongly recommended. Tiredness and stress coming from traveling are wiped out in a second.

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EXTRA INFORMATION
PHOTHALAI
Address: 10 Srivieng, Silom, Bangrak, Bangkok, 10330 Thailand Phone: 081-746-8888 Website: www.phothalai.com
Opening Hours: Monday-Sunday 09:00-23:00 Price: Traditional Thai Massage THB 1400 (60 minutes), THB 1750 (90 minutes), THB 2100 (120 minutes) Website: www.phothalai.com
FINISH YOUR SPA WITH HOBIB TEA
Address: 25 Soi Sukhumvit 1, Phrom Phong, Bangkok, 10110 Thailand Phone: 091-123-4567 Webpage: www.healthlandspa.com
Opening Hours: 10:00-22:00 Price: Traditional Thai Massage THB 1100 (60 minutes), THB 1300 (90 minutes), THB 1500 (120 minutes) Website: www.healthlandspa.com
关闭
More romantic than a romantic film and more vibrant than sea wave, Busan lures us with a warm mind which is as broad as the ocean. If you get on the high-speed train (KTX), it takes less than three hours to reach Busan from Seoul. Plan your trip in detail beforehand because Busan has a lot of fascinating things to watch and experience. A lovely and warm city where citizens greet strangers with great hospitality. Let’s take a close look at the hidden charm of Busan by theme.
New Attractions of Busan

ATTRACTIVE AND FASCINATING
GAMCHEON-DONG CULTURE VILLAGE

The followers of the Tanggeonbawi (reclining Buddha) have gathered here since 1998. Recently, Gamcheon 2-dong has emerged as ‘Busan’s Lego Village’ and ‘Santorini’. Since the village art project titled ‘Dreaming Busan’s Machu Pichu’ in 2009 and the conveniences-converged tourism cooperation project titled ‘Maze-like Alley Project’ in 2010, wall paintings, formative arts and cultural spaces (using uninhabited houses) have been developed every corner of the neighborhood. Gamcheon- dong has also appeared in TV series (ex. Taza, H.I.T.), films (ex. Hero, She Came from, Superstar Mr. Gam, Camellia City) and various TV commercials. Don’t miss to visit this beautiful Gamcheon- dong Culture Village.

网址：http://www.gamcheon.com/eng/main"

GET EMOTIONAL UNDER SWEET AND ROMANTIC MOONLIGHT!
MOONTAN ROAD

You mean suntan? No. The Moon—dalmaji hill. The Moontan road moonrise over the haeundae Beach can be compared to the Montmartre hill in France. Because about 13 galleries are clustered in the dalmaji hill, you can visit a variety of galleries such as gallery Montmartre and kim jeong-myeong, a art studio of kim Jeong-myeong, a fascinating tourist destination in Korea. This 5.6m-tall, baby bottle-shaped lighthouse located in seoam Village in daebyeon has been built to represent Busan. In addition, the City of Busan plans to remodel yongdusan Tower into a lighthouse. Near the future, Busan could be called ‘City of Lighthouse.’

SHINSEGAE CENTUM CITY VS LOTTE

Shinsegae Centum City was recognized by the Guinness Book of World Records as the world’s largest department store in June 2009. It features a lot of modern facilities such as ice rink, golf range, Spa Land, bookstore, movie theater, restaurants and boutiques so that it would take more than a day to tour around the multiplex. In Lotte Department Store, Gwanganbok, you can watch spectacular aquatic show on the 1st basement of Aqua Mall. The 21m-tall and 16m-wide indoor water fountain creates a magnificent and fantastic scene with 1,000 nozzles, video projectors and modern sound equipment.

SHINSEGAE CENTUM CITY: Address: #21, Jukjeon 1-gil, Haeundae-gu, Busan Tel 051-870-3300 Website: http://www.shinsegae.com
LOTTE: Address: #20-1, 7-ga, Jungang-dong, Jung-gu, Busan Tel 051-503-2222 Website: http://www.lotte.com

FORMATIVE LIGHTHOUSES LIGHT UP THE BEAUTY OF BUSAN!
The lighthouses which have been built as a part of ‘Busan Image Making Project Using Lighthouse’ have emerged as a landmark of Busan. There are many symbols of Busan including baseball, seagull and Oryukdo Islands. Now, Chajeon nori-, World Cup- and totem pole-shaped lighthouses would represent Busan. In addition, the City of Busan plans to remodel Yongdusan Tower into a lighthouse. Near the future, Busan could be called ‘City of Lighthouse.’

DIVERSE DALMAJI HILL CULTURAL STREET

The Dalmaji hill which guards the left side of Haeundae Beach can be compared to the Montmartre hill in France. Because about 13 galleries are clustered in the Dalmaji hill, you can visit a variety of galleries such as Gallery Montmartre and kim jeong-myeong, a art studio of kim Jeong-myeong, a narrow alley where the art piece is showcased make Haeundae Beach more fascinating. In addition, you can find unique and exotic cafés and restaurants which have a great view of Haeundae Beach such as Cafe Van in which you can smell the sweet and mild scent of drip coffee and Napalakkot which is popular as a shooting location of the mega-hit Korean film ‘My Sassy Girl.’

JEUJYEOING LIGHTHOUSE

This 5.6m-tall, baby bottle-shaped lighthouse located in Suseom Village in Daemyeon has been built to encourage children. About 150 baby hands and feet are printed on the walls.

YAGU LIGHTHOUSE

This lighthouse situated in Chlam Port in Sujong-gu has a shape of baseball bat. Bordeaux and gil is made in 1967 as a representation of Korea’s gold medal at the Beijing Summer Olympics.

CULTURAL ALLEY - HEAVEN OF THE YOUTH!

‘Cultural Alley’ has been formed by between kyungsung univ. and Pukyong National Univ. In 2008, architet Cho Yoon-sik acquired four detached houses and remodelled them into a cultural space. As a result, a narrow street has been restored. There are three gates to the alley. Here, you can meet Voronezhi-a small theater with 80 seats), exhibition hall Seokrywon, Nogada (a music pub with about 20,000 GQ and UP micros), traditional liquor bar, oriental bar in which whiskey and cocktails are served and garden-like coffee shop.

SHINSEGAE CENTUM CITY: Address: #20-1, Jukjeon 1-gil, Haeundae-gu, Busan Tel 051-870-3300 Website: http://www.shinsegae.com
LOTTE: Address: #20-1, Jukjeon 1-gil, Haeundae-gu, Busan Tel 051-625-0730 Website: http://www.lotte.com
JEUJYEOING LIGHTHOUSE: Address: #23, Jukjeon 1-gil, Haeundae-gu, Busan Tel 051-743-5106 Website: http://www.johyungallery.com
YAGU LIGHTHOUSE: Address: #285, Geumseong-dong, Geumjeong-gu, Busan Tel 051-751-9400 Website: http://cafe.naver.com/gamcheon2

ALL ABOUT CULTURE
KIM’S ART FIELD MUSEUM
There is another fascinating cultural space besides Dalmaji Hill in Busan, which is Kim’s Art Field Museum in Samsseong Village in Geumjeong-dong, Geumjeong-gu. The art studio of Kim jeong-myung, a professor at College of Art of Pusan National Univ., has been transformed into this attractive art museum. Many of his sculptures and installation arts are showcased. A special exhibition is held occasionally.

网址：http://www.johyungallery.com

SHINSEGAE CENTUM CITY: Address: #21, Jukjeon 1-gil, Haeundae-gu, Busan Tel 051-743-5106 Website: http://www.johyungallery.com
LOTTE: Address: #20-1, 7-ga, Jungang-dong, Jung-gu, Busan Tel 051-678-2008 Website: http://www.shinsegae.com
**HEARTWARMING ONCHEONGJANG**

In Busan, there is Oncheonjang besides Haeundae Beach and Namisamong. Many Koreans go to Japan to enjoy a hot spring. Do they know of fascinating hot springs in Oncheonjang? Come and enjoy the charm of Oncheonjang, which could be compared to the natural hot springs in Japan.

**DESTINED MEETING BETWEEN OH DAE-SOON AND MI-DO AT GOJEN JAPANESE RESTAURANT**

When asked about what is the most impressive scene in the Korean film ‘Old Boy’, seven out of ten responds ‘nakji (small octopus) swallowing scene.’ It is gojen Japanese restaurant in Oncheonjang, in which Oh Dae-soo first meets Mi-do and swallows a live small octopus. Once you enter into the restaurant, however, you may be disappointed because the interior is different from the movie. In fact, inside scenes were only filmed at gojen. The director Park Chan-wook said that he chose this restaurant because of fresh raw fish and elegant bar.

**ONCHEONJANG STREET CULTURE**

In Japan, you can easily find people having a foot bath on the street. In Oncheonjang, you can enjoy free open-air foot spa as well. In particular, the water is so clean that you may feel like doing something more. It is also fun to watch senior citizens having a pleasant time reading a book in the afternoon.

**THE COFFEE IN SUKA GALLERY**

If you are refreshed after a bath and full with fresh raw fish, finish your trip to Oncheonjang. The CoFFee in suKa gallery is a café which is about three minutes away from gojen on foot. The walls of the café are decorated with genuine art pieces of renowned artists such as Lee Kang-soh. You can enjoy these masterpieces in a comfortable position, having a cup of coffee. Here, you can enjoy a pleasant and romantic bath just like a premium spa on a beautiful day.

**TOP FIVE UNIQUE SPOTS**

**1. OPEN-AIR FOOT SPA: UNIQUE ONCHEONJANG STREET CULTURE**

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**4. DONGBAEKSEOM ISLAND AND CAFÉ STREET... HAEUNDAE SEA WAVES LAP- PING IN A WINE GLASS**

If you checked in around Haeundae, it is recommended to take a walk along the Dongbaekseom Island early in the morning or late at night. Because the sidewalk winding around the island is paved with asphalt rubber, you may not feel any fatigue in your legs. Go up the observatory in the middle of the island and count Oryukdo Islands. Don’t miss to visit Numman APEC House as well. The Numman APEC House has a shape of Dongbaek Island. In fact, Dongbaekseom Island offers great views in all directions such as Oryukdo Islands, Gwangyang, daegyo Bridge, Numman APEC House and pine forest. Once you finished your tour to Dongbaek Island, go to the Café Street. A cup of coffee is recommended early in the morning. At night, on the contrary, a glass of wine is good.

**5. HAEDONG YONGGUNSA TEMPLE**

**TEMPLE WHERE THE SUN RISES FIRST IN KOREA**

This temple was built by monk Naeng in 1376 (during the reign of King Gongsun in Goryeo Dynasty). It was destroyed during the Imjin waeran (Japanese Invasion of Korea in 1592) and has been restored to the current temple if you walked down the 108 stairs, you can find Yonggunsa Temple on a sea cliff. In January, a lot of tourists flock here to witness sunrise. In fact, this temple which looks like floating on the sea creates a spectacular landscape.

**CINEMATHEQUE... CONVERGENCE BETWEEN THE SEA AND INDIE CULTURE**

‘Theater by the sea’ sounds unrealistic. In Busan, however, it is reality. The Cinematheque in the Sujeong Yacht Center is a small movie theater in which independent or art films are mostly screened. On the day of special exhibition, the theater is crowded with a lot of people from Seoul. In addition, a variety of services are offered. In particular, an archive in which 2,000 DVDs and the scenarios of the films screened in Busan International Film Festival are available free of charge is greatly praised by visitors.

**MUSEUM OF MYSTERY LITERATURE**

INVITATION TO MYSTERIOUS SPACE

You may have been infatuated with a detective novel at least once. Located on the Dalmaji Hill, the Museum of Mystery Literature operates a detective novel class in which children read a mystery novel and try to act just like Agatha Christie, throughout the year. As the only museum of mystery literature in Korea, it owns about 30,000 books. The admission fee is KRW 5,000 (a soft drink included). A participation in a creative class is free. This non-commercial place is developed and operated by Kim Seong-jong who wrote ‘Eyes of Dawn’ with a goal of training new writers and returning the benefit to a society. The mobile Internet service is available.

**THE MUSEUM OF MYSTERY LITERATURE**

**EXHIBITION IN JAPAN**

If you are interested in mystery literature, you can visit the museum in Japan. The exhibition was held at the Museum of Mystery Literature in Tokyo. It was attended by a lot of mystery lovers from around the world. The museum was also selected as a permanent exhibition in the mystery novel class. The admission fee is KRW 5,000 (a soft drink included). The museum gives a lot of information about mystery novels and偵探.
**Delicacies of Busan**

**NAENGCHAE JOKBAL (Pigs’ Trotters)**
Now, Naengchae jokbal is on the top in the Nampo-dong Jokbal Alley. Sliced jokbal meat, jellyfish cold platter, Manul (crab sticks) and sliced cucumber are served on a large dish with spicy mustard sauce. Don’t miss to try the sliced cucumber are served on a large dish jellyfish cold platter, Matsal (crab sticks) and nampo-dong Jokbal alley. sliced Jokbal meat, naengChae jokBaL (pigs’ trotters)

**DWAJESSUKBAP (PORK SOUP WITH RICE)**
Add spicy sauce, salted shrimp and seasoned Korean kkeor to the pork broth. In fact, Dwaesugibap is a great dish to refresh your stomach. The soup is savoury without pork smell. You may be fully satisfied while eating the dish more and more.

**KXOMJANGEO GUi (GRILLED EEL)**
If you are in Busan, don’t miss to taste Kkomjangeo Gui. If you order Yangnyeom Gui, you can see Busan-style under the genuine taste of Busan.

**SNOW CRAB**
You don’t have to go all the way to Yeongdoek, Gyeongsangbuk-do to eat savory snow crab. If you go to Jagalchi Market, you will be surprised to see a lot of snow crabs. In fact, they are more common than the local products such as anchovy, seaweed and hairtail. If you order the snow crab, it is cooked in a huge steamer. It is good to taste the snow crab without any particular sauce or side dish.

**MILMYEON (WHEAT NOODLE SOUP)**
This wheat noodle soup originated from Naengmyeon (chilled buckwheat noodle soup) about 50 years ago. In Busan, Milmyeong is more popular than Naengmyeon. The soft and stringy noodles are in perfect harmony with spicy sauce and refreshing meat broth. Milmyeong is available at low prices.

**STREET FOOD**
If you want to try the delicacies of Busan, go to Mokdal Galmaik (“food alley”). Here, you can meet a variety of unique street dishes such as Busan-style Topakki (spicy stir-fried rice cake), Sundae (Korean sausage) and Breyomin Hotteok (sugar filled Korean pancake). In addition, don’t miss to try Yubujeongol (a soup with Yubu bags tied with a dropwort), one of the most famous delicacies in Kkangtong Market.

**Unknown Charm of Busan**

**KITJOE-DONG BOOK STREET**
**- DISCOVERY TREASURE IN THE OLD USED BOOKS!**
In the 1990s, people would manage to live here by selling the books of Japanese and refugees. Here, you may be able to find almost all kinds of books including rare ancient books, photo albums and art books.

**BOSU-DONG BOOK STREET**
**- PARADISE OF CANNED GOODS AND ALCOHOLS**
This market has been called ‘kkangtong (‘canned’ in Korean)’ because a variety of canned products and alcohols are sold at low prices. Most stores here are filled with a variety of products.

**KUKJE MARKET**
There is nothing you cannot find here!

**FREE BUS TOUR**
If you are tired of traveling around using the bus or subway, it is recommended to take the Personalized Taxi Tour. This tour was originally designed for the participants in an international conference. Thanks to a great response from the tourists, its program has been expanded. The largest advantage of this program is that you can visit places where you want in a very convenient manner. This program includes seven different tour courses, three holding courses, cruise tour, performance tour and spa.

**Bosu-Dong Book Street**
Get off at Nampo-dong Station / Jagalchi Station (line 1) and walk straight for 15 minutes.

**Kukje Market**
Get off at Nampo-dong Station / Jagalchi Station (line 1) and walk straight for 15 minutes. Open hours – 09:00~22:00 (closed on the 1st and 3rd Sundays of the month)

**Bosu-Dong Book Street**
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**Bupyeong (kkangtong) Market**
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**Kukje International Market**
- There is nothing you cannot find here!
Along the maze-like, narrow winding alleys are lined almost all kinds of products such as kitchen utensils, stationery, lightings and bags. The products here are about 20~30% cheaper.

**Busan City Bus Tour**
If you want to tour around the entire city, Busan City Bus Tour will be the best choice. If you get on the Taejongdae Tour Bus, you can visit Yongdusan Park, Jagalchi Market and BIFF Square. With a kind tour guide.

**Busan City Bus Tour**
If you are in Busan, don’t miss to taste Kkomjangeo Gui. If you order Yangnyeom Gui, you can see Busan-style under the genuine taste of Busan.

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**Bupyeong (kkangtong) Market**
Can meet a variety of unique street dishes if you want to try the delicacies of Busan, go to Meokja golmok (‘food alley’). Here, you can meet a variety of unique street dishes such as Busan-style Topakki (spicy stir-fried rice cake), Sundae (Korean sausage) and Breyomin Hotteok (sugar filled Korean pancake). In addition, don’t miss to try Yubujeongol (a soup with Yubu bags tied with a dropwort), one of the most famous delicacies in Kkangtong Market.
About four hundred years ago, a Portuguese boat arrived in Nagasaki. Unlike most other Japanese cities which took a very cold attitude toward foreigners, the little fishing village opened the doors to many foreign countries such as the Netherlands, the U.K., and Russia and rapidly developed into a dynamic and vigorous international port. The City of Nagasaki situated on the south of Nagasaki Peninsula is a city in which European culture and art is well preserved. Come to Nagasaki and experience “Little Europe” in Japan including unique and exotic western-style wooden buildings and churches and “Huis Ten Bosch” (known as “Little Netherlands”) which is about one hour away from the downtown by an express train.

Editor: Jin-Joo, Shin
Photo: Jong-Yoon, Sung
On Foot

The most European-style places in Nagasaki include Glover Garden, Oura Cathedral and Oranda Saka. These places are good to tour around on foot because buildings are clustered. Come and enjoy a relaxing and refreshing tour.

WESTERN-STYLE WOODEN BUILDINGS

GLOVER GARDEN

A total of nine beautiful western-style buildings such as Glover Residence, Orent Residence and Ringer Residence have been restored. ‘Glover’ is named from Thomas Blake Glover who was a Scottish merchant. In 1858, Japan finally opened the door to foreigners. Nagasaki also opened its port to foreign trade. As a result, a lot of foreign merchants stayed in the city. Thomas Blake Glover was one of the traders. He built this great mansion in 1862, just two years later since he arrived in Nagasaki. He was very fond of flowers so that he planted all kinds of flowers from all over the world on the 10,000 pyeong-wide land. His garden is still gorgeous. The Glover Residence in the garden was constructed in 1863. As the oldest western-style wooden structure in Japan, it is designated as Important Cultural Property. Come and have a good time basking in a variety of unique and exotic buildings in the garden.

Admission Fee

JPY300 (Adult), JPY250 (Student)

Tel

095-823-2628

Opening Time

08:00~18:00

Website

www.glover-garden.jp

By Tram

It is highly recommended to get on a tram to enjoy your tour in Nagasaki. It is a very convenient means of transportation because it travels every corner of the city. Four lines are available in total. Since the longest line is just 7.3km-long, it would take just about 31 minutes to finish your tour.

By Tram

Shinchi Chinatown → Meganebashi Station

MegaNeBashi is a stone bridge over Nakashinagawa River which flows through the City of Nagasaki. It is Japan’s oldest stone arch bridge built in 1634. It was partially destroyed by a flood and restored in 2006. Now, it is a landmark bridge of Nagasaki. This 22m-long, 3.6m-wide and 4.4m-high bridge is one of the major cultural properties of Japan. Because the reflection on the river looks like glasses, it was named ‘Megane-bashi’ which literally means ‘Glasses Bridge’ in Japanese.

Hotel

ANA HOTELS INTERNATIONAL

ANA Hotels International is just about 6-minute away from the Glover Garden, the Oranda Saka and Oura Cathedral on foot.

It has European-style edifice in the roof and windows. Suite, twin and double rooms are available in both traditional Japanese and western styles. The 488-room Hotel Nagasaki Glover is a 10-minute bus ride from the Nagasaki Airport or a 7-minute drive by car from the JR Nagasaki Station.

Admission Fee

JPY500 (Adult), JPY300 (Student)

Tel

095-822-6000

Opening Time

09:00~17:00

Shokoku-ji Temple

This temple was built by a Chinese monk in 1639. It owns two national treasures including Great Hero Hall and four important cultural properties. Here, you can meet a cauldron which, according to a rumor, was used to cook steamed rice for 3,000-5,000 people by Chinese monks when the rice crop failed in 1660.

Opening Time

08:00~17:00

Tel

095-822-6000

Kokaido Mae Station

One of top four Chinese-style temples in Japan

Shokoku-ji Temple

In Nagasaki where the atomic bomb exploded at 11:02 on August 9, 1945, there is a memorial statue. This bronze statue designed by a Nagasaki-born artist Klamara Seibo symbolizes the horror of the nuclear bomb (‘right hand’), peace (‘stretched-out left hand’) and praying for the souls of the dead (‘closed eyes’). Near the park, there is an atomic bomb museum in which the photos and models of nuclear weapon are showcased. A memorial service is performed on August 9 every year, praying for world peace.

By Tram

Shokoku-ji Station → Site of Martyrdom of the 26 Saints

NAGASAKI PEACE PARK

In Nagasaki where the atomic bomb exploded at 11:02 on August 9, 1945, there is a memorial statue. This bronze statue designed by a Nagasaki-born artist Klamara Seibo symbolizes the horror of the nuclear bomb (‘right hand’), peace (‘stretched-out left hand’) and praying for the souls of the dead (‘closed eyes’). Near the park, there is an atomic bomb museum in which the photos and models of nuclear weapon are showcased. A memorial service is performed on August 9 every year, praying for world peace.

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Nagasaki Food

Don’t miss to taste Nagasaki Champon, Castella and Karasumi in Nagasaki. Here, the three best restaurants of Nagasaki are introduced.

REFRESHING AND SAVORY SEAFOOD SOUP

NAGASAKI CHAMPON

Nagasaki Champon is a special noodle soup made of vegetables and sliced meats. It looks just like ‘jampon’ in Korea, but is not spicy at all. It has a savory and refreshing taste. The savory soup with fresh seafood will make you satisfied.

DELICACIES OF NAGASAKI

KARASUMI

Karasumi is a food product made by salting mullet and drying it by the sunlight. The name Karasumi is derived from ‘sumi’ or ink blocks of which it is similar in shape. It is stuck to the teeth and melts slowly.

MOIST AND SOFT CASTELLA

CASTELLA

Castella Nagasaki is one of the best travel snacks and great gift. Castella was first brought to Japan by a Portuguese missionary during the 16th century. It is rumored that Munayama was appointed as the first governor of Nagasaki after offering tasty homemade Castella to Toyotomi Hideyoshi.

MOIST AND SOFT CASTELLA

SEIFUDO

Seifudo is a Castella restaurant which opened in 1973. With a different baking process, it usually sold out in a day. Castella is available in various tastes such as cheese, orange and green tea.

RESTAURANT SOUVENIR COLLECTION

LANKA

Lanka is a souvenir shop in Shinchi Chinatown. Here, Karasumi is available at JPY 2,000-5,000 depending on size. Besides karasumi, Chinese-style accessories and clothes are sold as well.

RESTAURANT BEST OF CASTELLA

SEIFUDO

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Huis Ten Bosch

The name Huis Ten Bosch literally translates into English as ‘House in the Woods.’ It is an ideal city where people live in harmony with nature. The Dutch street in the 17th century has been restored by digging a canal across the city.

RESTORATION OF DUTCH SPIRE

DOMToren

The magnificent Domtoren is a symbol of Huis Ten Bosch. The oldest church in the Netherlands has been restored. The 80m-high observatory has a great view of Huis Ten Bosch. On the second floor, there is a restaurant in which visitors can dine on a wide range of cuisines such as Japanese, Chinese and Korean.

A PLEASANT TRIP ALONG THE CANAL

CANAL CRUISE

From the tour boat on the 6km-long canal, Huis Ten Bosch looks very exotic. It cruises from Kinderdijk to Utrecht. It takes about 25 minutes to finish the tour. It leaves every 3-5 minutes.

THE DUTCH ROYAL HOUSE IN JAPAN

HUIS TEN BOSCH PALACE

A palace built in Hague during the 17th century has been restored through a historical inquiry. During the construction, the palace had even to be torn down just because it was short of one brick among tens of hundreds of bricks in order to restore the exact Dutch Royal House. The ceiling and walls of an art gallery in the palace are filled with beautiful mural paintings. These dreamy mural paintings were painted throughout four years under the theme of ‘Boy’s Dream.’ A variety of masterpieces from around the world including the Netherlands are displayed. If you are lucky, you may see a wedding in this elegant palace.

INASAYAMA MOUNTAIN

Inasayama Mountain (333m above the sea level) offers a great view of the City of Nagasaki. Once you reach the mountain peak by ropeway, you can have a great view of Nagasaki port and downtown. If you are lucky, you would be able to view Ishima Island on a fine day. A free shuttle bus is operated from a major hotel (ex: Zennikku Glover hotel, etc.) to the ropeway platform from 07:00 to 22:00. Inasayama Park (JPY 300 / Aduutle, JPY 150 / Students, JPY 100 / Students), Opening Time: 9:00-22:00 (May-Fab, 10:00-21:00)
Tongyeong Gyeongsanam-do, South Korea is famous for its beautiful oceanview and weaved by 42 inhabited and 109 uninhabited islands. Tongyeong often called “South Korea’s Napoli” is a representative beautiful port of South Korea and a home of outstanding artists. Tongyeong is a place that meets all the expectations of tourists, with full of vitality and fresh seafood all year round. You can enjoy wonderful culture, art, and travel.

Editor: Seon-Ae Yu
Photo: Choong-Keun Oh
LACQUER AND MOTHER-OF-PEARL WORK WITH MODERN TOUCH
TONGYEONG LACQUER GALLERY
It takes five hours to reach Tongyeong from Seoul by car. As soon as you pass by Tongyeong interchange, you can see Tongyeong Lacquer Gallery. It is the first lacquer gallery in South Korea and located in a hillside with a wonderful view of Hwasamri sea. It has small but sophisticated exhibition halls. Visitors can see how to make lacquerware inlaid with mother-of-pearl in details. Visitors can enjoy beautiful furniture and paintings using lacquer and mother of pearl.

TONGYEONG’S ART HISTORY
TONGYEONG TRADITIONAL CRAFT HALL
A technique to make lacquerware inlaid with mother-of-pearl has 400-year-old history. It had a mysterious and splendid shape and colors. Tongyeong Traditional Craft Hall located inside Tongyeong Mireukdo Tourism Special Zone is an exhibition hall and shop where you can see exhibits made by a person of intangible cultural asset, kim Chun-soo, who was born in Tongyeong is a representative poet of the modern history of Korean literature. To commemorate his achievement, Tongyeong built a memorial tower and a street named after his name. kim, Chun-soo Exhibition Hall is closely located to his original house. Nobody lives there but the inside the house preserved intact. This hall accommodates 390 pieces of exhibits including his manuscripts, books and letters.

FAIRY TALE VILLAGE THAT BECOMES CANVAS
DONGPRANG MURAL VILLAGE
Houses of many port cities are densely located on the hilltop. A village of Tongyeong with full of old houses turned into one of tourist attractions called Korea’s Montmartre after painters’ touches. A word, ‘pirang’ is a dialect of Tongyeong. Strolling slowly around this village full of interesting murals and appreciate the sea view on the top hill. You can also see big and small boats frequenting the port centering Jungang Market. A quiet and considerate strolling is much appreciated not to bother the residents.

TRAIL OF POEMS
KIM CHUN-SOO EXHIBITION HALL
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EMBRACING THE COLOR OF TONGYEONG IN HIS CANVAS
JEON HYEOKRIM ART GALLERY
As the cobalt colored sky and strong sunshine of Madrid inspired Picasso and Dali, soft sunbeam of Tongyeong and deep blue color of archipelago inspired Tongyeong painter Jeon Hyeokrim. He painted light and color of his hometown’s waves in his canvas. This gallery accommodates Jeon’s paintings full of sunbeams and atmosphere of Tongyeong. Although this gallery is located in residential area of Bongpyeong-dong, it stands out because of its colorful tiles covering the entire building.

PROVIDING PERFORMANCE AND RELAXATION
YUN ISANG MEMORIAL PARK
The reason Tongyeong is called a city of music is because of world famous composer, Yur, Isang. He studied in Germany and introduced a new type of music to Korea incorporating Korean emotion with the western modern music. Yun Isang Memorial Park has a unique building structure that connects an indoor concert hall, an exhibition hall and an outdoor concert hall received a President Award in the field of architecture design. Inside the park, there is a model that represents his home in Germany and an outdoor concert hall received a president award in the field of architecture design. Inside the park, there is a model that represents his home in Germany. Tongyeong hosts Tongyeong International Music Festival every year, a variety of music performances and lectures with a start of Yun Isang Music Competition.
TEMPLE WHERE A SPIRIT OF GENERAL LEE SUNSIN STAYS

TONGYEONG CHUNGYEOLSA

General Lee Sunsin is a major figure of Tongyeong. He is a hero of Joseon Dynasty in late 16th century when Japan invaded the Korean peninsula and he fought against Japan and won the war in Tongyeong. Chungyeolsa Temple is built to commemorate his achievement to exhibit his life. Late spring visitors enjoy a 400-year-old-cola of camellia trees. You can see the city veiw from pavilion as well as sun rising. The small exhibition room inside the temple accommodates 8 pieces of articles including a military sword that Emperor of Ming Dynasty, Sinjong presented him, and other presents and original articles.

CATCHING SPRING

JUNGANG MARKET

Jungang Market is right in front of the port and provides all kind of fish. It also is lively and dream place of everyone you can see big and small boats liner up in the port in front of the market and seagulls hovering over those boats. This scenery is a symbol of Tongyeong.

OVERLOOKING THE TONGYEONG DOWNTOWN

HALLEDOSUO CABLE CAR

Hallyeosudo Cable Car is the one of the most popular tourist attractions in Tongyeong. It takes 15 minutes to reach the top of Mireuk Mountain by cable car. This is the highest point in Tongyeong and has a greatest and widest view of it. From here, you can see Tongyeong downtown wrapping the Seoho bay in the east and the neiboring scenery including Saryangdo island in the west. Tongyeong is a part of archipelago with 150 small islands including Hansando, Udo, Yeonwhado and Memuldo following one after another.

MOST TRANQUIL SEA DURING SUMMER IN SOUTH KOREA

TONGYEONG PUBLIC BEACH

You can reach this beach not riding a boat. It has a charm of a small but cozy and tranquil beach. Enjoy strolling along the calm and soothing sea, riding a bike in the bike-only road, or just sitting on the beach watching slowly flowing water. Gentle wave and shallow depth of water of the beach is a perfect place for family. It is located 200 meters away from the bus terminal and buses runs every two to three minutes to the beach.

CITY OF LIFE

CHUNGMU KIMBAP

Chungmu-kimbap is a finger sized rice ball wrapped with seaweed. It used to be the kingmen’s meal that is made to prevent going bad or eating easily during their work on board. Now as a representative food of tongyeong, many Chungmu kimbap restaurants gather around Jungang Market. Usayk Caldron & sweet and sour shrimp are okonomiyaki come together as side dishes.

SLED FLounder SASHMI

Flounder is in season in spring and the early summer in South Korea. Jungang Market sells the sliced flounder which looks a rather tough but low priced and delicious. Try sliced flounder full of flavor and you will be a big fan of this.

THAILAND KOREAN

SIRAK SOUP

Tongyeong local residents make a soup made of small fugu, water celery, soybean sprout, spring onion. It is known as food for hangover. A spoon of this deep flavorful soup makes you feel warm inside. This is recommended as breakfast.

OMISA HONEY BREAD

As a korean trade mark for honey bread and honey, omisa in Tongyeong is famous for Omisa honey bread. It is a donut with red bean paste inside and is glazed with honey and sweetner spread on top. It looks so tempting.

SEASQIR BIRIBIMBA

The ingredients of this dish are only sea squid, white rice, seaweed, cuttlefish and cooked rice. These ingredients could spoil the authentic flavor of this food. Do not use a spoon but six chopsticks where you mix the ingredients in the bowl so all of the ingredients are well mixed without being squished.

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Japan turned to darkness. On March 11, 2011, the terrible earthquake that occurred in the eastern part of Japan plunged the whole island into inescapable darkness. Fear of aftershocks, the danger of radioactive leakage, a shortage of electricity added to the disaster. In a single day, Japan, one of the favorite tourist attractions for Koreans, became the last place that they want to go. Although four months have passed, questions remain. How has Japan been rebuilding after this severe natural disaster? We are going to look into the present and future of the Japanese tourism industry.

On April 28, a tourism campaign was held in Nihonbashi, Tokyo. In this event, held to stimulate the depressed tourism industry, Chief Cabinet Secretary Edano Yukio urged travelers to, “go on vacation for the holidays. Enjoying your vacation helps to revitalize the Japanese economy, and is a way to reconstruct Japan.” This was one way of sending a bolstering message to this severely damaged area through tourism. This kind of campaign has been commonplace in Japan in recent years. On June 3rd, JAL Pack, a tourism company run by JAL airlines, launched a line of merchandise called “Cheering up Miyagi.”

TRAVEL CAMPAIGN FOR THE RESTORATION

With the current political, economic, and social turmoil, traveling seems to be luxury. Possibilities of aftershocks and the danger of radioactive radiation make traveling seem a reckless adventure. However, an excessively restrained atmosphere can drag the dark and somber social atmosphere on longer than necessary. If this situation continues, economic activities will slow, tourism will disappear and social activities vanish. The same idea is coming from cultural and artistic areas as well. Graphic designer Korya Hara says, “In the current social climate, you stop entertaining and let artistic activities go, Japan will lose its laughter and vitality.” Therefore, campaigns for returning to normalcy as undertaken by local governments and companies are important despite being premature. The tourism industry accounts for a large part of the economy in the damaged areas. Miyagi revenue from the tourism industry for three months from April to June 2010 was 1.4 times the yearly amount of 2009 rice sales, a representative agricultural product of this area.

It is natural that tourists worry about exposure to radiation, possibilities of aftershocks, and the destroyed transportation infrastructure. According to official records of the Japan National Police Agency in June, casualties from this quake have come to 15,506 persons, with 7,297 still missing. Transportation faced its worst scenario as well. According to the Japanese Ministry of Land and Transportation, five train stations, including Sendai Station on the Northeastern Shinkansen line, were destroyed and 3,100 electric poles, elevated roads, and bridges damaged. Twenty-three stations on the Sendai and Sanyo lines were swept away and 460 Km of railroad broken. The Shinkansen lines of the Northeast, Yamagata and Akita stopped operating on March 12. Airplanes were also unable to operate normally. On March 11, a total of 953 flights were canceled and 335 flights were delayed. The runway of Sendai Airport was badly damaged by the tsunami and airplanes were unable to take off or land until April 13 when some domestic airplanes re-started operations.

The damage to transportation facilities directly impacted the tourism industry. Many tourism agencies suffered from continuous cancellations after the March 11 earthquake. Some domestic tours were completely cancelled and some foreign tours were forced to be cancelled without compensation when tourists could not get to the airport. The number of domestic passengers through Miyagi airport in April is 80% of that from last year. Cancellation of foreign tourists was even worse. Since the accidents at the nuclear plants were reported, a number of foreign visitors who were scheduled to come to Japan cancelled their reservations. One of Japan’s biggest travel agencies, Japan Tour, announced that 90% of the foreigners who were planning to visit Japan from April to May cancelled. This drastic decrease of tourists is not limited only to damaged areas. According to data from travel agency TR, in March 70% of the reservations of domestic tourists to the northeast area had been cancelled, which shows the most serious decrease. In other areas, there has been a 30% drop in reservations compared to the previous year. The report that the Japan National Tourism Organization (JNTO) announced on April 14 indicates that the number of foreign visitors has clearly decreased in other areas. The number of foreign visitors in March 2011 was 352,800, a number that is down by 50.3% compared to the same period of last year. This is similar to the period when the SARS virus was epidemic in 2003. JNTO analyzed that “the image of a safe Japan is gone.” This somber restraining national atmosphere has made March, cherry blossom season, Japan’s worst tourism season. The nuclear plant accidents are the most unfavorable factor in visiting Japan and accommodation facilities were hit hard as well. JNTO announced that 450,000 room reservations at hotels and inns were cancelled from the moment of the earthquake to late April. At the World Travel and Tourism Council (WTTC) held in
Chairman of the Japanese airport, damaged by the tsunami, reopened its international flights on June 23, a flight carrying 121 passengers bound for Madrid, Spain took off from Sendai Airport 100 days after the earthquake. Airport authorities have said that the terminal building currently under construction stood as one to prevent complications from nuclear leakages.ush the terminal building currently under construction stood as one to prevent complications from nuclear leakages.

Las Vegas on May 17, 2011, Chief of the Japanese Tourism Association Atsutoshi Nishida said that “the mask that people wear to prevent hay fever is misunderstood as one to prevent complications from nuclear leakage,” going on to request the media do what it can to correct that misunderstanding. Four months after the earthquake, many facilities have been restored. Sendai Airport, damaged by the tsunami, reopened its international flights on June 23, a flight carrying 121 passengers bound for Madrid, Spain took off from Sendai Airport 100 days after the earthquake. Airport authorities have said that the terminal building currently under construction stood as one to prevent complications from nuclear leakages.ush the terminal building currently under construction stood as one to prevent complications from nuclear leakages.

A POSITIVE TURN FOR TOURISM INDUSTRY

As infrastructures are restored, the tourism industry is also being re-vitalized. Japanese visitors in China issued visas applied for by travel agencies for a group of 10 Chinese on May 13. This is the first time a visa has been issued for a tourist group since the quake. This happened after the Chinese government relieved a measure recommending the avoidance of Japanese tourist attractions except Fukushima on April 29. The South Korean government also lowered its tourism alert level regarding

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According to the statistics of YouTube, the world’s number one video sharing site, the famous South Korean boy band BIG BANG’s music video titled ‘Tonight’ is viewed by many people worldwide especially in the North America and Australia. In addition, the Korean super girl group 2NE1’s ‘I am the Best’ earned great YouTube clicks in the South America and Asia as well as in the North America and Australia. Meanwhile, ‘SM Town Live World Tour in Paris’ which was held in France on June 10 and 11 attracted many fans across the Europe including Italy, Poland, Austria and Greece. In fact, Hallyu (The Korean Wave) is about to expand beyond Asia.

Experts divide the Hallyu into three periods (1st, 2nd and 3rd periods) depending on its characteristics. During the 1st period (1997 to the early 2000s), the Hallyu was mostly led by TV series (ex. ‘What is Love’, ‘Star in My Heart’, etc) and music (The Korean idol group H.O.T., pop singer Lee Jung-hyun, etc.) in China, Taiwan and Vietnam. Since the mid 2000s, Korean TV series expanded to Japan and Southeast Asia. ‘Winter Sonata’ which was aired on the NHK BS2 channel in 2003 was even rebroadcasted due to unbelievable popularity. It recorded the highest viewing rate (23%) and created a huge sensation in Japan. In addition, ‘Dae Jang Geum (Jewel in The Palace)’ was aired in 62 countries including China, Hong Kong, Southeast Asia and Central Asia. ‘Queen Seon Deok’ and ‘IRIS’ also achieved great success in Asia. Thanks to the success of the 2nd Hallyu, pay cable channels such as DATV and KNITV which mostly cover Korean soap operas opened in Japan. In China, SOHU TV, an online website which offers Korean TV series, has achieved great success.

Since the late 2000s, the Hallyu trend has changed. Well-prepared Korean idol singers started to earn international popularity. In fact, most of them have gone through severe training for a long time (3~10 years) to reach where they are now. In particular, it is necessary to take a close look at the mega hit of Korean idols in Japan. Recently, many Korean idol singer and group names are found on the Oricon Chart, a prestigious music sale records chart in Japan. On April 27, Jang Geun Suk’s ‘Let Me Cry’ topped Oricon Chart (Daily Single Chart). Jang’s single also ranked first on the weekly chart with sales of 119,000 copies in the first week. Furthermore, KARA’s ‘Jet Coaster Love’ debuted on Oricon Chart on April 6 and topped the weekly single chart. In fact, they are the first foreign female group in 43 years to top the charts in the first week since 1968. KARA also broke the record of weekly single chart that was set 30 years and 5 months ago by the English female group ‘The Nolans’ with ‘Dancing Sister.’ In addition, the albums of other idol groups such as Super Junior, Big Bang and Beast ranked high on the Oricon Chart in the first week. The Korean Wave has also hit hard to China and Southeast Asia. In Thailand, for example, Korean albums account for 50-60% in terms of foreign album sales. In particular, 2PM was nominated as the year’s hottest-selling recording artist (From January to September, 2009) in Thailand. In Taiwan, Super Junior’s Bonamana (title song of 4th album) ranks No.1 on Taiwan KKBOX Chart (tw.kkbox.com) for 52 weeks in a row which is 5 years.
and translation service since 2008. Early this year, for
matic subtitle generation service and voice recognition
also played a big role in spreading the hallyu all over the
social media (ex: YouTube, Facebook, Twitter, etc.) have
sparked in Spain, the Netherlands, Brazil, etc.) as well as in Korea. In
recorded the highest daily YouTube clicks in many coun-
tries (ex: TVXQ’s music video ‘Keep your Head Down’)
taken a key to Korean idol singers’ great success. In addition, 2NE1’s music video ‘I am The Best’ released
has been able to succeed because some of their mem-
ers are from foreign countries such as 2PM’s Nichkhun
(korean Wave) has spread across South America
(ex: Peru, Brazil, Argentina, etc.) and every corner of Europe
(Trance, Spain, etc.). Considering the fact that
there have been no particular promotional events so far in
these countries, the effect of the hallyu would be magni-
fied in the future.

HALLYU AS A TOURISM PRODUCT
According to the statistics by Korea Culture & Tourism
institute, the number of visits to Korea from Thailand,
Vietnam and China has increased more than twice for the
past five years thanks to the great popularity of Korean TV
series and K-pop. To grab this opportunity, Korean tourism
industry has been developing various tourism products.
For example, the Korean Wave Express Train tour which
was launched in December 2010 is operated between Seoul Station and Chuncheon. It stops at Gyeongpo
Station, Kimjeongwon Station and Damyang Station. A
package tour includes a variety of fun and exciting events
which are held in foreign language. Tourists can enjoy
Indian traditional music and the musical performance
of TV soap theme songs in live in a train. They can
also meet the main actors and actresses of Winter Sonata
and RIS in costume play. The climax of the tour is a visit
to Nami Island, a shooting location of Winter Sonata.
Even though many years have passed since the mega-hit
TV series was aired, the beautiful island is still very popu-
lar. In fact, it broke the record in 2010 in terms of the
number of foreign tourists (390,000 visitors). Some
firms have signed an agreement with the Hallyu
Tour developed a tour package which covers the shoot-
ing locations of Iris in Akita Prefecture, Japan and Buda-
est, Hungary. It also offered a package which includes
filming locations in Korea. According to the travel agency,
the reservation for the Tottori Tour Package, one of the
shooting location tourist products increased by 78% after
the soap (Thea: Goddess of War) was aired.

Things to Do to Maintain the Hallyu Fever
According to a thesis paper ‘A Study of Tourists’ Satisfac-
tion on Hallyu Shooting Locations: Focusing on Japanese
Tourists,’ the primary reason for their visit was lyrical
atmosphere and beautiful nature. In other words, it is
important to preserve the shooting locations as they were.
For example, Nami Island has attracted more than
100,000 foreign tourists with Metasequoia Path. Nami
Island has also been able to stay attractive because of
nearby fascinating tourist destinations such as Garden of Morning Calm and Petite France in Gyeongpo.
On the contrary, Dae Jang Geum (Jewel in The Palace)
Theme Park in the City of Yangju, Gyeyang-dong, which
had been popular until 2006 (about 7%) of foreign tourists vis-
ting Korea visited here), needs to be improved. Fortu-
ately, a comprehensive repair & improvement is planned
this year. Yangju City should develop related tourist prod-
ucts besides maintaining the facilities in good shape in
order to keep attracting tourists. TV series was over, the beautiful island is still very popu-
lar. In fact, it broke the record in 2010 in terms of the
type of tourists (300,000 visitors). Some
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**HADONG, KOREA**

**RESTORATION OF THE BACKGROUND OF THE NOVEL ‘TOJI’ (THE LAND)**

The Pyeongsa-ri Village in Gyeong-myeon, a background of the novel titled ‘Toji (The Land),’ has been restored and opened to the public three years ago. This best-selling novel written by the famous novelist Park Kyun-ri describes the collapse and restoration of one Korean family in the modern-contemporary history of Korea. This novel which consists of five parts was even developed as a TV series. The restoration project included the remodeling of Toji Village, marketplace and Pyeongsa-ri Literature House and the construction of visitors’ center, video and exhibition facilities and hands-on facilities.

Toji Village features 38 Korean traditional houses which appeared in the TV series ‘Toji.’ Among them, tourists can stay and experience traditional Korean culture in six houses. In a marketplace near the Toji Village, in addition, you can taste a variety of Korean traditional dishes such as Pajeon (green onion pancake) and Makgeolli (traditional Korean rice liquor) and buy fresh eco-friendly agricultural products. The Pyeongsa-ri Literature House introduces eight scenic spots of Hadong in 3D and runs the TV series ‘Toji.’

With the opening of Toji Village, a variety of events including regular cultural performances are planned. In particular, the village will be available for production of other TV series and movies. With the restoration of the background of ‘Toji,’ it appears that visitors could now see the modern-contemporary history of Korea and Korean literature and experience various Korean folk cultures.

**CHANGWON, KOREA**

**CHANGWON CITY TOUR BUS BEGINS OPERATION**

Since the three major cities of Gyeongsangnam-do (Masan, Jinhae and Changwon) were merged into a new Changwon City in July last year, The City of Changwon has made a lot of efforts to boost local tourism. With a goal of attracting 1 million foreign tourists, the municipal government has performed a questionnaire survey by tourist attraction and collected public opinions. With enactment of Enforcement Ordinance for Promotion of Tourism, Changwon City has attracted tourists and offered incentives. The city tour bus and tour boats started operation in May to August (EXPO 2012 Yeosu period) next year. From now on, both Korean and Japanese tourists would be able to visit the other country in a more convenient manner through JR Kyushu.

In addition, a sales agreement has been signed between KORAIL and JR Kyushu Railway Company to promote train tourism. As a result, three different tour packages including 3-day North Kyushu Pass, 3-day Kyushu Pass and 5-day Kyushu Pass will be available through the website and at a Korean travel agency starting July. Therefore, it would be possible to provide better services to tourists visiting Kyushu, promote train tour-related products and boost the local economy of Kyushu.

**SHANGHAI, CHINA**

**THE SHANGHAI METRO PLANS TO EXPAND THE SUBWAY LINE UP TO 18 LINES**

The Shanghai subway will be expanded up to 24 lines after getting a permit from the National Development and Reform Commission. The Shanghai Metro obtained a permit to extend the subway lines 5, 9 and 13 and construct new lines (lines 14, 15, 17 and 18). At present, a total of 11 lines are in operation. The lines 12, 13 and 16 are under construction and will open one by one by 2014. With a new construction of 258km lines, a total of 18 Shanghai subway lines could be as long as 790km. It also appears that the number of daily subway users would exceed 10 million, which is about a half of the total public transportation users in Shanghai. Recently, the Shanghai authority unveiled its master plan to build new towns in seven suburban areas by 2010. For this, the City of Shanghai plans to expand bus and subway lines which connect the downtown with satellite cities. The local authority expects to grow into a more advanced tourist city through the construction of new subway lines and new towns.

**MELAKA, MALAYSIA**

**THE CITY OF MELAKA DESIGNATES ‘NO SMOKING’ ZONES**

Smoking will be prohibited in some areas in the City of Melaka. Liow Tiong Lai, Minister of Health, said that the government designated no-smoking zones in Melaka for the first time in Malaysia. This measure has been taken to root out smoking in public and attract more tourists. As a result, smoking will be prohibited in a total of five areas (358 ha). If caught smoking in one of these areas, he/she will be fined RM 1,640 dollars. In April last year, the City of Melaka held a promotional event and distributed a gift to nonsmokers. In fact, smoking is prohibited in many famous tourist destinations around the world. In Thailand as well, Anti-smoking Act which prohibits smoking in all public places was put into effect in 2008. Melaka City has even been listed as UNESCO Cultural World Heritage Sites thanks to a variety of fascinating cultural heritage. The City of Melaka has determined to create cleaner and more refreshing environment for tourists with the enforcement of the Anti-smoking Act. As a result, Melaka would become more popular as one of the most famous tourist attractions in Malaysia.

**KOREA’S MOONRISE LOOKOUT TO BECOME TOURIST CITY**

The Korean government plans to turn the nation’s oldest observatory into a tourist attraction. The nation’s first astronomical observatory was built in 1688 and is currently situated in Goseong-gun, Gangwon Province. The observatory will be transformed into an observatory museum by the Ministry of Culture, Sports and Tourism. With the observatory museum, the area will be designated as a tourist attraction and be named a national cultural heritage. As a result, Korea’s Moonrise Observatory will attract more tourists and be a new tourism attraction.
The Vietnam airline announced that it would launch a direct route between Vietnam and the U.K. on December 8, 2011 using a Boeing 777 aircraft. Pham Ngoc Minh, the President of the Vietnam airline, said that the company would connect Hanoi and Ho Chi Minh with the U.K. by the end of this year. He added that the new air route has been planned because trade and tourism between the two countries have expanded. Last year alone, the number of British tourists visiting Vietnam reached 90,000, increase by 28% from the prior year. In addition, the new air route must be good news to over 40,000 Vietnamese people in the U.K. including about 7,000 international students. For the new route, Galatiuk Airport in London has been chosen. Things have been prepared as planned in the airport. The Vietnam airline has also established an advertising strategy to promote investments and tourism between the two countries in cooperation with the British Embassy in Vietnam, Vietnam National Administration of Tourism and domestic and foreign travel agencies.

**IRKUTSK, RUSSIA**

**EXHIBITION [MUSEUM COURTYARD]**

In the frames of 350th anniversary of Irkutsk city Exhibition Fair of folk and art craftsmen’s articles “Museum courtyard” begins to work in the city. Irkutsk craftsmen exhibit a lot of original articles like birch bark baskets, souvenirs made of stone, woven articles, unique jewelry made from beads, wooden toys, chess, painting. By the way there are handmade panamas which are good things for summer. There are cozy and warm shawl, which will be useful later in severe Siberian winter. Only on the exhibition you can buy an ecological pure soap made on the base of Baikal herbals which can give pleasant feelings for a long time. Besides the sale of souvenirs master-classes on making souvenirs from wood, ceramic, birch bark, and minting of coins are held here. The exhibition is located near the Irkutsk History Museum and will be open from Thursday to Sunday from 12:00 to 19:00 till September 1.

**KAOSHIUNG, CHINESE TAIPEI**

**FEAST ON THE CRUISE LAUNCHING**

Kaohsiung is the only city in Taiwan, with a spectacular beauty of mountains, rivers, the sea, and the harbor. After its merge of the city and the county to a metropolis, Kaohsiung’s tourism has prospered with high qualities and amenities, stepping toward its internationalization under a wide vision. Starting from April 18, Kaohsiung’s City Shipping Co. has launched its routine cruise, known as “Feast on the Cruise,” which will be operated on the trial base for six months. For visitors to Kaohsiung, it is the best and romantic moment, from 5:00 p.m., to view the beautiful sunset along the harbor and enjoy the delicious food at the same time. They can embrace the best night of the city while listening to the music and tour guides. Moreover, over the routine cruise, the Shipping Co. offers group package tours, catering to the specific needs of any groups or companies, including proposal, engagement, and wedding banquets. All these activities can be held on the solar-energy boats or cruising yachts, with all families and friends witnessing the everlasting and romantic love.

**THAILAND**

**THE RESTRICTION ON THE NUMBER OF FLIGHTS BETWEEN SOUTH KOREA AND THAILAND IS REMOVED**

It is expected that Korean tourists may go to Thailand more conveniently at a lower price by air, for the number of flights between the two countries will increase. The Ministry of Land, Transport and Maritime Affairs announced that it has recently agreed to remove the restriction on the number of flights between Korea and Thailand, just like the flights between Korea and Vietnam. This agreement has been made to properly respond to a rising demand for flight services between the two countries. So far, each country has been permitted to choose up to four airline companies. Therefore, it has been difficult to expand flights despite a continuous expansion of mutual exchange and cooperation between the two countries. In Thailand, Thai Air, Orient-Thai Airlines and Business Air have launched and operated flights so far. From now on, budget carriers can also launch the flight services between the two countries. Therefore, it appears that the number of flights would increase while the rates would decrease by 10-20%. As a result, the number of Korean tourists (about 800,000 people annually) visiting Thailand would further increase. An official from the Ministry of Land, Transport and Maritime Affairs said that they would keep promoting open-sky policy with other Southeast Asian countries to improve consumers’ benefits and national interests by offering a business opportunity to low-cost carriers as well.

**OSAKA, JAPAN**

**BUSINESS ALLIANCE BETWEEN AIR BUSAN AND WILLER TRAVEL**

The Korean budget carrier Air Busan has released innovative travel packages for those who plan to travel Osaka through business alliance with the Japanese express bus company Willer Travel. If you purchase an air ticket (Busan-Fukuoka-Osaka-Tokyo) through the website of Air Busan (http://en.airbusan.com) by the end of December this year, you can get up to a 30% (during weekdays) or 20% (during weekends) discount when you use the Willer Express in Tokyo-Osaka or Fukuoka-Osaka route. If you use the Willer Express, you can save over US $80 dollars compared to flight or Shinkansen. In addition, if you visit the Universal Studio in Osaka using the Willer Express, you can purchase bus ticket (one-way) and admission ticket to the theme park at about US $80 dollars. Furthermore, you don’t need to wait in long lines to enter the theme park. Meanwhile, Willer Express is an express bus company which operates 295 buses across Japan (110 cities in total). It has a bus terminal in Shinjuku (Tokyo) and Umeda (Osaka).
The 18th TPO Executive Committee Meeting was held from April 12–14 in Sanya, China. The meeting, which lasted three days, was attended by approximately 30 delegates from 10 member cities, including Chinese cities of Guangzhou, Sanya, and Foshan, Korean cities of Busan and Gunsan, Japanese cities of Fukuoka and Kagoshima, Vietnamese city of Ho Chi Minh, Russian city of Vladivostok, and Malaysian city of Ipoh. On April 12, Sanya Municipal Government held a warm-welcoming ceremony for all the delegates. “We are very pleased to welcome TPO executive committee members, and Sanya as an international tourist city is looking forward to developing a solid cooperative relationship with TPO in the future,” said Ms. Li-ping Peng, Vice Mayor of Sanya City at the welcoming ceremony.

The meeting, which lasted three days from April 12–14, included the introduction of member cities, including Chinese cities of Guangzhou, Sanya, and Foshan, Korean cities of Busan and Gunsan, Japanese cities of Fukuoka and Kagoshima, Vietnamese city of Ho Chi Minh, Russian city of Vladivostok, and Malaysian city of Ipoh. On April 12, Sanya Municipal Government held a warm-welcoming ceremony for all the delegates. “We are very pleased to welcome TPO executive committee members, and Sanya as an international tourist city is looking forward to developing a solid cooperative relationship with TPO in the future,” said Ms. Li-ping Peng, Vice Mayor of Sanya City at the welcoming ceremony. Gunsan, a port city in Korea, and Foshan, an industrial city in China’s Guangdong Province, were admitted as TPO member cities at the meeting on April 13. In addition to membership approval, the Executive Committee approved other agendas proposed by the TPO Secretariat, including the modification of TPO’s budget plan for 2011, supplementation of the operational regulation of the TPO Secretariat, and adoption of a co-president system.

The TPO also approved the establishment of an induction of Guangzhou City as the TPO President City, and adoption of a co-president system. It is believed that the induction of Guangzhou City will help the TPO to promote mutual cooperation and exchanges between member cities and attract more tourists. In addition, the TPO Executive Committee approved the TPO’s financial instability.

The TPO Travel Trade 2011 in China was successfully held in Guangzhou, China. The TPO Travel Trade 2011, which was held from March 23–26 in Guangzhou, the capital city of China’s Guangdong Province, was a successful conclusion. Seven member cities, including the TPO (Korean cities of Andong, Gyeongju, Incheon, Iksan, Japanese cities of Fukuoka and Kagoshima, and Chinese city of Sanya), participated in this joint marketing program that aims to promote local tourism resources and attract tourists. The four-day event was highlighted by the TPO tourism promotion session that was held on March 23 at the Tourism Administration of Guangzhou Municipality. Participating member cities’ tourism resources and support plans related to tourism product development were introduced to around 60 representatives from the major local outbound travel agencies and local media companies. The TPO Secretariat also proposed “joint city” travel packages that integrate the neighboring member cities in Korea and Japan.

TPO Travel Trade 2011 included more than 20 travel agencies from Korea, Japan, China, Russia, Southeast Asia, and the United States. The travel agencies were introduced to around 60 representatives from the major local outbound travel agencies and local media companies. The TPO Secretariat also proposed “joint city” travel packages that integrate the neighboring member cities in Korea and Japan.

TPO LAUNCHES TRAVEL AGENCY NETWORK PROJECT

In an effort to network accredited travel agencies in member cities as well as expand mutual tourist exchanges, TPO recently launched the Travel Agency Network (TAN) project. In March this year, the TPO Secretariat asked member city governments to encourage their local accredited travel agencies to join the TPO Travel Agency Network. By the end of June, approximately 20 travel agencies from Korea, Japan, China, Russia, and Southeast Asia had applied for network membership, including Korea’s New Busan Travel Service, Arum T&C, Dalian Overasas Four, Green Tour, Tourism Service Dalian Guilian International Travel Service, and CITS Guangdong and GZL International Travel Service Ltd., two of the biggest travel agencies in Guangzhou, in developing member cities’ tourism products and attracting Chinese tourists.

TPO TRAVEL TRADE 2011 – CHINA SUCCESSFULLY HELD IN GUANGZHOU, CHINA

TPO Travel Trade 2011–China, which was held from March 23–26 in Guangzhou, the capital city of China’s Guangdong Province, was a successful conclusion. Seven member cities, including the TPO (Korean cities of Andong, Gyeongju, Incheon, Iksan, Japanese cities of Fukuoka and Kagoshima, and Chinese city of Sanya), participated in this joint marketing program that aims to promote local tourism resources and attract tourists. The four-day event was highlighted by the TPO Tourism Promotion Session that was held on March 23 at the Tourism Administration of Guangzhou Municipality. Participating member cities’ tourism resources and support plans related to tourism product development were introduced to around 60 representatives from the major local outbound travel agencies and local media companies. The TPO Secretariat also proposed “joint city” travel packages that integrate the neighboring member cities in Korea and Japan.

TPO WELCOMES SUPPORTERS’ NEW MEMBERS

On May 4, a welcoming ceremony for the 8th TPO Supporters’ members was held at the TPO Secretariat. This year’s TPO Supporters program has gained a favorable response among university students studying in Busan, Korea. After a keen competition, 26 students were selected as the 8th TPO Supporters members. Their activity period is from May to December. These new Supporters members are expected to join in the upcoming TPO Student Travel Exchange Program 2011, which will be held in July under the theme of “WaFl Competition.” They also will carry out diverse activities to promote TPO and TPO member cities.

Tao Hwan-Myung, the TPO Secretary General, said, “The ongoing TAN project is aimed to provide support to the activities of the TPO industry members and other tourism-related businesses, and I believe TPO will play a key role in connecting the public and private sectors in the tourism industry.” TPO Secretary General Hwan-Myung also attended the session.

In addition to membership approval, the Executive Committee approved other agendas proposed by the TPO Secretariat, including the modification of TPO’s budget plan for 2011, supplementation of the operational regulation of the TPO Secretariat, and adoption of a co-president system. It is believed that the induction of Guangzhou City will help the TPO to promote mutual cooperation and exchanges between member cities and attract more tourists. In addition, the TPO Executive Committee approved the TPO’s financial instability.

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China
Foshan
LOTUS WORLD
Lotus World is the largest lotus theme park in the world at present with most abundant lotus breed resource and the most advanced cultivate technology. It collects tourism, entertainment, vocation, production and research and lotus culture exhibition on an organic whole. Lotus World built by Foshan city is a governmental investment and one of the measurement to achieve the brand-led, eco-planning, science and education strategy. The Built of the Lotus World has accelerated the construction of Xianxian street. Lotus World takes up an area of 86.667m\(^2\), water surface area 800 more than among them which with almost 300 varieties lotus, including the “space lotus”, “ancient lotus” etc rare varieties. The Lotus World being divided into 9 areas: Ecological Sculpture Square, central area, appreciating area (Cloudy Lotus Aroma), Royal Waterily and Water Lily Area, Delicacies Village, Solid Ecological Park and Seed lotus Area. There also is wonderful performs, lotus kickshaws, holiday village with countryside style, so you would enjoy the charm of the Chinese lotus culture to the top of your bent.

Hangzhou
CHENGDU SHOPPING TOUR
During a representative shopping tour to the beautiful coastal city Chengdu, tourists are not guided to shopping centers but to Chengdu’s famous shopping streets, traditional markets and Japanese shopping mall JUSCO. Looking at few of them, Jimo lu Market is the biggest imitation market in Chengdu, selling various brands of imitation goods including bags and shoes. Anyone traveling Chengdu visits the market for fun. The traditional market is near the culture street. This quite a big market sells various foods and presents lives of local people. The Tai Long road is one of the main streets in Chengdu, full of large department stores, shopping centers, fast food restaurants and coffee shops. This is where you can find the latest trend and young spirit. There are many opportunities to shop souvenirs during the tour. You can also buy Chengdu’s souvenirs made of shells on the street shops.

Japan
Fukuoka
MOTSUNA BE HOT POT
Motsunabe is a kind of hot pot made of beef or pork offal called Motsu in Japanese, which is popular among health-conscious people for its low calories and high nutrition. In particular, people seek for high protein foods to quickly restore their exhausted body from hot weather during summer. In Fukuoka’s style, prepared Motsu is cooked well with cabbage and garlic chives in fish broth seasoned with soy sauce or miso, with a hint of red pepper highlighting the thick flavor of the soup. If the high protein food is oily as it is made of beef intestines, it would be better to eat it with Japanese sake. It is rich in collagen, but collagen is not directly absorbed into the body. Therefore, eating with vegetables which helps absorption of collagen such as chives and cabbage is recommended. It seems simple, this local delicacy is addictively tasty. Find the reason for yourself why there are so many Motsunabe restaurants around the city, always busy with female customers.

Kagoshima
KAGOSHI M SHINKANKEN TOUR
Kagoshima launches the Shinkansen tour package until August 27th to celebrate the opening of Kyushu Shinkansen Railway. Tourists can enjoy North Kyushu and South Kyushu at the same time as it takes only 1 hour and 39 minutes from Fukuoka, North Kyushu to Kagoshima, South Kyushu by Kyushu Shinkansen. On the first day, it is started with a free tour around the Fukuoka’s biggest shopping mall Canal City Hakata. Buildings in the city Hakata are connected around the 180m-long artificial canal. The so-called canal city is the biggest shopping town and cultural space in Fukuoka. On the next day, tourists take Shinkansen at the Hakata Station, Fukuoka to Kagoshima. Shinkansen is a home to various tourist spots including Shirayama Park which has more than 600 species of sub tropical plants, Japan’s first national park, Ebino Highlands and Gumamoto Castle, one of the Japanese castles. Ebino Highlands is at 1,200 altitudes, dense with primeval forest and alpine plants. Tourists can experience new aspects of South Kyushu and beautiful nature as if they go back to the primitive times.

Korea
Changwon
JINNAE DREAM PARK
Jinnae Dream Park is a forest resort in which people can enjoy beautiful forest and Changwon’s unique panoramic oceanview. People can observe, experience and learn various plants and animals in the forest. The park is comprised of Jinnae Bay eco-forest (a space for natural experience), wood culture experience (a space where people can experience and explore all about woods) Gwangseokgil Resort (a resting place with cool valley) and youth training center (a place for the youth’s training in the nature). The Jinhae Bay eco-forest is a restored forest which maximizes beautiful natural landscape of the warm southern coastal area. Visitors can observe total 145 species of warm temperate trees including rare subtropical plants. The wood culture experience is a place where people can learn all about wood in one place from its birth, cultivation, to utilization. People also can learn and experience forest culture and its value. Gwangseokgil Resort is created in a natural valley with water, 25 species of trees and grass fields. The youth training center provides various programs in cooperation with the Jinhae Bay eco-forest and wood culture experience. It can be used four seasons as a space for culture and education of the youth. Since its opening in 2009, the park has become famous for study trip. It has been visited by many tourists and citizens as a representative tourist spot and resting space in Changwon.

IKSAN
FOUR RELIGIONS TOUR PACKAGE
“Enjoying Four Religions in One Region for One Night Two Days” is a new tour package, which is to find cultural heritage sites and
s e o n g d a n g - m y e o n is o n e of t h e t w o stay for primary and middle school students Church was constructed in western style with religion, talk with monks and hiking around various programs for inner peace aside from at the thousand-old sunglim Temple has korean style and Japanese style helps visitors to understand the birth of Won Bud¬dhism and modern architecture. Temple stay at the thousand-old Sunglim Temple has a unique shape as it reflected korean culture and its beautiful garden constructed in the modern times, has 8 regist¬ered cultural assets and its beautiful garden changing lights and more than 100 cos¬tures of Shilla Dynasty which was designed in a fusion style and articles provide things to see to the audience. The musical will be opened from October 10, when the Gyeongju Expo ends. This will facilitate tourism to Gyeongju which lacks things to see at night. Gyeongju revealed its determination that it will strive to make the performance as the city’s representative cultural brand by estab¬lishing it as the must-tourist course.

buddhism, Christian and Catholic in iksan. Tourists can visit many cultural heritages and religious sites in Korea with this tour package. Head office of Won Buddhism, which was con¬structed in the modern times, has 8 regist¬ered cultural assets and its beautiful garden provides places of rest. various modern con¬structions and garden which have both Korean style andJapanese style helps visi¬tors to understand the birth of Won Bud¬dhism and modern architecture. Temple stay at the thousand-old Sunglim Temple has various programs for inner peace aside from religion, talk with monks and hiking around the temple. The small temple was construct¬ed in the Silla Dynasty and houses Korea’s four cultural assets and treasures. Temple stay for primary and middle school students is offered from August 5 to 7. Duding Church, Seongdong-myon is one of the two n-shaped Korean style churches in Korea. It has a unique shape as it reflected Korean sentiment in 1920 to provide separate space for women and men. The Catholic Church of Nabawi was constructed to commemorate Korea’s first priest, Dae-gwan Kim. The church was constructed in western style with Korean and Chinese features. Following the road of cross, tourists can enjoy sunset at the Mangeum Pavilion. The four religions of Buddhism, Catholic, Christian and Won Bud¬dhism coexist harmoniously in iksan.

GYEONGJU 1  MUSICAL SILLA, THE LAND OF GOD. MISO 2 ‘Silla, The Land of God. Miso 2 is the Korea’s first musical which is performed long-run in a suburb area. The musical is the follow¬up performance to the 2007 Miso which has been seen by 650,000 for the last 14 years. Miso 2 expresses Silla’s thousand history and features of Gyeongju as a Korean tradi¬tional art. Its theme of love, dream of unifica¬tion of three nations and the world after the unification are expressed with traditional dance, music and songs. The choreographer explained that he wants to visualize the image of war rather than a simple fight explained that he wants to visualize the image of war rather than a simple fight. It has hundreds of beautiful and native islands. It takes around 2 hours from the dock inside the Ancol Resort, therefore taking a boat during the day time is recommended to avoid seasick from wave. Among many, only 20 islands have been developed with accom¬modations, marine sports facilities and others and only 10 are inhabited. Those islands are very small so that it takes only less than 30 minutes to walk around each island. But they are in vibrant development as they became famous worldwide. Emerald green and calm sea, white sand beach, tropical trees and beautiful coral islands of the south China Sea. The representative resorts here are the prestigious Shangri-la resort and the Sutera Harbour Resort which has resort, hotel, marina and golf club on a large land. The couple resorts with luxurious hoteles is recommended more to couples for those who want to have sweet rest of their own. Kota Kinabalu strives to pre¬serve its own charm rather than develop as it has long been recognized the nature as the best gift from god. It provide couples the best memory.

Indonesia 1 YOGYAKARTA 1 BATIK EXPERIENCE Visiting Yogyakarta, you may not just buy and enjoy the marvelous batik artwork, but you have the opportunity to learn the technique of its production. The valuable opportunity is packed in an interesting tour package with quite short duration and affordable cost will surely be fun. Batik patterns you can learn involve hand-made batik, printed batik and painted batik. Each place usually has its spe¬cific batik pattern to teach. For one day course, it is usually divided into two sessions. you will learn all processes of batik making that gen¬erally consist of pattern making, cloth color¬ing, wax drying and dyeing. The process is pattern making starts when all materials, ex¬pecially the cloth are ready. The making of this pattern is done with wax as the main material that is used to block color. If you want to make handmade batik, the pattern making is done by using the wax pen called canting while printing batik is made by utilizing a prepared copper stamp with certain design. The pro¬cess is continued by coloring the cloth. The cloth with pattern on it is dipped into a bucket filled with coloring agent. This process seems simple, but actually it is difficult, moreover if batik must be colored more than two. Many batik artisans still use natural colors made from certain natural materials, but there are many who use synthetic coloring agents. After coloring thoroughly, the process is continued by dying the wax, or removing the wax attach¬ing to the cloth. Initially, prepare the boiling water mixed with soda ash and finally the cloth is dipped to remove the entire wax. If there is still wax attached, it must be cleaned after the dying process.

Malaysia 1 KOTA KINABALU 1 HONEYMOON TOUR Various five star resorts, a must of honey¬moon, are located in Kota Kinabalu, which is the best place for the honeymooners who want to enjoy various activities in a primitive nature. Kota Kinabalu is located in the tropi¬cal area but has very pleasant environment, providing comfort and convenience at the same time to honeymooners. In addition, its simple nature has many hidden jewels including grandeur Kinabalu mountain which boasts the highest peak in the northeast Asia, rafting in the transparent river and rest¬ing at the exotic white beach which embrac¬es beautiful coral islands of the south China Sea. The representative resorts here are the prestigious Shangri-la resort and the Sutera Harbour Resort which has resort, hotel, marina and golf club on a large land. The cutting edge hotels with luxurious architectures and interior and small and fairy tail resorts attract couples who want to have sweet rest of their own. Kota Kinabalu strives to pre¬serve its own charm rather than develop as it has long been recognized the nature as the best gift from god. It will provide couples the best memory.
Bon Vivant Tours

MELAKA

BABA & NYONYA CULTURE TOUR

Many Chinese started to stay in Melaka before and after the 15th century, the Ming Dynasty. Most of them were men, so-called Baba and married to Malaysian women, so-called Nyonya, which started the cultural dynasty. Most of them were men, so-called Many Chinese started to stay in Melaka to see the siberia which they watched in movies or read about in books. Most of the movies, which action took place in a Siberian village, a Buryat yurta or Evenk camp, were shot here. There are 40 historical and architectural monuments, 8000 exhibits in the museum on the territory at 67 ha. Here you can walk around the streets, visit ancient churches, a school, workshops, stand near a guard tower, visit a tavern, taste pancakes with caviar or raspberries jam, and drink kvass. A lady can drive by an ancient carriage and a gentleman can stroll along streets. A man, who is more courageous, can rent a motorbike or taxi ride. Among the famous mountain peaks in Trang Khen complex is U Bo. A myth has it that at this peak, Tran Hung Dao-one of the most famous military legends in Vietnam - commanded the naval battle against the Chinese aggressors in the 13th century and successfully protecting the sovereignty of Vietnam. From U Bo Peak, visitors can capture the entire panorama of the Bach Dang River. The silence of the river, the immensity of the sea and the resounding mythical stories, all make this a fascinating place to visit. Most guided tours will have a story to tell about Trang Khen, including the scientific value of this landscape. According to archaeologists, Trang Khen was a jeweler workshop of the primitive for as long as 4000 years. As times progressed, the site was used for various purposes, including acting as a revolutionary base for Hai Phong civil and military forces during the struggle against the French colony.

Philippines

MANILA

AYALA MUSEUM

Ayala Museum is located at the Manila’s green belt section 4, selected as the best place for students’ field trip. Reopened in 2004, the museum has promoted arts in the country through various artistic exchanges with USA, Singapore, Netherlands, etc. Being equipped with the world class facility, the museum has been utilized a lot as a place for the field trip of art and history students. It has been hosting various artistic events, such as exhibitions of famous artists. The most famous part is the diorama section of the Philippines’ major incidents (installation of modelos on a background to create a scene). The recently renovated museum came to have brighter and modern design, showing exhibitions more efficiently. The modern history is being presented through scenes. The museum also exhibits artworks of the Philippine’s famous artists, Luna and Hidalgo. In particular, it has housed a lot of religious and catholic artworks since Magellan introduced Catholic to the Philippines (who introduced the nation to the western world). Splendid artworks made of jewel and gold catch eyes of tourists. In particular, the fifth floor, the top floor of the museum, exhibits statues of Maria and Jesus, made of gold, silver and jewel. Exhibitions have been replaced periodically except for few, displaying various artworks.

Danang

VINPEARL LUXURY DA NANG VILLAS

Situated in the prime location of Non Nuoc beach, located on one of the six most beautiful beaches on the planet (as voted by Forbes magazine) and overlooking the vast ocean, with its back resting on the majestic Marble Mountain range, Vinpearl Luxury Da Nang is the ideal holiday destination for you. Its idyllic location also accords you the convenience of being able to visit several famous, UNESCO World Heritage sites such as My Son Sanctuary, the old quarter of Hoi An and Hue Citadel. Vinpearl Da Nang is comprised of 59 luxurious villas, a 5 star international hotel with nearly 200 rooms, a world-class spa, a variety of restaurants and extensive meeting and recreational facilities. According to Oriental Feng Shui, the project’s auspicious location overlooks the sea and leaning against the mountains will bring property owners good fortune and opportunities in both business and personal life.

Vietnam

HAIPHONG

TRANG KENH MOUNTAIN

A beautiful mountain landscape, Trang Khen is also noted for its historical and archeological importance. The attraction belongs to Thuy Nguyen district, about 20km from Haiphong downtown and accessible by a rented motorbike or taxi ride. Among the famous mountain peaks in Trang Khen complex is U Bo. A myth has it that at this peak, Tran Hung Dao-one of the most famous military legends in Vietnam - commanded the naval battle against the Chinese aggressors in the 13th century and successfully protecting the sovereignty of Vietnam. From U Bo Peak, visitors can capture the entire panorama of the Bach Dang River. The silence of the river, the immensity of the sea and the resounding mythical stories, all make this a fascinating place to visit. Most guided tours will have a story to tell about Trang Khen, including the scientific value of this landscape. According to archaeologists, Trang Khen was a jeweler workshop of the primitive for as long as 4000 years. As times progressed, the site was used for various purposes, including acting as a revolutionary base for Hai Phong civil and military forces during the struggle against the French colony.

Russian

IRKUTSK

OPEN-AIR MUSEUM, TALTSY

The open-air museum Taltsy is located in 47km from Irkutsk city. Traditional folklore festivals are held here, hundreds of Irkutsk citizens and visitors come here on weekends to see the Siberia which they watched in movies or read about in books. Most of the visitors are tourists who are coming here to visit the famous historical site, and the variety of shops and restaurants around. The museum showcases the traditional lifestyle of Siberian nomads and buriats, who used to live in yurts or evenk camps. The site is also home to many art exhibitions and performances, attracting visitors from all over the world.

Chinese Taipei

CHINESE TAIPEI TOUR BUS

Chinese Taipei Tour Bus schedules more than 24 kinds of trips which include Kaohsiung and the major scenic. It will lead you to experience Chinese Taipei’s city life, Chinese Taipei’s passion and hospitality, the ecology in farms, the spectacular scenery, hot springs and delicious food, shopping and Chinese holiday activities and to rediscover the charming characteristics of “Formosa.” In the global village, Chinese Taipei, about 3.6 square kilometers, is always your perfect travel destination all year around. In order to offer the convenient local guide for local and foreign tourists, Chinese Taipei Tour Bus coached by Tourism Bureau will plan the touring trip according to backpakers’ own need. You will not be worried about the limitation of tourists, neither the time-wasting procedures of buying insurance and traveling planning. Chinese Taipei Bus Tour will give you the most convenient and friendliest tour service. It will directly pick you up at the airport and train station and drive you to the hotel directly and provide the transportation, a tour guide who can speaks Chinese, English and Japanese and the insurance as well. Through Chinese Taipei Bus Tour, you can enjoy the unique scenes in Chinese Taipei, experience the exceptionally rich natural resources in the mountains and the oceans, Chinese Taipei’s hospitality and enthusiasm, delicate meals, nostalgic historic spot, and varied celebrations. The variety of trips with modernity, fashion and energy will take you to visit Chinese Taipei’s cities and countries and to perceive Chinese Taipei’s charisma.
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TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism. It serves as a centre of marketing, information and communication for its member cities. Its membership includes 66 city governments and 31 non-governmental members representing the private sector, educational institutions and other tourism authorities. TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.

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