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On the Road to Tourism Development

The 4th General Assembly of TPO

The 4th General Assembly of the Tourism Promotion Organization for Asia Pacific cities was held at Kota Kinabalu City, the central city of the Sabah State, Malaysia, from Sep. 28 to 30. With the participation of 200 representatives from 30 cities and private members representatives member cities actively debated about the tourism development in the Asia Pacific region. The active and enthusiastic participation of representatives was very impressive in this assembly. Let have a look at the site of the 4th General Assembly of the TPO, Kota Kinabalu, the beautiful eco-city with unpolluted nature and representative city for relaxation in Southeast Asia.

Opening Ceremony
With the common goal of tourism development in the Asia Pacific region, TPO members get together. As raising the official flag of TPO, the splendid opening ceremony declared the opening of the general assembly for promoting the development of TPO member cities through strong cooperation among all members, exchange of tourism information and friendship among member cities. While the tourism industry has been suffering from disadvantageous conditions including the economic crisis, change of climate and swine influenza, the assembly emphasized the necessity of close exchange and cooperation for the tourism industry among member cities in order to wisely cope with such crisis. And the official declaration was made for two-day General Assembly.

Seminar on Tourism Trend by TPO members
The presentations on development of tourism trends were about Ecotourism held by Kota Kinabalu, the host city for the 4th General Assembly of TPO, Educational Tourism by Yogyakarta, Development of Tourist Facilities by Vladivostok, Russia, Cultural Heritage Tourism by Gyeongju, Korea, Film Induced Tourism by Jeonju, Korea and Sport Tourism by Georgetown of Penang and Guangzhou. An opportunity to understand up-to-date tourism trends and exchange information among members, the serious participation of members in the seminars was very impressive.

Mayor’s Roundtable Discussion
Mayor-level participants from 17 member cities discussed joint projects of member cities and the development of the TPO at the mayors’ round-table conference. The conference suggested the necessity of developments of tour programs among cities, necessity of exchange among member cities and the importance of promotion on tour programs. The following session was the presentation of Mr. Luigi Cabrini, Director of the Department of Sustainable Tourism Development, UNWTO about changes of the climate and tourism industry, one of the most critical issues to discuss at the 4th General Assembly. He drew its attention by emphasizing the necessity of cooperative efforts of local authorities, the responsibilities of tourism cities and practical activities to cope with crisis related to the change of the climate that has been more aggravated. The participants deliberated the joint declaration related to the change of the climate and tourism industry. It was an important meeting to discuss responsible tourism policies of each member city and local authorities.

TPO Workshop
The representatives of member cities shared their information on future planning of the TPO and activities currently implemented by the TPO and opinions on how to implement joint projects. For more in-depth and effective discussion with around 100 representatives, participants were divided into four groups, English, Korean, Chinese and Japanese. The discussion was about the joint project plan of the TPO, 4 joint projects, and the opening of the TPO marketing center. Each group discussed a theme designated to each of them and each team leader presented the results of the discussion. It was very impressive to see the participants discussing in a serious yet friendly atmosphere. Also promotions to exchange student group tours, necessity of more progressive promotion and security of budget of municipal governments to participate in the overseas joint marketing project were suggested in the workshop.

The 15th Executive Committee Meeting
The bills to be presented in the 15th Executive Committee Meeting were discussed in advance. The administrative operations of the TPO including the TPO activity plan in 2010 and acceptance of new members were discussed. The executive committee members from Busan(Korea), Guangzhou(China), Fukuoka(Japan), Ho Chi Minh(Vietnam), Ipoh(Malaysia), Vladivostok(Russia) and MCM Group Holdings(USA) participated in the meeting. In particular, Mr. Bae Changgil, the chief manager of Tourism & Culture Department of the Jung Gu District Office, Korea, introduced Jung Gu, Busan, Korea. He mentioned the tourism potentials of Busan as the city of movie, and promoted Busan to other members with photos of tourist attractions in Busan including the Jagalchi Market and the Haeundae.
Seminar on Climate Changes & Tourism

The change of climate that has been rapidly aggravated in the world as well as in the Asia Pacific region is closely related to the tourism industry. Dr. Luigi Cabrini, Director, Department of Sustainable Development of Tourism (UNWTO) and Mr. Gabor Vereczki, Regional Technical Advisor for Climate Change Adaptation in the Pacific (UNDP) made a presentation on the change of climate, tourism industry, change of climate in the Asia Pacific region and the progressive counteractions to about 100 participants from 30 member cities at the General Assembly of TPO. They drew attention by suggesting a concrete implementation approach, not just making a simple presentation on the change of climate. In particular, they stated that the tourism industry should make advance of eco-friendly developments by presenting concrete examples including the necessity of international aircraft engine emission standards and energy reduction standards for accommodations.

The 4th General Assembly

The election of the next President city, major issues for administrative operations of the TPO organization and future strategic plans were discussed by 200 participants at the 4th General Assembly. Guangzhou, China won the election unanimously as the 4th TPO President city. The mayor of Guangzhou took over the president duties from the mayor of Busan, Mr. Nam-Sik Hur. Fukuoka, Japan was reappointed as the vice president. Mr. Jianliao Cao, the deputy mayor of Guangzhou, attending the mayor's place at the General Assembly, expressed his appreciation to the TPO and pledged for sincere endeavor for the development of the TPO for the next 2 years, the term of president office.

More Event

- TPO Members Tourism Photo Exhibition

There was the photography exhibition enabling a bird’s-eye-view on the landscapes of 65 member cities at the main conference hall at the Nexus Resort, Kota Kinabalu where the General Assembly was held. Each standing booth displayed photos representing each city and the public as well as the participants could appreciate beautiful photos representing the member cities. With the photography exhibitions, each booth presented promotion leaflets for each city, which had substantial responses because everyone could get practical information on each city together with photos.

- Sabah Culture Experience

It is not just the successful preparation of the General Assembly that earned Kota Kinabalu, the host city, attention from the participants. The city with a variety of history and cultures together with the beautiful and magnificent nature is another attraction of Kota Kinabalu. The participants could experience a variety of cultures of Kota Kinabalu during the General Assembly. For example Batik Painting, made by making the patterns on silk with paraffin and adding the colors, is one of many traditional cultures of Malaysia. The representatives of member cities added colors by themselves and understood and experienced the culture of Malaysia. Furthermore, on the next day after the closing of the General Assembly, they enjoyed Kota Kinabalu, by looking around the Mount Kinabalu, called “Himalaya of Malaysia”, and a hopping tour to the Tunku Abdul Rahman Park.

- TPO Best Awards

During the farewell dinner with all participants after the busy General Assembly of TPO, the Best Awards, the best event at the General Assembly, was held. The Best Award Winners in 10 tourism industry fields were selected through examination on the applicants by field. The winners of the Best Print Advertisement were Gyeongju(Korea) and Penang(Malaysia), the Best Broadcast Advertisement went to Dalian(China), the Best Tourism Photo to Ho Chi Minh(Vietnam), the Best Promotion CD to Qinghua(China), the Best Tourism Brochure to Isan(Korea), the Best Web site award to Fukuoka(Japan), the Best Public Relations Campaign to Yogyakarta(Indonesia), the Best Marketing Event to Senyu(China), and the Best Destination Manager became Guangzhou(China). As promising to meet at the 5th General Assembly to be held in Dalian, the 4th General Assembly was successfully closed.
Travel

Pleasure and fun as well as the excitement in movie watching

Busan, Korea

Busan is the second largest city in Korea. This port city has earned its fame as one of the world’s greatest cities with an international film festival since it hosted the ‘Pusan International Film Festival’ (PIFF) in 1996. Busan has been accelerating its growth heading into the hub of the visual industry as well as a film Mecca of Asia.

Exquisite attractions and delicacies

It is highly recommended to visit the Haedae and Nampo-dong if you are coming to Busan for the PIFF. Because most official events such as opening and closing ceremonies are held at the Haedae, you should visit the largest beach resort in Korea to see the movie stars in person. Dongbaekseom in which the NURIMARU APEC HOUSE is nestled is close to the Haedae Beach. It is also recommended to visit the Dalmaji Hill, known as the Montmartre of Korea located across the beach, where stylish and romantic galleries, restaurants and cafes are clustered.

While the Haedae is a refined international resort, Nampo-dong is a historical place. Nampo-dong is an energetic and vibrant street in which the PIFF Square is situated and many theaters are clustered. Don’t miss the handprints of celebrities such as the music director of Cinema Paradiso and composer Ennio Morricone, director Hark Tsui and Japanese director Takeshi Kitano. In addition, the Jagalchi Fish Market, which the PIFF Square is situated and many theaters are clustered.

Situated in the southeast part of Korea, Busan is 2 hours and 30 minutes away from Seoul by KTX. The Gimhae International Airport has a direct access to the downtown. With many famous tourist destinations such as the Haedae Beach, Gwangalli Beach and Nampo-dong, this vibrant and romantic port city has been loved by many people. Busan has also emerged as an international convention center with state-of-the-art international convention facilities such as the NURIMARU APEC House and BEXCO. The Jagalchi Fish Market which represents 30-50 percent of the total national fish production, the Gukje Market (huge conventional market) and Bosu Alley (treasure of second-hand books) are must-visit destinations as well.

Aiming to become Asia’s Mecca of Visual Culture

Especially, Busan has been able to earn an international fame thanks to the ‘Pusan International Film Festival (PIFF).’ It has been praised that PIFF has developed Busan into the hub of visual culture and played a big role in facilitating Asian films that have long been suppressed by dominating western culture. The number of audience skyrocketed from 5,000 at the 1st festival to 200,000 this year. Philip Morey, the festival director of the International Federation of Film Producers’ Associations (FIAPF), already praised PIFF as one of the world’s top eight festivals in 2001. During the PIFF, Asian Film Market, Asian Cinema Fund and the Asian Film Academy are held as well. For approximately 10 days, you can watch many fascinating events such as the Open Talk, Cinema Together, Master Class, Hand Printing, the Asia Pacific Actors Network (APAN) and the Opening Ceremony as well.

Full of Legends and Heritage

Haiphong, Vietnam

2 hours from the Noi Bai International Airport by the National Highway No.5, Haiphong city appears with charming old buildings, green lushes and friendly smiles. And if you stretch your journey out to the sea, the World Heritage ‘Halong Bay’ unfolds its beauty in front of you.

Folk Event

Do Son Buffalo Fighting Festival

It says that the Do Son buffalo fighting festival existed already 1000 years ago, praying for favorable weather and a prosperous year. During the festival, village’s tutelary genies are carried on palanquins with umbrellas held over them with the accompaniment of traditional musical instruments and a jubilant flag-dance performed by young people. Nowadays, there are 2 versions of the buffalo fight festival of which the tourism buffalo fight festival takes place annually on 1st of May. The traditional buffalo fight festival is divided into 2 rounds, from which the qualifying round is held in the morning of June 6th, and the final round in Lunar August 9th.

Paradise of the Royal Do Son Peninsula

The Do Son town is located 22km Southeast of the Haiphong City. This peninsula covered by successive mountains, hills and forests stretched over 5km in a shape of a dragon contemplating a jade which is the Dau island. From the beginning of their arrival at Haiphong, the French built Do Son into a renowned seaside resort reserved for their officers and the Vietnamese upper class. While the last Vietnamese emperor had his own villa, beautiful villas and hotels lie hidden amidst the pine forests. Tourists should stop by the Rong(Dragon) Spring and Ngoc(Jade) Communal house.

The Woman General ‘Le Chan’

Le Chan is the founder of the An Bien village, the predecessor of Haiphong city, under the domination of the Chinese Eastern Han Dynasty (25–220AD). She was nominated as the Head of Military Force and Coastal Defence General in the second highest-ranking mandarin of the court after the King’s Sister/land was also conferred Chan (Holy) Princess. After her death, a temple was built in her commemoration in the Ma region (Shing temple today) and her statue was erected in front of the City Exhibition House. The bronze statue of 7.4m tall, is the second biggest in Vietnam after the Hung Dao Vuong Statue in Nam Dinh.
Lin, Kun-Shan
Director General of Kaohsiung Tourism Bureau

Kaohsiung is not as widely known as the other famous tourist attractions in Taiwan. However, this city started to appeal to the tourists all over Asia. Lin, Kun-Shan, the director general of Kaohsiung Tourism Bureau, and talked about the reasons why tourists flock to Kaohsiung.

What is the biggest attraction of Kaohsiung City as a tourist destination?
I think there are many unique sides of Kaohsiung, like the warm weather (the average temperature is about 24°C), fine food and various snacks (high-class restaurants and night markets), convenient transportation (airport, high speed rail, train, mass rapid transit system), friendly citizens, and abundant scenic spots. All of these make Kaohsiung a wonderful choice for traveling.

Kaohsiung has been recognized as an industrialized city. But nowadays it has started to offer tourists a convenient and comfortable traveling environment. What is the portion of the tourism industry in the whole economy of Kaohsiung City?

The development of the global economy and convenient transportation facilitate the activity of global tourism. ‘Tourism’ becomes an important source in many countries to earn foreign exchange. In the 21st century, the Taiwanese government has considered tourism as part of its priority administration plan. The tourism industry is a so-called non-smokestack industry, it can be concluded as following portions: the advocacy and design of recreational activities, the construction and maintenance of tourist regions, and the integration and management of related industries. In the recent years we have completed many infrastructures including recreational areas and traffic systems. Based on these infrastructures, we have increasing high-level hotels and restaurants which can offer good service to attract not only local but also international tourists. I believe the tourism industry will play an increasingly important role in the economy industry. The Kaohsiung city government will continue to carry out the policy for fruitful benefits.

What is the main purpose for travelers to visit your city?
Kaohsiung has many special attractions for travelers from different countries. Like the nice and warm weather in winter for Europeans and North Americans. The shopping malls and delicacies for Japanese and Koreans. The natural environment for tourists from Hong Kong and Singapore. We will keep planning various tours according to the different demand of future travelers.

From the viewpoint of a Kaohsiung citizen, what do you think is the greatest charm of traveling Kaohsiung City? What is your most favorite tourist spot in Kaohsiung City?
Every place in the world has its own characteristic. To me, the greatest charm of Kaohsiung is the comfortable atmosphere even if it’s a big city. You can easily get to the beach or mountain to enjoy nature during daytime. Enjoying shopping and fine food at night markets or malls during nighttime. I will recommend Gijn as my favorite spot, which has many historic spots and delicious seafood. It’s full of stories and definitely worth a visit.

Let us know if you have any suggestions or a project in your mind for tourism promotions in Asian Pacific Cities and TPO.
I have to appreciate TPO for offering chances of exchanging experience to members. I got many useful ideas from attending previously meeting. I hope someday the TPO members conference can be hold in Kaohsiung in the near future.

Christie Lee
President of LEE Convention, Korea

Lee Convention is Korea’s only maritime convention firm. It’s has been able to maintain its leading position thanks to President Christie Lee’s strenuous efforts for almost a decade. Unique and distinctive ideas can be found at her exhibition.

With the construction of big convention centers including the BEXCO in Busan, the convention industry experienced a substantial change. What do you think about the current status of the convention industry in Busan?
Lee Convention became a private member of TPO early this year. Do you have any suggestions or opinions related to the joint projects of TPO?

Lee Convention greets the 10th anniversary this year. Will you briefly introduce the Lee Convention and the activities for the last 10 years?
It was important to build the foundation of the convention market for 3 to 5 years. Since we had to take the orders abroad, we couldn’t help bearing the substantial burden on the cost in case of failure in the competition. While we had more opportunities to take orders because there was no prejudice on a local company abroad, it was very difficult to enter into the market at the beginning because Lee Convention is based in Busan and there was a negative viewpoint on the local company. For overcoming such a barrier, we should be specialized in a specific area. We thought that branding as a unique agency in Korea would enhance the competitiveness.

What are the priority businesses of the Lee Convention and how about the progresses of such businesses?
The Lee Convention firstly expanded the infrastructure by exploring the blue ocean hidden in the marine business fields. Based on the infrastructure, we have been developing the projects using domestic and foreign networks as well as the know-how accumulated for last 10 years. The examples are international conferences and exhibitions specialized in offshore plants, tidal power and renewable energy, which can determine the future of human beings.

The second priority is to explore new exclusive fields beyond the ocean. Lee Convention selected “Environment” as a new field to specialize with the international conference of WHO this year as starting point. Lee Convention will develop, attract and promote international conferences and exhibitions related to the environment as a new priority and competent business. The culture will be more emphasized in the future society. Accordingly, the third priority is to develop global festivals that can be held once or twice a year focusing on the international forum of culture and to realize the consumer show for which the end users can easily get access to.
Bangkok, Thailand
Dec. 5
H.M. the King Birthday and Father Day
For decades, His Majesty King Bhumibol Adulyadej has been respected, revered, and loved by his people throughout the Kingdom. His Majesty’s work, spanning for six decades, this year, covers a vast spectrum of activities which have far-reaching effects on Thai people’s life. On his birthday, which is observed as a National Holiday, all his subjects rejoice in demonstrating once more their affection and loyalty to him. The whole nation pays its respects to the Holy Triple Gnosis and all the sacred things in the universe to bestow His Majesty with good health and happiness, including the strength to carry on his onerous task.

Malaysia, Dec. 6 to 4 MELAKA INTERNATIONAL TRADE CENTRE (MITC)
Venue: The Melaka International Trade Centre (MITC) in Ayer Keroh, Melaka from 4 to 6 December.
MITC 2009 will showcase a wide range of tourism products and services that Malaysia has to offer, in particular from Melaka. MITC will be an added attraction for them. MITC can help these visitors planning their holidays for 2010 as many exhibitors such as airlines, hotels and theme parks are now selling their products and services ahead.

Penang, Malaysia
Dec. 12
No Pasta Penulu Penang 2009 Finale
Beauty Pageant has come a long way in Malaysia and it has reached a new era in the pageantry industries. Over the years, Pageant has gained tremendous responses from the general public and not forgetting the participants as well. It is also one of the main highlights among our local press. The main purpose of this event is to develop positive contributor to the public and to promote healthy aspects of Tourism, Culture, Art and Heritage of Penang. Not forgetting, this is to coincide with Year End Celebration of the Pesta Carnival 2009. Besides this, it is also contributing to the charity causes.

Sasebo, Japan
Dec. 25
Kira Kira Festival
About a kilometer long, this street runs straight through seven districts of the city. This arcade is known as the longest arcade in Japan and it is the central shopping mall in Sasebo city. It is also called ‘the most vigorous shopping real in Japan’. The town is always busy and enjoyable. The Sasebo burger, a local specialty of Sasebo city is also very popular. Its beauty and various events can be found in the area.

Taiwan, Jan. 1 to 30
Qingdao Temple Fair
This event serves Gunungon Wajik. It is made by This event serves Gunungon Wajik. It is made by the people of Gunungon Wajik. This event is to celebrate the end of the year and to wish everyone a happy new year. The event starts from 3 o'clock in the afternoon. This event is loved by its people throughout the Kingdom. It is said to be a good omen for the new year.
Honoi, Vietnam
February 18
Le Hoi Dong Da
Venue: Dong Da hill northeast of Hoan.
There is a traditional festival held on the Dong Da hill, northeast of Hoan, on the 8th of January after the lunar month. Around 20000 soldiers of the Qin dynasty in China invaded in 1878. The emperor Quing Tregon, who led the invasion, was defeated by the Chinese soldiers. To celebrate the battle, a variety of performances and events related to the emperor’s crew have been held. Wishing competition, craft art contest for women, and performances similar to Chinese customs that men disguise as horses and move on ground are held on the Dong Da hill.

Nagasaki, Japan
February 14 to 28
2010 Nagasaki Lantern Festival
Nagasaki is a city of exchange with China. The Nagasaki Lantern Festival began as part of the celebrations held at Chinese New Year by Chinese residents of Nagasaki. Today around 15000 Chinese lanterns and huge lanterns, which are a symbol of New Year, decorate the streets of Nagasaki. The city is the largest festival of light in the world. Every year the main venue features a large scale sculptures based upon the zodiac animal for that year. Dragon lanterns, which came from Nagasaki to China, are performed, along with the Maozai Parade, an event that was held long ago in Nagasaki by the Chinese ships that stopped here. Nagasaki food is also on sale in the main venue.

Shanghai, China
February 14 to 28
Um Flower Festival at Century Park
Venue: Century Park, Pudong
The ume flower festival held at the Century Park, Pudong, Shanghai every February. The scene is so beautiful that the flowers are in full bloom in around 2000 Japanese ume trees in about 3000 meters square. People can witness the miraculous scene of one tree making up millions of different species bloom by grafting various species of ume trees. It is said that the ume flowers grow better when exposed to spring sun, then the good time for appreciating the same flowers generally starts from mid February, the time for this festival is fixed because of the period of blossom varies over years.

Suzhou, China
February 17
Welcome to the God of Wealth
Venue: Panmen Gate
On the fourth day of the Chinese New Year, Suzhou people used to hold a solemn ceremony to welcome the God of Wealth. It is said that local deities including the God of Wealth returned to their earthly station after a long stay in Heaven. Since 2003, the Suzhou government has developed this traditional festival into a great folk event to the public at Panmen Gate. The event includes the City Gate Opening Ceremony, God of Wealth Cruise and so on. Visitors can learn more about the God of Wealth.

Buyeo, Korea
March 25 to 27
GITF - Guangzhou International Travel Fair
Venue: Guangzhou, China
GITF will take place in March 2010 at the Guangzhou, China Exhibition Centre. It is held with the full support and cooperation from Guangdong and Guangzhou governments. For the benefit of the exhibitors and visitors, the organizer also deliberately presented a lineup of concurrent events including the International Tourism Forum (Guangzhou) 2010, GITF Golf Match, evening reception, buyers night, health and safety exhibitions and SPA eco-tour, etc.

Gwangju, Korea
March 26 to 4 April
Gwangju Spring Flower Expo 2010
Venue: Gwangju, Gangwha County
The Gwangju Spring Flower Expo is held at the end of March every year as the first spring flower exhibition in Korea. It greets the tourist with more substantial and dynamic contents at Kim Gangwha County. From March 26 to April 4 this year, it presents the garden with various themes and diverse information and ideas on the horticulture in the downtown. Everyone can enjoy the Expo because of the exciting experience programs and events on the stages.

Jarkata, Indonesia
March 5 to 7
Jakarta International Java Jazz Festival
The Jakarta International Java Jazz Festival is one of the jazz festivals held on an extensive scale in the world. JJF is the largest in Indonesia as it is implemented through the act of inviting numerous international artists to the festival. This is not only intended to treat the public with a lot of international artists but an opportunity for international artists to be the talent of Indonesia’s jazz musicians, as well as jazz improvisoations paired with Indonesian traditional music and also announce collaborations on JJF’s stages.

Kumamoto, Japan
March 4 to 5
Aso Mountain Fire Festival
Nagoya (Kyushu) is originally one farming method. Since Nagoya accompanied the rice fields when it becomes a part of the tourism program and depends on the weather conditions. "Himiyaki" of Aso is burning the letter fire made on the mountain. If burned, the tourist is introduced instead of grasses. The folk entertainment performance and specially exhibitions are held. Under the motto “Aso is one”, Aso designates March as the fire festival season and each town presents a variety of events showing unique features of each town.

Gangneung, Korea
March 21
Sachen Haepong Dae-gyo Play
Venue: Hapyeong-Ri, Sacheon-Myeon, Sacheon Hapeong Dap-gyo Play
This folk event is a great success with its dynamic participation of residents in each region. It is very unique that the participants are all general workers. While they are not professional actors, they perfectly carry out the performance in every temple event through weekly training and practice. At the current age when traditional culture and ethnic arts are disappearing due to the development of the modern industry and society and change of social structure, the distribution of folk like the Gangchu Festival is very significant. This is the Tourism Bureau of Ministry of Transportation, Taiwan, supports the festival by selecting it as one of the 12 global events to attract the foreign tourists and enhance the value of the Song Diping festival as a tourism resource. The festival is greatly successful with the active participation of residents in each region.

Suzhou, China
March 1
The beginning of March
Taihu Lake Plum Blossom Festival
Venue: The beginning of March
Taihu Lake Plum Blossom is one of the most famous of all the Chinese Plum Blossom Flower Festivals. To celebrate the date of March 16 of the lunar month, the Tahu Lake Plum Blossom Festival is held in Suzhou, China. On this day, the flower festival is held. In the evening, the Tahu Lake Plum Blossom Festival is held. The date of March 16 is the Spring Festival, the festival scene becomes all kinds of wonderful folk culture activities in a propitious and beautiful natural atmosphere. Visitors will enjoy the Tahu Lake, the surrounding hills, and fragrant flowers.
Mayor of Kota Kinabalu City, Malaysia

Datuk. Iliyas Bin Ibrahim

Kota Kinabalu has emerged as a world-class resort city with scenic nature and elegant and refined hotels and resort facilities. We have met Mayor Datuk. Iliyas Bin Ibrahim who has made continued efforts to develop the city into an environmentally friendly tourist destination and heard of his vision to realize the great potential of the city.

Your city hosted the 4th General Assembly of TPO very successfully. How do you evaluate the event as the host city and how did it help your city to promote the tourism industry?

I am very satisfied. Most of the delegates were very happy of our hospitality. Most of them have never been to Kota Kinabalu and some of them discovered Kota Kinabalu, as a new tourism destination for the first time during the 4th TPO General Assembly. Majority of them promised to come back again with their family. Some of them also mentioned that they will go home and share information with their friends and family on the interesting places in Kota Kinabalu. Yes, indeed Kota Kinabalu has a lot to offer. And of course, the presence of so many TPO city key members during the General Assembly, has further positioned Kota Kinabalu City as an attractive tourism destination.

The hosting of the assembly in Kota Kinabalu was also in line with the State Government of Sabah’s goal to further marketing of our tourism industry. What is the biggest attraction of Kota Kinabalu as a tourist destination? How has tourism industry contributed to the city in terms of economy?

Kota Kinabalu is blessed with a remarkable setting, having the backdrop of the World Heritage and South East Asia’s highest mountain, Mount Kinabalu, and the magnificent seafort of the South China Sea, is our great advantage. We have beautiful and pristine beaches, beautiful islands, and world-class international resorts nearby, as well as a wetland centre and waterfalls within the City, hence our tagline The Nature Setting, having the backdrop of the World Heritage, and South East Asia’s highest mountain, Mount Kinabalu.

The marine park also provides many facilities like restaurants, bars, bungalows, diving and snorkeling equipments for rent, shops, etc.

Which country or region ranks first in the list of the international visitor arrivals in Kota Kinabalu? And what is the main purpose of these visitors?

Our statistics was showing from January to March 2009, that China made the largest number of visitors to Kota Kinabalu, Sabah, recording a total of 19,207 visitors, followed by South Korea with 13,994. In the year 2007, South Korea made up the biggest number of visitors to Kota Kinabalu with a total of 72,714, followed by China 34,460 visitors. Based on their arrival records, about 80 percent came to Kota Kinabalu for holiday, while others came for business, visiting friends and relatives, education and others.

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

As a local authority, one of our main tasks is to complement the State Government of Sabah and the Ministry of Tourism, Culture and Environment in effort to promote the tourism of Kota Kinabalu. The Kota Kinabalu City Hall has been involved with a lot of planning to develop and further the beauty of the City to enhance our tourism products. In line with the adoption of the declaration on climate change and tourism made during the 4th TPO General Assembly, we are making every effort to turn Kota Kinabalu into a Green City. Future buildings in the City, including government buildings are required to comply with the Malaysian Green Building Index (EBI) regulations, to protect the environment.

We are also working on several upgrading project for tourism ends such as the: - Kota Kinabalu City Waterfront - Sembulan River Beautification - Pedestrian Walkway and Cycleway from Tanjung Aru to University Malaysia Sabah(UMS) - Physical Improvement on Atkinson Clock Tower, Austral Place and other heritage sites in the City, and others.

Let us know if you have any suggestions or a project in your mind for tourism promotion in Asia Pacific Cities and development of TPO.

TPO members should network more between its city and industry members. The TPO official magazine Tourism Scope is doing a great job by providing members with information and happenings in all the member cities, perhaps, the city members should initiate their own networking.

For example, extending invitation to other city members to attend major events in their respective cities, indirectly strengthening ties between the cities.
Finding New **Osaka**

The most conventional image of Osaka may be the imposing Osaka castle. The next thing that most people remember about Osaka could be the Dotonbori with the signboard of the running man of Glico and a giant crab model. During the journey to find out new sights in the busy, dynamic, folksy, turbulent, tenderhearted and a little less polished Osaka, we encountered other aspects of Osaka, the city of elegance, style, taste, dignity, freshness and warm heart.
Belle Epoque

Kitahama
The after taste of the beautiful age

Retro Buildings
It is not well known to tourists, but the streets in Nakashinoma and Kitahama leave a scent in our memory far more than the kitschy and gaudy signboards. As walking along the riversides, the magnificent stone architectures and brick buildings appear between the thick branches of trees. Cross the bridge guarded by a stone lion, and you will find an English-style tea house and a Japanese traditional wooden building standing side by side. It is a place where you can see the elegance and dignity of Osaka of its glorious era-100 years ago-when the land was the most expensive in Japan.

Osaka Central Public Hall
The Osaka Central Public Hall, the Neo-Renaissance style building over 90 years old, is frequented as the meeting place of enterprises and associations in Osaka. The restaurant on the first floor is famous for its long history and taste.

Nakanoshima Library
The stone building with 4 pillars and stone steps stand as emitting the serene aura. Built in 1904, this building is the first library in Osaka. 100 years later, it is still used as a library.

Muu Muu & il Bar
Central Banco In spite of its Hawaiian name, there are no aloha shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or

TIKAL by Cacao en Masse
The ethnic inspiring building contains a chocolatier named 'Tikal'on the first floor and a gallery-like optical shop/vintage glasses are displayed next to the shop, a restaurant and a cafe.

Marufuku Coffee
Enter the arch gate covered with ivy, and you will see the cozy place of old interior. The ceiling sculpture made when the cafe was built in 1925 are still there. Remember the logo with a maid on it bringing a tea tray, signature of Marufuku cafe, the famous coffee shop which has several branches in Osaka.

Nakanoshima Library

Kitahama Retro Building
Inside the British-style 2-story brick building built in 1922 is the British cake shop and tea room. The cozy space is painted in light blue and cream color with a European-style vintage decoration that welcomes the visitors. Enjoy one of its dozens of kinds of black tea collection with sweet and moist cakes and pies. “Yamamori Berry” with fresh cream and abundant berries are strongly recommended(550 Yen per piece).

Gokan
Elegant cake salon on the western-style building built in 1923. Try the famous fruit pound cake, creamy fresh chocolate or beautifully decorated Japanese-style desserts with organic coffee or high-quality Uji green tea.

Central Banco
In spite of its Hawaiian name, there are no aloha shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or shirts or ukuleles, but prosciutto, pizza or panini with Neapolitan mozzarella, wine and espresso. Sipping and chatting at the bar or
Karahori

Reinterpreted Tradition Len
Len, the multifunctional space revitalizing Japanese tradition, sits in Karahori which was filled with dynamic energy and vitality due to the developed commerce from the Edo times. Kitahama is the retro of western-influenced culture, you should take Karahori as the traditional Japanese version. Several old traditional buildings made of wood were moved here and renovated as small studios, shops, restaurants and salons. Most of the goods sold or served are hand-made and unique.

How to get there: Get out of the exit No. 3 on the Matsuyamachi Station, Nagakutehirosumiyoshiyokuchi Line. Close to Kanda Station of Keihan Main Line. Bus: Karahori station stop. www.len21.com

Salon de Alice

You can have tea while enjoying the garden sitting on the wooden floor in this traditional Japanese house. But tea is not all in this place. Select the pattern that you like and the Kimono teacher will help you to put on the Kimono in its traditional way. It’s an extraordinary experience. You will feel as if you are in the house of an acquaintance because of the calm and cozy atmosphere.

TEL: 06-6762-3539 Business Hours: 11:00~21:00
Website: www.alicedealice.com

Uemachi Rental Cycle

How about finding out the new exploration routes around the area after enjoying some chocolate or Japanese tea in Len? Uemachi Rental Cycle is where foreign tourists can borrow bicycles for hours or for a day. You can choose from different sizes and several colors including light blue, pink or light green.

TEL: 070-5064-8184 Business Hours: 11:00~18:30(Closed on Wemonday)
Rental Fee: JPY1300/day, JPY300/hour
Website: www.uemachi.net/chari.html

Ek Chuah

‘Ek Chuah’ is the Mayan god of chocolate. This shop sells chocolates in the old brick and wood warehouse serving gourmet chocolates, coffee and light meals. The owner chocolatier Mr. Uematsu reinterprets his chocolate suitable for the diet and taste of the Japanese who mainly eats fish and vegetables rather than meat, different from European ways which are focusing on the more bitter taste of cacao. As he concentrates on the subtle nuance of sweetness, a variety of gourmet chocolates will melt softly and sweet in your mouth.

TEL: 06-4304-8077 Business Hours: 11:00~22:00
Website: www.ek-chuah.co.jp

Obaya

In Obaya, enjoy the unique taste from the exquisite harmony of Japanese-style and fusion dishes including curry rice, Donburi and Udon. It is a place where you can experience the heart-warming homely atmosphere of Osaka. If you’re there after dinner, try a glass of ‘Sake’ with some light dishes recommended by the mistress.

TEL: 06-6701-8799 Business Hours: 11:00~14:00, 18:00~22:00
Price: Obaja set JPY9900, Warabimochi (16 pieces) JPY 400, Takoyaki with eggs JPY 1900
Website: www.obaya.jp

Special Osaka

Sumiyoshi Taisha Shrine

Sumiyoshi is a more important god as the Buddha in Japan. The Sumiyoshi Taisha shrine in Osaka, built on the place where the god descended over 1,000 years ago, is the head temple of Sumiyoshi where worshipers from all around the country are visiting. When entering the shrine, you will meet a steeply inclined red arch bridge, traditional Japanese garden (the pond was made in the shape of the letter ‘へ’ meaning mind or heart in Japanese), and ancient architecture painted in orange.

How to get there: 3 minutes by foot from the Sumiyoshi Taisha station of Hankai main track, Sumiyoshi Taisha station of Hankai line, Sumiyoshi Park station of Hankai Tram
Address: 3-95, 2-Chome, Sumiyoshi
TEL: 06-6872-0530 Business Hours: 06:00~17:00(~16:30 from Oct. to March)
Website: www.sumiyoshi.shitennoji.net

Hankai Tramway, Retro Experience

Tram: Another item making Osaka the place of nostalgic experience is the ‘tram’. You can see the driver in the booth and feel the laid-back atmosphere different from subways; vestige of daily life made by ladies with shopping baskets and students in school uniform. You may not want to miss the scenery out of the window passing the street neither too fast nor too slowly. Hankai Tram is more attractive because of its route passing the residential street in the suburb. Take the Uemachi line and stop at the terminus, Sumiyoshi Park, and you will see the Sumiyoshi Taisha across the exit on the west.

Fare: JPY 200 for one zone, JPY 290 for two zones.

The Best, the traditional snack of Osaka

Takoyaki

Osaka was called as the ‘Kitchen of the land’ during Edo times. While everything is delicious here, it’s Takoyaki that we recommend you to try. You will never forget the original Takoyaki of Aizuya having the perfect balance of the taste even without sauce and the soft and chewy texture.

Price: original Takoyaki (14 pieces) JPY 400, Takoyaki with eggs JPY 1900
Website: www.aizuya.com

Warabimochi

In Bashoan, you can grind black beans on a traditional hand mill and be indulged into the well-matched combination with warabimochi jelly-like confection made from bracken starch. Dipping in sweet bean gnocchi, black sugar sauce and green tea powder gives a pleasurable unique taste. It’s the perfect dessert with Matcha from Uji.

Price: Honzukuri Warabimochi (select a drink; Matcha, green tea or coffee) 1500 JPY per person
Website: www.bashoan.com
**Japanese menus.**

Known to be healthier by using less oil. If you are not into Chinese food, you can try Cantonese dishes. It is one of the four great cuisines in China.

**Step inside the Chinese-style space guarded by Terracotta soldiers of the emperor Qin Shi Huang, and the night scene of Osaka deployed over the big and round window. On the 39th floor right below the Floating Garden Observatory, Sangu serves Cantonese dishes. It is one of the four great cuisines in China known to be healthier by using less oil. If you are not into Chinese food, you can visit the underground floor in the building where they have a selection of various Japanese menus.

**Sangu**

Address: Umeda Sky Building, 1-88, 1-Chome, Oyodonamaka, Kita-Gu

TEL: 06-6440-3855 | Business Hours: 17:00-23:00 | Price: Dinner course: JPY1550~JPY2680, course only for women: JPY2800, lunch: JPY1800/2500

**Floating Garden**

Floating Garden is located on the 40th floor of the Umeda Sky Building, one of the most noted places in Osaka, completed its recent renovation. It is best known for being the outdoor observatory. You can look down on the glittering night scene of Osaka while feeling the pleasant wind from the sky grazing your neck. You do not want to leave the place with its romantic mood, comfort, fun, and kaleidoscopic aspects with continuously changing colors and lights, and its different kinds of design chairs you might have only seen in magazines. It can be a very nice place for lovers. There are loveseats with high back where couples can sit together and appreciate the Osaka landscape. And a sensor bench emits different colors of light; pink if a couple sits close to each other and gloomy if not.

- How to get there: 8 minutes on foot from Umeda subway station and JR Osaka station.
- Address: Umeda Sky Building, 1-88, 1-Chome, Oyodonamaka, Kita-Gu
- TEL: 06-6440-3855 | Business Hours: 16:00-22:30 | Subject to change depending on the season
- Fare: JPY 700 | Website: www.kuchu-teien.com

**How to get there**

Floating Garden 3889

Address: Umeda Sky Building, 1-88, 1-Chome, Oyodonamaka, Kita-Gu

TEL: 06-6440-3855 | Business Hours: 16:00-22:30 | Subject to change depending on the season

**How to get there**: 8 minutes on foot from Umeda subway station and JR Osaka station.

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**Fare**: JPY 700 | Website: www.kuchu-teien.com

**Orange Street**

Just 10-minute distance from the orange street, step into the ‘Canal Terrace Horie’, the red brick building on the riverside, and you will meet a different world filled with various senses. For those who always thought that Osaka is a little folksy, they need to spend a night here.

Decorations drawing people’s attention from the entrance, open-air view over the river through large window, original cocktail of fresh fruit scent----- Young people are dressed up to the best and enjoy an elegant dinner until dawn on weekends. The menu includes 60 kinds of oriental-ethnic dishes, original cocktails, beers, wines, champagnes and fruit wines.

- How to get there: 4 minutes on foot from the Namba station.
- Address: 2nd floor, 1-5-26, Minaminoshima, Nishi-Ku
- TEL: 06-4355-3477 | Business Hours: 18:00~05:00 | Price: appetizers, meals including noodles and rice, salad, seafod dishes, desserts

**Price**: JPY1080~800 | Website: www.opefac.com/bleu

**Corss Hotel Osaka**

4 minutes from the Namba station, the Cross Hotel stands in the center of the Minami shopping quarters, along the Midosuji Boulevard, in a sensual red color. Room and facilities in contemporary design with white, red and black colors enhance your stay in Osaka. The location is good to enjoy the vitality and attraction of the Minami of Osaka. You can take the airport bus at Cross Hotel Osaka, where you can buy your ticket at the front desk. It is 1,500 JPY for adult and JPY 750 for a children.

Trip: It takes about 70 minutes to the airport.

- Address: 2-5-15 Shinsaibashisuji, Chuo-ku
- TEL: 06-6073-8291
- Fare: JPY10,370 for single room, JPY12435 for twin room
- Website: www.crosshotel.com

**Minami & Namba**

Namba & Dotombori

Namba is the dynamic place in Osaka. And a shoppers paradise. Boutiques of Louis Vuitton, Chanel, Dior, Chaumet stands along the mainstreet, Midosuji Boulevard, next to Sogo and Daimaru department stores. And there is Shinsaibashisuji shopping center with designer labels and lifestyle stores, the Orange Street of distinctive select shops and bustling Dotombori. All places are within one-hour walk!
Universal Studios Japan

Visiting the Universal Studios Japan may not be exciting to the extent that you got in LA. But you can walk along the street with tall palm trees standing in a row just like in Hollywood and beside the Gramercy Park of New York also in Osaka. Several studios are actually shooting movies or TV programs inside. Unlike the Disney Land, focusing on attractions for kids, the fairy world or childhood and entertainments for adults co-exist here. Characters of Sesame Street, Woody the Woodpecker and Snoopy and his friends, are all born in the 20th century and entertainments for adults co-exist here. Characters of Sesame Street, Woody the Woodpecker and Snoopy and his friends, are all born in the 20th century and adults in their 30s and 40s now, and the town that was the background of the old film “Jaws”, which today’s kids may not know, is revived in the theme park. After 8 years since its opening, Universal Studios Japan is the paradise where children and adults become enthusiastic together. And new fantasies are created and added every year!

Magical Starlight Parade
When the sun goes down, 37 floats with thousands of sparkling bulbs change the Universal Studios Japan into a fairy land. Around 100 performers join the parade introducing everybody’s favorite bed-time stories and Elmo, Snoopy and Hello Kitty appears in glittering colors. As the light parade marches around the studio for an hour, everybody fall into the magical world as if they are in a fairy tale of “Alice’s Adventure in Wonderland”, “Aladdin” and “Cinderella”. It takes 20 to 30 minutes to watch the parade even if you stand on the same spot.

Hollywood Dream Ride
The diamond-like glittering train runs between the buildings of Hollywood and palm trees. “Hollywood Dream Ride” that you will really repent if missing is the most popular attraction since its first launch in 2007. It is really exciting when you ride during the sun sets. The passengers start on their travel as if they fly on the sky filled with stars rather than enjoying the thrill.

The night show “The Gift of Angels” sets its stage at the Louvre Museum of Paris. Adopting special colorful images, the Park will be transformed into the Louvre Museum stage. Accompanying with grand and solemn songs like “The First Noel”, “Hark! The Herald Angels Sing”, “The Prayer Angels”, performers, images, and angels-shaped confetti, over 1000 angels will appear on stage, surrounding a pair of young couple showing their love to each other. Furthermore, the tallest Christmas tree in Japan “Universal Super Christmas Tree” with 36m in height will also light up along with the show, surrounding our guests with music, illumination and images performances which offer a romantic sensation to the Christmas night.

Happy Snow Party
Paris. Attending special colorful images, the Park will be transformed into the Louvre Museum stage. Accompanying with grand and solemn songs like “The First Noel”, “Hark! The Herald Angels Sing”, performers, images, and angels-shaped confetti, over 1000 angels will appear on stage, surrounding a pair of young couple showing their love to each other. Furthermore, the tallest Christmas tree in Japan “Universal Super Christmas Tree” with 36m in height will also light up along with the show, surrounding our guests with music, illumination and images performances which offer a romantic sensation to the Christmas night.

Happy Snow Party, the day time new show this year gathers the Studio characters such as Sesame Street’s Elmo, Snoopy, Hello Kitty, and other characters including Snowman which are Christmas limited. Guests will enjoy the unexpected lovely gestures of the characters! At the last scene of the show, there will also be snow falling, which can rarely be seen in Osaka.

Universal Studios Japan presents the annual special event Universal Wonder Christmas from 5 November 2009 to 6 January 2010. During the Christmas period, there will be a romantic night show “The Gift of Angels” as a new cheerful afternoon show “Happy Snow Party” and Christmas Limited programs like; “Christmas Premium Story”, “Wonder Christmas Booklet”. Enjoy the elegant Park. The night show “The Gift of Angels” sets its stage at the Louvre Museum of

Intersection between dream and entertainment

How to get there:
1. How to get there: Transfer to JR Yumesaki line on the JR Nishikujo station. Get off at Universal City Station.
2. Take the JR Yumesaki line to Nishi Umeda Station and transfer to JR Osaka line at Umeda Station.
3. Get off at Nishi Umeda Station and transfer to JR Nishikujo station. Get off at Universal City Station.
4. Take the JR Yumesaki line to Nishi Umeda Station and transfer to JR Osaka line at Umeda Station.
5. Get off at Nishi Umeda Station and transfer to JR Nishikujo station. Get off at Universal City Station.
6. Take the JR Yumesaki line to Nishi Umeda Station and transfer to JR Osaka line at Umeda Station.
7. Get off at Nishi Umeda Station and transfer to JR Nishikujo station. Get off at Universal City Station.
8. Take the JR Yumesaki line to Nishi Umeda Station and transfer to JR Osaka line at Umeda Station.
9. Get off at Nishi Umeda Station and transfer to JR Nishikujo station. Get off at Universal City Station.
Not to be Missed

Here & There

Bunraku & Noh

Bunraku is the puppetry, one of three great traditional performances in Japan. The puppets half size of a real person wearing warrior’s clothing or a gorgeous Kimono such as a perfect real person. Three people move arms, legs and the head of one puppet performing together to make complicated movements like dancing or fighting. It is surprising to see even the finger tips moving as a professional dancer. You can see the essence of traditional Japanese art as watching the puppet drama in the National Bunraku Theater in Osaka.

Noh is a Japanese wonderful art, which has been performed for over 700 years, and it is acknowledged as the oldest mask theater performance in the world. The Yamamoto Noh Theater located in the middle of Osaka city, a 20-min.-walk from the Osaka castle, is where you can experience one of the most interesting features of Japanese traditional culture and art, which was beloved by the famous Shogun, Toyotomi Hideyoshi, who raised the Osaka Castle. The theater was built in 1921. Despite the wartime destruction, it has kept its tradition for more than 80 years, being authorized as the Japanese tangible heritage in 2006. A variety of Noh performances are available at the Yamamoto Noh theater and there is a ‘stage tour’ program for tourist for 1000 yen per person, which takes about 1hour. A group of more than 10 people can apply for it.

Kaiyukan Aquarium

Kaiyukan is a large-scale aquarium specialized in the oceanic life in the Pacific Rim. Two giant whale sharks and rare fishes are waiting for you in this world. The Yamamoto Noh Theater performance in Osaka city, a 20-min.-walk from the Osaka castle, is where you can experience one of the most interesting features of Japanese traditional culture and art, which was beloved by the famous Shogun, Toyotomi Hideyoshi, who raised the Osaka Castle. The theater was built in 1921. Despite the wartime destruction, it has kept its tradition for more than 80 years, being authorized as the Japanese tangible heritage in 2006. A variety of Noh performances are available at the Yamamoto Noh theater and there is a ‘stage tour’ program for tourist for 1000 yen per person, which takes about 1hour. A group of more than 10 people can apply for it.

Travel Information

Osaka Hikari Renaissance

Don’t miss the harmony of light and water from Nakanoshima this winter. The annual winter event held in Nakanoshima, Osaka’s historical and cultural area, celebrating its 7th year, is going be of larger scale this year. To add to the annual light arcade “Nakanoshima Illumination Street”, the “Wall Tapestry” will be prepared, turning the outer walls of the Osaka Prefectural Nakanoshima Library into a screen. The event will also feature the new “Osaka City Hall Illumination”, the “France des Lumieres” to take place on the street in front of the Osaka City Central Public Hall, as well as the “Rose Light Garden & East Light Park” which will be the “East Place”, in the renewed Nakanoshima Park (Rose garden/Kensakku). The “West Place” held in the western area of Nakanoshima since last year, will also be held again this year. The event starts from December 1st to 25th, from 5pm to 10pm.

Osaka Tourists Information Center in Nanba Station

The tourists information center was newly opened at the Nanba Station, the most bustling area in Osaka. The shopping area is filled with a number of shops, cafes, restaurants and different kinds of service centers, and direct trains (including airport express Rapid) run from the Kansai Airport. The Tourists Information Center is the best place where visitors can drop in and collect information they need. Travelers can reserve and buy JR Tourists tickets and the tour agencies next to the center introduce and sell domestic tour packages.

From airport to downtown with Iron Man # 28’s

‘Rapid’ is a quick and chic blue train which has a nickname ‘Iron Man # 28’, a giant robot character of a Japanese animation, because of its blue color and distinctive design. It takes just 34 minutes from the Kansai Airport to the Nanba station, and the fare is 500 JPY for general seat/700 JPY for wider seat. Rapid runs frequently from 06:45 to 23:30 from the Airport.
In the northern tip of Borneo, the third largest island in the world is the Sabah State, a peaceful, calm and green land, as if it never been entered before. Kota Kinabalu, the capital city and hub city of the Sabah State, has naive and kind people, unpolluted natural resources and resorts and hotels for a holiday in heaven. Kota Kinabalu where people are going to be indulged into its clean and affluent nature.

When we arrived at Kota Kinabalu, it started raining. The window was filled with irregular patterns made by raindrops and the outside became surprisingly quiet. The air at dawn was calm and the street lights became darker as if they fell asleep. On the contrary, the rain became stronger. The sound made from raindrops and trembling leaves as bumping each other because of the wind from the sea made a small trembling echo. It seems if it threatens to severely rain because the trembling leaves make the sound like a torrential rain. However, the sky became clear and blue and the sea merging into the sky glittered because of the sun, as if the previous night was just a dream. Borneo geographically between the Philippines and Thailand has relatively less influence from unexpected changes of the climate. Borneo can continuously enjoy the stable weather because of its geographical features as if both countries are protected by surrounding it. Thus, if you couldn’t sleep at night because the raindrops and wind, you will meet the clean and fresh morning on the next day.

The Sabah State in Borneo where a warm summer continues has a ceaseless line of tourists who are spending their holidays during all seasons. In the center of such a trend is Kota Kinabalu. In Kota Kinabalu, called “KK”, most regions were seriously damaged during the World War II. However, it is changed into a modern city with luxurious resorts, modern hotels and mega shopping malls because of its continuing city development. Let’s go to Kota Kinabalu a place filled with a variety of things to see including the Sabah State Museum, night market where you can experience the local culture and the marine park to enjoy different marine sports.

Hello Sabah, Bravo Kota Kinabalu!
Just One Day! City Travel Guide

The downtown of Kota Kinabalu City, Sabah State is not very big. So you can explore the downtown on foot in one day. While it is not difficult to look around the downtown because the department stores and traditional markets are close to the Jl. Pasar Baru street where the mega shopping center, Centre Point is, you should take a taxi to museums or mosques because it is difficult to go there on foot. The sun is hot and strong so you need to bring a sun block with high SPF(Sun Protection Factor) and a wide-brim hat.

>> City Map

Downtown Attraction

City Mosque
The largest mosques in Sabah State. The architecture merging the traditional beauty of the Islam into modern culture including the grand dome with a sculpture of golden elephant eyes and soaring minaret is beautiful. The chapel in this mosque built on Likas Bay is large enough to accommodate 12,000 people and opened to the public(except during time for prayer).

Sabah State Museum & Heritage Village
The ground floor displays handicrafts, folk instruments, farm machines and instruments and traditional clothing of each ethnic group in Sabah State. The nature and rare animal and plants of the Sabah State are on the second floor. The wide land of around 18 hectares accommodates a variety of facilities including a science center, garden, artificial lake, cafe and souvenir shop.

Sabah Tourism Board
The Sabah Tourism Board is located on the Gaya Street where the Sunday Market opens in a historic building built in 1916. It is one of the three buildings that are not destroyed by bombing of the Allied Forces during the World War II. It was used as the city hall and the post office. At present, it is used as the tourists information center. You can get a variety of tourism information on Sabah including Kota Kinabalu City.

Address: No. 5, Gaya Street, 88000 Kota Kinabalu, Sabah, Malaysia • Tel: 088-232121 • Opening Hours: 08:30~20:00 • Website: www.sabahtourism.com

Signal Hill Observatory Platform
The observatory on the mountain east of the downtown is the highest place in Kota Kinabalu downtown. Take a slow walk on its well-shaded road up to the observatory. On the observatory platform, you can have a bird’s-eye-view on the downtown of Kota Kinabalu city, the endless South China Sea and the Tunku Abdul Rahman Park with its small and big islands.

Opening Hours: 08:00~24:00 • How to Get there: Around 15 minutes from the downtown on foot. Or take a taxi (MYR15 is 15 minutes, MYR35 is 15 minutes) • Website: www.mers.sabah.gov.my

Local Market Journey

Central Park
The Central Park sells fruits and vegetables including dried goods. The market mainly used by local residents, has a number of shops in a large warehouse reminding the container on the port. You can buy fresh tropical fruits from Rambutan and Durian at good price. However, since the mixed smell of fruits and vegetables in a number of shops in the warehouse is very strong, you need to be ready to endure such a smell in case you have a sensitive nose.

Opening Hours: 07:30~19:30 • How to Get there: 10 minutes’ walk from the Center Point, east to Handcraft Market

Gaya Street Sunday Market
Every Sunday morning, the road is blocked and tents are set up one by one. Around 300 small shops great customers at the Sunday Market, opened every Sunday. The market is filled with a variety of interesting objects. The market seems to have everything including things to eat such as fruits, vegetables and marine products as well as books, flowers, toys, traditional souvenirs, cats and turkeys.

Opening Hours: 06:30~13:00 every Sunday • How to Get there: Jl. Gaya Street in the downtown

Night Market
The main items are daily goods including shoes, T-shirts, bags and cosmetics. About 40 to 50 shops start the operation one by one. There are shops selling souvenirs and handicraft articles for tourists. In particular, the pearl items, the specialty of Sabah state, are sold at very moderate price. When the closing time comes close, the medicine peddlers selling a variety of medicinal stuff and health food attract people with wonderful things to see including monkey show.

Opening Hours: 19:00~24:00 (varying on shops) • How to Get there: 5 minutes from the Center Point, on Jl. Sentosa street

Shopping in the City

Centre Point Sabah
The representative department store in Kota Kinabalu. The boisterous brands on each floor attract people and you can meet the energetic young people of Kota Kinabalu. A good place to enjoy shopping because of the number of shops for young people including mobile phone shops, brand cosmetic shops, hair shops and accessory shops. Miscellaneous goods and clothing of local brands are located from the first to the fourth floor and multinational brand shops including Nike, Giordano and Starbucks are on the fifth floor. On the underground floor, you can taste a variety of fast food and Malaysian dishes of the food court.

Address: No. 1, Jalan Centre Point, 88000 Kota Kinabalu, Sabah, MALAYSIA • Tel: 088-235608 • Website: www.centrepointhost.com

Handcraft Market
A sewing machine that seems to be over 100 years old is like a broken antique with glossy finger marks. But it still works with brisk sound. It is the scene in the Handcraft Market. It is the pleasure only to see the flying fingers of the local person mending the cloth. The shops selling a variety of handmade folkcraft articles, pearl necklaces and bracelets attract people with enchanting color, fabrics and ornaments stand like aligned matchbox. Since the market is as very complicated as you can’t find the way to go out after you enter into the small entrance, it is better to buy articles when you see if you like.

Opening Hours: 07:00~22:00 every day • How to Get there: 10 minutes’ walk from the Center Point

Wisma Merdeka
While it is smaller than the Center Point, the local brand-focused shopping mall, you can meet trendy items here. Mainly clothing, accessories and daily products are sold at moderate price.

Address: Jl Tan Karok, 88000 Kota Kinabalu, Sabah, Malaysia • Tel: 088-235201 • Opening Hours: 10:00~22:00 • Website: www.wismamerdeka.com
The culture of Sabah and Tribe Lifestyle

Sabah has about 2 million residents. Around 30 ethnic groups using over 80 unique languages are living in Sabah. While the official language is Malay, people are using the language of their own tribes when they meet for the first time. One of the characteristics of Sabah is the peaceful and harmonious life of its diverse ethnic groups with their slightly different languages and cultures keeping the traditions of each other.

Mari Mari Cultural Village

A village showing the life of the representative tribes of Sabah is a great attraction for those who want to experience the local culture. It is currently used as a tourist attraction. Pass the entrance to village and the suspension bridge around 30m long hanging on the trees, then you will see the village with its long houses in the forest. You can learn and experience the dwelling culture and life style of tribes including Kadazandusun comprising 70% of the Sabah residents, Bajau and Murut. In particular, the people in the aborigines’ clothing welcome the tourists. It is very interesting to taste aborigine food and experience the cultures as moving from village to village. Let’s go to the Mari Mari Cultural Village where time flies fast because of the many things to see.

Monsopiad Cultural Village

The village was named after ‘Monsopiad’, the legendary warrior and hunter of Kadazan. You can look around traditional houses, appliances and folk performance that the Kadazans used here. After watching a dance performance reproducing the folk dance and hunting method of Kadazan, you can enjoy traditional dishes of the aborigines. It is worth visiting the skeleton exhibition hall keeping the heads of patriarchs after winning wars.

Bajau’s Traditional Dessert, Kuih Jala

Kuih Jala is the traditional dessert of Bajau. ‘Jala’ means net in Bahasa Malaysia. It was named because of its closely-woven shape looking like a net. Mix coconut in sugared water and thicken it. Strain it through a sieve and fry in oil. It is crispy and sweet so that it is good for a snack.

Montoku Rice Wine

Montoku, traditional grain wine of Rungus included in Kadazandusun, is rice wine. Lungus mainly supported their life by rice farming and the enjoyed the grain wine in bamboo cups. It is wine but has only very few alcohol in it. But be cautious of drinking too much because of it mild taste and sweet taste after drinking.

Making Fire without matches

Rungus who supported themselves in the forest are experts of making fire. They can make fire within one minute only with a thick and a thin bamboo stalk that works as a flint. You will feel the culture of the tribes that should survive in the wild nature. You can see how to make fire in the long house of Rungus.

Tip >>

Sound ringing the soul, Kulintangan

The traditional musical instrument of Kadazandusun, one of aboriginal tribes in Sabah. The rich reverberation after the clear sound gives mysterious feeling. The instrument consists of a set of about eight to nine small brass kettle gongs. Each sounds a different pitch when struck. The gongs are arranged horizontally in a row on a low wooden bed-like frame. The player sits down on the floor in front of the gongs and beats them with two small wooden mallets. It is played with other traditional percussion instruments for festivals, weddings and religious events.

Fashionista Lundayeh

Lundayeh used the bark of a tree for various purposes including clothing, baskets, nets and ornaments.
Kota Kinabalu has a number of places to enjoy marine sports from the marina park only 20 minutes away from the downtown to the Sidapan island extolled as the best diving site by diving enthusiasts. In particular, the Tunku Abdul Rahman Park with 5 big and small islands greets the ceaseless line of tourists as the most popular place.

Tunku Abdul Rahman Park

Tunku Abdul Rahman Park is a marine park including 5 islands that are in the distance of 20 minutes away by ferry from down town. As 5 islands, Gayo, Sapi, Manukan, Mamutik and Sulug are closely placed, there is a ceaseless line of tourists visiting it because of the good location to enjoy marine sports including snorkeling and scuba diving all the year round. Gaya island with the highest number of residents is the largest one of the 5 islands, but it is Manukan and Sapi that are good for tourists because of its great facilities for marine sports. In particular, Manukan is good for tourists who will stay longer as enjoying marine sports because the accommodations and restaurants are closely located.

- Tel: 088-411222
- Room Rates: MYR388 for Ocean Deluxe, MYR500 for Borneo Deluxe
- Website: www.suteraharbour.com

Sea Walking

While the outfit is a space suit looks ridiculous, sea walking is one of the most popular sports among tourists. After the several instructions including safety rules, put on the special outfits equipped with oxygen tank and go down into the sea. It is not dangerous or difficult because an expert is always next to you.

- Tel: 088-327888
- Room Rates: MYR75-3990
- Website: www.shangri-la.com

Shangri-La’s Tanjung Aru Resort & Spa

Shangri-La’s Tanjung Aru Resort & Spa is at the beautiful tropical rain forest along the South China Sea. It takes about 10 minutes from Kota Kinabalu Airport or downtown. The guest rooms are in two buildings, Kota Kinabalu Wing and Tanjung Wing. 500 guest rooms including Sweet Room have balconies. A variety of water sports scuba diving, para sailing and wind surfing as well as sports including tennis, bicycles and golf are available.

- Address: 20 Jalan Ara, Tanjung Ara 88100 Kota Kinabalu, Sabah, Malaysia • Tel: 088- 327888 • Room Rates: MYR75-3990
- Website: www.shangri-la.com

>> Enjoy Marine Sports in Tunku Abdul Rahman Park

Snorkeling

Manukan and Sapi are the best places for snorkeling. You can see corals in various colors set and tropical fishes. Corals look beautiful but you have to be cautious not to get scratches on your body or sole of foot because corals are very strong like stones. Snorkeling is one of the marine sports that you can easily enjoy also with a life jacket.

- Tel: 088-411222
- Room Rates: MYR388 for Ocean Deluxe, MYR500 for Borneo Deluxe
- Website: www.suteraharbour.com

Nexus Resort & Spa Karambunai

The Nexus Resort and Karambunai, 28km away from the downtown, is a 5 star beach resort in the tropical rain forest with the history of hundreds of years and an extensive long 6km beach. It has 405 rooms in Luxury Villas, Borneo and Ocean style and Luxury Villas suitable for families.

- Address: Off Jalan Sepangar Bay.Located Bag 193, 88993 Kota Kinabalu, Sabah, Malaysia • Tel: 088-411222 • Room Rates: MYR880 for Ocean Deluxe, MYR980 for Borneo Deluxe
- Website: www.nexusresor.com
Three Treasures
Presented by Jeju Island

Jeju, famous for abundant women, wind, and stones, is reborn with new things to see. It is because its interesting elements including Mt. Halla and Manjang Grotto listed as the World Natural Heritage, Jeju Olle, the trekking course, and its unique Jeju dialect attract the tourists. The tourist attractions that you have to visit if you visit Jeju Island this winter urge you to go now.
Part I. Jeju City, Best Attraction

While it takes one hour on a domestic flight from Incheon International Airport or Gimpo International Airport to Jeju Island, Jeju gives you an exotic atmosphere totally different from Seoul. With the subtropical climate with the annual average temperature of 18°C, you can always enjoy outdoor activities in any season. If you want a substantial tour in Jeju in a limited time, firstly, look around Jeju City, the nearest area from the airport.

Jeju National Museum

All about Jeju
Open Culture Space

As the archaeology and history museum are systematically displaying, protecting and researching the history and cultural heritage of Jeju, the Jeju National Museum is the place that all tourists shall visit. The exhibition halls are filled with the relics, ruins and donations of the prehistoric age and the Tamla/Goryeo/Joseon age. The outdoor exhibition pavilion and experience corner offering opportunities to experience restoration of cultural properties and coloring of reproduced fossils.

Address | Jeju City, TEL | 064-720-1020 | Business Hours | 09:00~18:00 (closed: Mon. & public holidays) (open until 21:00 every Saturday from Mar. to Oct.) Closing every Monday Free admission on New Year’s Day | Homepage | jeju.museum.go.kr

Jeju National Museum of Natural History

As walking along the path of action for about 40 minutes, you can see the exhibitions such as 4D theater, Dinosaur Cave Ecology Experience Center and a Natural History Museum.

Address | Jeju City, TEL | 064-720-3111 | Business Hours | 09:00~18:00 in the summer season (Mar. to Oct.), 09:00~16:00 in winter season (Nov. to Feb.) | Admission Fee | 7,000Won for adults, 3,500Won for teenagers, 1,650Won for children, free for under 12 | Homepage | www.jejunmuseum.com

Jeju Stone Park

Wow, what a surprising Dolharbang!

Jeju Stone Park is formed according to the legend of Seolmuldae Halmang, the guardian goddess who created Jeju Island as well as stones, soil, trees, iron and water. Dolharbang is the unique basalt sculpture of Jeju, with a wide and big nose, baggy eyes and hands on the belly. As in Jeju dialect grandfather is meaning made of stone, the legend says that if you rub your nose, you will have a son.

Address | Seongeup-Ri, Jeju-eup, Jeju City, TEL | 064-720-1932 | Business Hours | 09:00~18:00 | Admission Fee | 5,000Won for adults, 3,500Won for teenagers, free for under 12 | Homepage | www.jejuStonepark.com

Hallim Park

Tourist Attraction of Jeju favored by tourists

The park filled with a variety of themes including the Subtropical Botanic Garden, Decorative Tree Garden, Artistic Stone Park and Birds Garden. Hyundai Cave and Seonjeongje Cave, the lava tubes in Jeju, are famous. Folk Village reproducing the folk village are the place you should visit.

Address | 2007, Hyungyeon-Ri, Hallim-Eup, Jeju City | TEL | 064-796-0001~4 | Business Hours | 09:00~18:00 (closed Mon. & public holidays) (open until 21:00 every Saturday from Mar. to Oct.) Closing every Monday Free admission on New Year’s Day | Homepage | www.hallimpark.co.kr

Biyang Island

A thousand island

In accordance with the records on the Dongguyoeji-seongseung (Augmented Survey Geography of Korea) that the mountain soared from the sea and emitted red water for over 5 days, the festival was held to celebrate the thousand year anniversary of the Biyang Island in 2002. Since then, Biyang Island was called “Thousand Island.” Biyang Peaks including 6 peaks, 2 craters, fantastic rocks and stones around the island, and the salt marsh with unique topographical structure are well preserved.

Address | 2677-1, Gwangryeong-Ri, Aewol-Eup, Gujwa-Eup, Jeju City | TEL | 064-728-3611 | Business Hours | 09:00~19:00 in summer season (April to June, 9,000won for adults, 5,000Won for children) | Admission Fee | 5,500Won for adults, 3,000Won for teenagers, Udo Olle 3,500Won for children free for under 12 | Homepage | www.jdpark.co.kr

Jeju Love Land

World of sex filled with pleasure and humor

A theme sculpture park focusing on sex. Around 80 artistic works with sex as the main theme are displayed by section on the land of 29,000m². As walking along the path of action for about 40 minutes, you can see the exhibits such as (Wooden Penis Exhibition) and (Sex for Adults) as well as sculptures describing sexual act.

Address | Jeju City, TEL | 064-720-0508 | Business Hours | 09:00~22:00 in the summer season (Mar. to Oct.), 09:00~18:00 in the winter season (Nov. to Feb.) | Admission Fee | 7,000Won for adults, 5,000Won for adults only, except the minors with their guardians | Homepage | www.jejuloveland.com

Roe Deer Ecology Park

Where you can see a wild roe deer of Jeju at any time

As walking along the observation path of 2.6km around the Drum of 500m² for about one hour, you can meet the wild roe deer of Jeju. If it is hard to walk along the observation path, you can also just feed roe deer at the observation pavilion. There are exhibition halls and a multimedia center.

Address | Jeju City, TEL | 064-720-3011 | Business Hours | 09:00~18:00 in summer season (Mar. to Oct.), 09:00~16:00 in winter season (Nov. to Feb.) | Admission Fee | Free admission on New Year’s Day | Homepage | www.roedeerpark.com

Gimnyeong Maze Park

Quiet English-style maze park

It is the first maze park in Korea, which was planned and designed by Frederic H. Dustin, the American who lived in Jeju for a long time.

The overall look of maze originated from the coast line of Jeju Island. From the sky, it is designed with 7 symbols of Jeju representing the history and geology of Jeju. You can have a bird’s eye view on the maze from three bridges and an observatory.

Address | San 16, Gimnyeong-Ri, Gujwa-Eup, Jeju City, TEL | 064-720-2500 | Business Hours | 09:00~18:00 | Admission Fee | 3,200Won for adults, 1,650Won for teenagers, 880Won for children | Homepage | www.jejumaze.com

Jeju Jeolmul Natural Recreation Forest

Space for relaxation in the downtown

With the cedar of 40 to 45 years old accounting for over 90% of total 300ha area, the Jeju Jeolmul Natural Recreation Forest provides time to relax with a variety of facilities including walk, mineral spring, pond, turf, folk game facilities, sports facilities and amusement facilities. You can make a round trip to the walk of a relatively gentle slope and the hiking trail 897m above the sea level within one hour. You can also drink mineral water good for neuralgia and gastroenteric disease at the Jeolmul Spring.

Address | Hallim Harbor Passenger Terminal | 064-796-5322 | Departure | Hallim Harbor | Departure | 09:00, 15:00 | Return Ticket | 7,500Won for adults, 1,800Won for teenagers | Homepage | http://jejumul.jeju.go.kr

Jeju Stone Park

Dinosaur Theme Park with true-to-nature dinosaurs

Aerial view of the Dinosaur Theme Park with 5 true-to-nature dinosaurs. The 5 true-to-nature dinosaurs can be seen including the Brachiosaurus of 28m high, a 4D theater, Dinosaur Cave Ecology Experience Center and a Natural History Museum.

Address | Jeju Dinosaur Park, Jeju City | TEL | 064-796-0001 | Business Hours | 09:00~18:00 (closed: Mon. & public holidays) (open until 21:00 every Saturday from Mar. to Oct.) Closing every Monday Free admission on New Year’s Day | Homepage | http://jeju.museum.go.kr
**Part II. World Natural Heritage Guide**

Mountain Halla, the prominent mountain in the legend and myth having 368 Oreums, “Geumon Oream Lava Tubes” hiding the mystery of ancient times, and “Seongsan Ilchulbong” with the most beautiful sunset as well as the global site for hydroclastic volcano research is a representative tourist attraction of Jeju designated as the World Natural Heritage by UNESCO in 2007 for the first time in Korea. You can fully enjoy the beauty which is not well known to the public.

**Seongsan Ilchulbong**

Seongsan Ilchulbong on the east coast of Jeju is called "Sun rising Oream" by presenting the magnificent spectacles with the rising sun. Tuff cone, Seongsan Ilchulbong, was formed by the eruption of the hydroclastic volcano under the shallow sea about 5,000 years ago. It has significant geological value because it provides the basis to analyze the eruption of hydroclastic volcano and sedimentation history in the world as well as past volcanic activities. It is about 83m from the entrance to the top. It is easy for children and the elderly to go up because of the trekking steps until the top. However, you need to bring a jumper because of the strong wind on the top.

<table>
<thead>
<tr>
<th>TEL</th>
<th>064-783-4818</th>
<th>Business Hours</th>
<th>09:00~18:00</th>
<th>Admission Fee</th>
<th>2,000Won for adults, 1,000Won for children and teenagers</th>
<th>homepage</th>
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**Geumon Oream Lava Tubes**

“Geumon Oream Lava Tube System” is a geographical feature of several caves formed as the lava from Geumon Oream/Natural Monument No. 444 designated in 2005, one of 367 parasitic cones in Jeju, flowing northeast along the topographical incline and reaching the coast about 100,000 to 300,000 years ago. The caves included in the tube system have very unique and diverse features in length, structure, configuration and elements.

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<tr>
<th>TEL</th>
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<th>Business Hours</th>
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<th>Admission Fee</th>
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<th><a href="http://quanwren.jeju.go.kr">http://quanwren.jeju.go.kr</a> (in English, Japanese and Chinese)</th>
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</table>

**Mr. Halla National Park**

Mr. Halla formed by a volcanic eruption (Natural Monument No. 182 designated in 1986) presents various appearances with diverse geographical features of a volcano while it looks simple at a glance. With around 40 Oreums including Baekrokdam, the crater lake on the top of Mr. Halla, and Yeongsil Giam (Jusangjeolli rock), Mt. Halla shows an unique landscape by direction because the lava has various kinds of properties. Mr. Halla shows an unique landscape by direction because the lava has various kinds of properties.

<table>
<thead>
<tr>
<th>Place</th>
<th>around 1100 Road</th>
<th>Entrance Fee</th>
<th>1000Won</th>
<th>Reservation in homepage</th>
<th>010-5255-4806</th>
<th>TEL</th>
<th>064-713-9055-3</th>
<th>homepage</th>
<th><a href="http://hallasan.jeju.go.kr">http://hallasan.jeju.go.kr</a> (in English, Japanese and Chinese)</th>
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**Part III. Jeju Olle**

“Olle” in Jeju dialect means the path from the inner court of the house to the street in a village. The small and narrow paths that are clearly included in a small town are organized into 14 courses with their name “Jeju Olle.” If you want to feel the real Jeju and feel the wind and the sea by your body, how about exploring Jeju Olle courses?

**Jeju Trekking Course in the Mountains and the Sea**

One of the pleasures in walking Olle is to appreciate the stone wall making a boundary among field, house and tomb. Each course has one or more stone wall of Jeju. Winding path is the element completing the color of Jeju along with dingy stones never moved even by strong wind, blue sea, yellow rape flowers and broad-leaved trees boasting green all the year round. Now, we start the guide on the Olle course and you will feel it’s worthy spending time to fully understand Oreums. The olle from the 1st to 11th course in total 14 courses that are introduced up to now are starting from Seoguipo City. The olle from the 12th to 14th course opened in 2009 starts from Jeju City. The followings are the newly introduced 12th, 13th and 14th course.

<table>
<thead>
<tr>
<th>Olle Course Guide &gt;&gt;</th>
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<tbody>
<tr>
<td>12th Course</td>
<td>12th Course</td>
<td>14th Course</td>
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<tr>
<td>Mt. Hallsan to Hangyeong Olle 17.6km</td>
<td>Mureung to Hallim Olle 19.3km</td>
<td>Mt. Hualsan to Hallim Olle 19.3km</td>
</tr>
<tr>
<td>The 12th course is the first Olle from Seoguipo City to Jeju City. It is difficult to find the ecology experience valley, the starting point. So it’s better to take a taxi rather than public transportation. The taxi fare is about 7,000 to 9,000 Won. There is a number of places to visit including the Jeju Inner Port where the Sinbo sea and wind turbines present a beautiful scenery like a picture in a postcard and the Saeng-e-gijung rocky road.</td>
<td>The map of Jeju Olle along the coast turns into the inland. This course is the starting point of forest Ollies. You can see the sea only the Yongsu Port, the starting point. At the course goes up to the mountainous area. You will see Nakhtaeom-Ri, the small village after the Yongsu Reservoir and forest and go up to Oream and forest road.</td>
<td>Stone wall road, field path, forest path, riverside path, coastal path on the wooden deck, coastal path covered with small pebbles, fine sand path and village path come one by one so that you won’t feel bored at all. The course stretches over 19.3km. The Biyang Island, the beautiful island in the sea, accompanies you all the way during the course.</td>
</tr>
</tbody>
</table>

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**Mr. Halla Natural Ecology Exploration Path**

A Trail of History: Hallasan’s Dream Tour

On the top, you can see Baekrokdam and Divety Nina Gull Valley. When it is clear, Biyang-do on the west and Seongsan Ilchulbong are seen. On the top, you can see Baekrokdam and Ninety Nine Gol(valley). When it is clear, Biyang-Do on the west and Seongsan Ilchulbong are seen. When it is clear, Biyang-Do on the west and Seongsan Ilchulbong are seen.

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<tr>
<th>Time</th>
<th>1 hour (540mm)</th>
<th>Reservation in homepage</th>
<th>064-747-5997</th>
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**A Manjang Cave**

Designated as the Natural Monument No. 58, the Manjang Cave is the largest in the Geumon Oream Lava Tube System, which is about 7.4km long. The second gate opened to the public is about 10km one way. A variety of geological features and products from lava from Geumon Oream provide an unique scene, rather than diverse stone pillars frequently observed in the limestone caves.

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**Mt. Hallsan Through the Valleys**

The last course for forest ecology exploration among 3 natural ecology exploration paths. You can learn the natural history of the Karstic process of rice.

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**A Trail of History: Hallasan’s Dream Tour**

7. Introduction to the Flora and Fauna of the Alpine wetlands

It’s good to walk with children because of the short distance as the place to see the features of this high mountainous and wet land in Jeju.

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</table>
Climate Change and Tourism

Luigi Cabrini
Director, Department of Sustainable Development of Tourism (UNWTO)

Introduction
The tourism sector is especially sensitive to climate variability and changes. Tourism in many regions relies on the climate, which defines the length and quality of tourism seasons, playing a major role in destination choice and tourism spending. This article presents how the tourism sector might be affected by global warming, stressing the importance of taking not only adaptation strategies but also mitigation measures in order to reduce its contribution to this phenomenon. Its content is based on publications and researches undertaken by UNWTO and especially on the publication “Climate Change and Tourism Responding to Global Challenges” undertaken with the support of a group of experts on climate change and tourism and in partnership with the United Nations Environment Programme and the World Meteorological Organization.

Tourism in the Era of Global Climate Change
The competitiveness and sustainability of tourism destinations might be affected by four broad categories of climate impacts:

- Direct climatic impacts: Climate co-determines the suitability of locations for a wide range of tourist activities. It is a principal driver of global seasonality in tourism demand, and has an important influence on operating costs, such as heating-cooling, snow-making, irrigation, food and water supply and insurance costs.

- Indirect environmental change impacts: Changes in water availability, biodiversity loss, reduced landscape aesthetic, coastal erosion, sea level rise and the increasing incidence of vector-borne diseases, among others, might impact tourism to varying degrees.

- Impacts of mitigation policies on tourist mobility: Seeking to reduce GHG emissions, national or international mitigations policies are likely to have an impact on tourist flows. They will lead to an increase in transport costs and may foster environmental attitudes that lead tourists to change their travel patterns (e.g., shift transport mode or destination choices).

- Indirect societal change impacts: Climate change is thought to pose a risk to future economic growth and to the political stability of some nations. A reduction of global GDP due to climates changes would reduce the discretionary wealth available to consumers for tourism.

Changes in temperatures and other important features of the climate will manifest themselves differently across the regions of the world, generating both negative and positive impacts in the tourism sector. The implications of climate change for any tourism business or destination will also partially depend on the impacts on its competitors. There is a limited understanding of how regional climates may change. However, the IPCC predicts that intense precipitation events in parts of South and East Asia are very likely to increase their frequency while hot weaves in summer are expected to be of longer duration, more intense and more frequent in East Asia. It is very likely that extreme high daily temperatures will be more frequent in Australia and New Zealand and extremes of daily precipitation are very likely to increase in most of the region, except provably in the areas of significant decrease in mean precipitation. Figure 1 provides a summary assessment of the most at-risk tourism destinations for the mid-to late-21st century in the Asia-Pacific region. Due to the very limited information available on the potential impacts of climate change in some tourism regions, this qualitative assessment must be considered with caution.

As the figure above shows, Asia-Pacific, Australia/New Zealand and Indian Ocean, are considered as highly vulnerable destinations, especially Small Island Nations. Water scarcity, increase in climate extreme events, biodiversity loss, sea level rise and increase in travel cost due to the application of mitigation policies are, among others, some of the threats that these regions might have to face.

Contribution of Tourism to Climate Change
The tourism industry uses energy in several activities such us transportation and accommodation. As in many other economy sectors, most energy use in tourism is based on fossil fuels. Therefore, the tourism sector is not exempt from contributing to the process of global warming. Carbon dioxide (CO2) is greenhouse gas that contributes the most to climate changes, accounting for an estimated 60% of the
Climate Change and Tourism

The four major mitigation strategies for addressing GHG emissions from tourism are:
- Reducing energy use. It can be achieved by changing destination development, management practices as well as altering transport behavior.
- Improving energy efficiency: The use of new and innovative technology can significantly reduce emissions and energy demands.
- Increasing the use of renewable energy: It is particularly important in islands destinations.
- Sequestration CO2 through carbon sinks: Carbon compensation or carbon offsetting, which means that an amount of greenhouse gas emissions equal to that caused by a certain activity will be reduced elsewhere (e.g., through reforestation).

Developed by a team of experts, several scenarios considering different mitigation options showed that, in case of the ‘business-as-usual’ scenario, CO2 emissions in the global tourism sector may experience a growth of 161% by 2035 while under the most effective mitigation projection, using a combination of technological efficiencies and energy reduction, the ‘business-as-usual’ scenario emissions in 2035 could be reduced by 61%. This would imply a reduction of 16% of emission compared to the year 2005.

**Adaptation in the Tourism Sector**

Although the capacity of the tourism sector to adapt to climate change is relatively high due to its dynamic nature, adaptive capacity varies substantially both within and between stakeholder groups, depending on financial resources, technical knowledge and capacity to move in most favorable areas. Due to their relative freedom to avoid destinations impacted by climate change or to shift the timing of travel to avoid unfavorable climate conditions, tourists have the greatest adaptive capacity (depending on money, knowledge and time). Large tour operators, who do not own the infrastructure, are in a better position to adapt to changes at destinations because they can respond to clients demand and provide information to influence clients’ travel choices. Suppliers of tourism services and tourism operators at specific destinations have less adaptive capacity. On the other hand, destination communities and tourism operators with large investment in immobile capital assets have the least adaptive capacity.

**Mitigation Policies and Measures**

Climate change mitigation relates to technological, economic and socio-cultural changes that can lead to reductions in greenhouse gas emissions. As the emission reductions required for tourism to contribute meaningfully to the broader emission reduction targets of the international community are substantial, mitigation should ideally combine various strategies, such as voluntary, economic, and regulatory instruments. These can be targeted at different stakeholder groups, including tourists, tour operators, accommodation managers, airlines, manufacturers of cars and aircraft, as well as destination managers. Instruments could also be applied with a different emphasis to different countries, so as not to jeopardize the development and poverty reduction opportunity offered by tourism in developing countries.

2003
- First International Conference on Climate Change and Tourism in Djerba

2007
- 2nd International Conference in Davos
- UNWTO General Assembly in Cartagena
- UN Climate Change Summit Bali

2008
- Seminar in Oxford
- Ministerial Meeting in London
- Conference in Egypt
- Workshop in Colombia
- UN Climate Conference in Poznan

2009
- Capriani workshop for Mediterranean
- World Climate Conference-3 in Geneva
- Gothenburg Symposium
- UN Climate Change Summit in Copenhagen

2015
- Millennium Development Goals

**The Davos Process**

To achieve an efficient and coordinated response to climate change, close cooperation between international organizations and all the stakeholders involved in tourism is required.

**Conclusion**

Our lifestyles, economies, health and social well-being are all affected by the climate change. All nations and economic sectors will have to face the challenges of climate change. Tourism is not an exception and, indeed, it is considered to be a highly climate-sensitive economic sector due to its close connections to the environment and climate itself. However, tourism not only suffers on the effects of climate change, but also contributes to it through the emission of Greenhouse Gases, mainly CO2, to the atmosphere. This interaction demands adaptation and mitigation strategies aimed to prevent and adapt tourism destinations to climate change consequences and to reduce the contribution of the tourism sector to this phenomenon. However, the importance for the tourism sector to identify measures to address climate change should not jeopardize its role in contributing to the achievement of the United Nations’ Millennium Development Goals (MDGs), especially poverty alleviation. A meaningful and effective response to the challenge of climate change must be integrated within the broader agenda of sustainable development.

**References**

Alejandro Calvente, Department of Sustainable Development of Tourism (UNWTO) has collaborated in the preparation of this article. The main report on which this article is based, as well as other references and useful documents on climate change and tourism, are available on-line at UNWTO Sustainable Development of Tourism Department’s Website: http://www.unwto.org/sdt/
Medical Tourism, The Crown Jewels

Many countries around the world started to set their eyes on medical tourism. In terms of national competitiveness, the high-value added medical tourism industry has been seen as ‘the goose that lays the golden egg.’ After all, the world is opening a door to a new world for the sick.

Why is medical tourism so promising and appealing?

Recently, medical tourism has emerged as a global phenomenon. It is a new-concept tourism through which recreation, leisure and culture can be enjoyed along with exquisite medical services. Due to its various advantages, the medical industry has sharply grown these days, and many countries have actively developed and nurtured medical tourism as a part of enhancing their national competitiveness. In general, medical tourists tend to stay for a long time accompanied by their family. In addition, their friends and relatives often visit them for consolation. Therefore, the expected revenue per medical tourist is very high. That’s why medical tourism has drawn great attention from the world as a high-value added industry.

Most medical tourism host countries advertise with their low medical cost and substantially short surgery waiting times. In addition, the doctors and medical facilities in Southeast Asia are almost as competitive as those in advanced countries. Furthermore, convenient overseas travel thanks to diverse air routes and specialized medical technology in developing countries have accelerated the trend of medical tourism. Deloitte said that among 45 million Americans without health insurance, 750,000 people got the medical treatment they needed in a foreign country last year alone. The major international consulting firm forecasted that the figure would increase up to 10 million within the next four years. Because a patient can get high-quality medical treatment with low cost and enjoy tourism at the same time, more people have set their eyes on overseas medical tourism.

The Asian developing countries such as Singapore and Thailand have earned approximately USD 2.1 billion annually in medical tourism.

Successful medical tourism in Southeast Asia

Recently, Southeast Asian countries such as Thailand, India and Singapore have been popular for medical tourism. In Thailand, medical tourism industry started to form in the 1980s and accelerate since the late 1990s in nursing and care services. To be differentiated from its rival, Singapore, Thailand has focused on medical services for the elderly. It has targeted rich old people who want to receive medical services at low prices along with tourism. As a result, the number of elderly tourists has continuously increased. In close cooperation between government agencies (ex: Dept. of Export Promotion, the Tourism Authority of Thailand, Thai Board of Investment, etc.) and private hospitals, Thailand has been making its best efforts to become the medical tourism hub in Asia in medical service and health care services such as spas and massages by 2010.

In medical tourism, India is advantageous in communication skills, highly developed IT industry and various traditional medicinal practices. Under the direct control of the government of the United Kingdom, Indian people were forced to learn English. Therefore, medical services are available in English in India. The highly developed IT industry has strengthened online advertisement and systematized an Indian medical tourism system. The traditional medicine such as Ayurveda has offered medical tourists an option to experience alternative medicine. As a result, Indian medical tourism industry has grown by 25% annually. About 10% of the patients in large hospitals in India are foreigners. Empowered by recent unprecedented prosperity in medical tourism, it is forecasted that India would earn approximately Rs 10 billion in medical tourism in 2010.

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Singapore has enhanced the competitiveness of public medical agencies by introducing a competing evaluation system. The public medical agencies that account for about 89% of total medical services are divided into the west (NHG) and the east (Singhealth). The national financial support is differentiated according to the result of the annual performance evaluations. As a result, efficiency has been improved through competition. Furthermore, high-quality medical services are provided through the establishment of an international network. Under the motto of ‘The Biopolis of Asia,’ Singapore has attracted major international pharmaceutical companies, established joint R&D centers and cooperated with the world’s renowned medical agencies and colleges to improve the quality of medical services. In addition, Singapore offers total services which include reservation for medical examination, air ticketing, hotel reservation, airport pickup and translation through a medical tourism service center. As a result, the nation was able to attract 270,000 foreign patients and earn USD 290 million in 2004. Singapore is aimed to attract 1 million foreign patients annually, earn USD 3 billion (1% of GDP) and create 13,000 jobs by 2012.

Current status of medical tourism in Korea

As the hospital brokerage bill (against foreigners ONLY) passed in April 2009, medical tourism has become legal in Korea as well. The Korean medical industry, tourism industry and government have a great expectation for medical tourism. Many cities such as Busan, Daegu and Jeju are willing to join the medical tourism project.

In Busan, for example, the leading hospitals in the city advertised medical tourism in Busan at the 3rd OECD World Forum which was held from October 27 to 30 at BEXCO. Busan City announced that the number of annual foreign medical tourists already reached 10,000 as of July this year. So far, 54 hospitals have been registered as the medical clinic for foreign patients. This figure is 20% of the national total, which is very high considering that the population of Busan is just about 7%. The hospitals registered for foreign patients are mostly plastic surgery clinics, skin care clinics, dental clinics and oriental hospitals. Some general hospitals have also been registered as a hospital for foreign patients. The municipal authority plans to develop the Simeio Medical Street in which registered hospitals are clustered into a medical tourism package in cooperation with travel agencies, hotels and airline companies. It appears that Busan has been able to take the lead in medical tourism thanks to a great number of hospitals (approximately 4,200 clinics), convenient transportation and abundant tourist resources. The lower medical cost compared to Seoul is another reason that makes Busan more special.

Daegu City also visualizes an integrated high-tech medical city called ‘MEDICITY’. Yeungnam University Medical Center has signed an agreement with Global Assistance Partners (GAP) for attraction of foreign patients and provision of medical services. In addition, Korean government has chosen the Sineo Innovative City in Daegu along with the Osong Bio-Technopolis in Chungbuk as the candidate cities for a high-tech medical complex. With a total investment of KRW9.8 trillion, a lot of modern R&D facilities such as a new drug development support center, state-of-the-art medical equipment development center and high-tech clinical trial center will be constructed in the two cities by 2038. The biggest strength of Korean medical tourism lies in exquisite medical technology. In particular, Korea is highly competitive in beauty care, cosmetic surgery, oriental medicine, medical checkup and spine surgery. According to the market survey on Korean medical tourism by Korea Tourism Organization, 48.4% of total foreign medical tourists to Korea last year pointed out, ‘Excellent Doctors.’ In other words, almost a half of all foreign patients in Korea praised the excellent medical technology of Korea. However, it can be understood that Korea is not that attractive in terms of medical tourism without high-level medical technology. In fact, Korea is now very poor in terms of infrastructure for medical tourism. Furthermore, Korea is very new in the world of medical tourism. Therefore, it is necessary to improve related systems, organize a PR department, set the standards for service standardization and clearly divide the roles among government, local authority and hospital in order to facilitate domestic medical tourism. In addition, government support at an early stage will be essential to draw active participation from private hospitals. Based on the result of this survey, the Korea Tourism Organization plans to establish a one-stop medical tourism service system and strengthen the ground to evolve into a medical tourism hub in Asia by attracting 100,000 foreign medical tourists annually from 2012.

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Nearly 70 travel agents and media representatives from Russia, the Commonwealth of Independent States, and the Central Asian Republics are visiting Thailand between 24 October - 1 November, 2009, for a 'mega fam trip' designed to attract more visitors from Russia and neighboring countries such as Ukraine, Kazakhstan, Belarus, and Uzbekistan. They have been invited to visit Thailand and survey new tourist products and services in preparation for their package tours in winter of 2009-2010. In 2008, Russian visitor arrivals to Thailand grew by an annual average of 28.79% while expenditure grew by an annual average of 32.76%. However, due to the recent global financial crisis and economic slowdown, Russian visitor arrivals to Thailand fell to 29.43% during January to April 2009. Hence, Thailand needed a boost to revitalize the Russian market.

20th Anniversary Exhibition of Yokohama Museum of Art

With ‘Japanese Kitchen’, ‘Japanese Commuter Train’ ‘public convenience’ and more, the contemporary artist Tabaimo drew animated videos of the fragmentary landscape of contemporary Japanese culture, and with them composed three dimensional installations. The results of her work gained Tabaimo international acclaim. Right after her debut, in 2001, Tabaimo entered the first Yokohama Triennale as the youngest participating artist. Ten years later, Tabaimo returns to Yokohama with five new video installations to open her largest solo exhibition yet.

Mega Fam Trip to Boost Winter Arrivals From Russia and Its Neighbouring Countries

Nearly 70 travel agents and media representatives from Russia, the Commonwealth of Independent States, and the Central Asian Republics are visiting Thailand between 24 October - 1 November, 2009, for a 'mega fam trip' designed to attract more visitors from one of Thailand's most important source markets. The 58 travel agents, tour operators and 11 media hail from many of Russia's key cities; such as, Moscow, Novosibirsk, Krasnoyarsk, Yeketerinburg, Rostov-na-Donu, Vladivostok and Khabarovsk, as well as countries such as Ukraine, Kazakhstan, Belarus, and Uzbekistan. They have been invited to visit Thailand and survey the new tourism products and services in preparation for their package tours in winter of 2009-2010. In 2008, Russian visitors to Thailand totaled 319,587, up 14.23% over 2008, and generated 16.24 billion Baht in tourism income. During 2002 to 2008, Russian visitors to Thailand grew by an annual average of 28.79% while expenditure grew by an annual average of 32.76. However, due to the recent global financial crisis and economic slowdown, Russian visitor arrivals to Thailand fell to 29.43% during January to April 2009. Hence, the TAT Moscow office is seeking to revive this market by launching the 'Welcome to Thailand Mega Fam' programme. During their stay here, business to business meetings organised by TAT gave the visiting agents, operators, and media the chance to meet with 134 local Thai operators.TAT estimates that this mega fam trip will generate 293,000 visitors from the Russian market alone, generating roughly 14.02 billion baht in tourism income over the winter season, most of it during this year. Russians are getting the visa on arrival in Thailand. Most visitors from Russia travelled to Thailand for holiday, especially to popular beach resorts like Pattaya and Phuket, which are attracting Russian charter traffic. In addition, as of October 2009, six direct scheduled weekly flights are being operated between Moscow to Bangkok by Thai Airways International and Aeroflot Russian Airlines. Many Russian visitors are also coming via Doha and Dubai on Emirates airlines and Qatar Airways. In accordance with the TAT marketing plan, potential customer market segments are high-end tourists, MICE delegates, combined package tours with neighbouring countries, and stopover tourists in Bangkok.

Garuda Assures Flight to Europe in June 2010

PT Garuda Indonesia(Garuda) will ensure the flights to Europe as of June 1, 2010, following the lifting of EU ban on flying the airline since July 2009. The launch made by the Director of PT Garuda Indonesia, Emirsyah Satar was accompanied by Miss Universe 2009 and Stefanie Fernandez, Miss Indonesia 2009 Gori Sandioriva. Also present in the occasion of Venezuela’s Ambassador to Indonesia Menzones Mary Virginia Liccioni. Pujobroto explained, that the Jakarta-Amsterdam route will be serviced once each day with a stopover in Dubai, United Arab Arab-Jadi, plane departed from Jakarta at 9pm. Despite drop, said Pujobroto, Garuda on the reopening of this route to provide more competitive so that businesses deserve to enjoy it too. However, later in 2010, this route will be served with a new aircraft the A-330-200 with the concept of Garuda Indonesia Experience. When the route is still served, Garuda before 2004 that use the A330-300 and B747-200 with a stopover in Singapore and Bangkok. With the A330-200, can carry up until 34 passengers consisting of 36 passengers in business class and 186 passengers in economy class. The aircraft can travel distances of up to 12,500km and passengers in business class seats can lay up to 180 degrees. Not only that, the latest aircraft had been painted with a new logo that Garuda Indonesia having the spirit of nature’s wing and equipped with the latest inflight entertainment. more comfortable because of features personal TV on each seat is also equipped with Audio & Video on Demand(AVOD) in a variety of TV entertainment choices, music, and games during the flight.

Make the Global Tourism City

Gangneung embarks upon a G3+N3 project in order to realize livable and rich Gangneung as the global city of health and relaxation in 2020. G3 means globalization of the Gyeongpo tour(Grade up), brandization of the Gangneung tour(Green) and globalization of Gangneung Danjoe(Global). N3 means the new driving force industry as the exemplary green city of low carbon, the R&D city focusing on the international exchange in the Pacific rim and the logistics hub city in the East Sea rim. To this end, the tourism theme park will be formed along the seascape with large-sale five star hotels, condominiums and international level resorts around Gyeongpo as a part of globalization of Gyeongpo tour. Brandization of pine tree focused on three projects, pine tree tour project, culture project and tour program development project. The formation of the pine botanical garden, pine scent park and pine scent resort, exploration of historic and cultural values and pine festival development will be promoted. The globalization of Gangneung Danjoe set the strategy to develop it as a global deluxe festival by the World Intangible Cultural Heritage Festival in 2012 and Asia Dano Festival in 2010 as well as the formation of the Dano culture creation city. Furthermore, Gangneung municipal government aims to predominate the position as the logistics base by the construction of double track line between Gangneung and Wonju, 2nd Yeongdong Highway and track line between Gangneung and Jeijn as the master plan to be the logistics hub city in the Pacific rim. In addition, the Gangneung government will strengthen the institutional growth basis by the designation of R&D special zone in Science Industry Park, lead the green growth, the global paradigm, and develop the area around Gyeongpo as a famous tourists’ site.
Opening International Medical Center

The Hang Kenh Joint-Stock Company has just established the International Medical Center at No.28 Nha Thuong Street, Le Chan District. Mr. Hoang Van Ke, Vice Chairman of the People’s Committee of Hai Phong City attended the opening ceremony. The International Medical Center with a total investment of nearly 40 billion VND fully consists of 14 specialities, such as: internal medicine, surgery, obstetrics, pediatrics, cardiology, dentistry and orthodontics, ear-nose-throat(ENT), ophthalmology, X-ray, diagnostic laboratory, orthopedics, pharmacetics, etc. The center has a professional and skillful staff group of 70 doctors, nurses, and orderlies; possesses a fully and modern system of medical equipment, such as: digital X-ray system, automatic biochemistry analyzer, 18 parameter hematology analyzer, Aloca 4D colored ultrasound scanner from Japan and South Korea, as well as a synchronic system of emergency means. Besides, an advanced standard software on hospital management had been early applied in order to quickly approach and accomplish the work of comprehensive administrative management of center’s activities towards a scientific and effective way and creating a professional management style before the hospital was officially completed. The center provides services of disease diagnosis and treatment for local people as well as foreigners at their demands, services of regular disease diagnosis and treatment for people holding medical guarantee card, periodic healthcare for organs and enterprises in the city area; associates and cooperates in disease diagnosis and treatment with professors and doctors of central hospitals; diagnoses and treats diseases under humanitarian and charitable programs of domestic and foreign organizations. The guideline of center’s activities is ‘Modern, professional, and wholehearted for everyone’s health’.

The construction of the International Medical Center is a new progress of Hang Kenh Joint-Stock Company towards diversifying fields of business, enhancing activity effectiveness, guaranteeing jobs and incomes for employees, and contributing to the city’s budget. It is also a flexible application of the city’s policy of medical socialization, significantly contributing to reduce the overload of disease diagnosis and treatment in higher-level hospitals.

Riding on Success of TV Drama, Kaohsiung Stepping Up Publicity

The Kaohsiung City government hopes to cash in on the star power of TV drama series to promote its tourism industry after the production dominated the 2009 Golden Bell Awards, a municipal official said on Sunday. Lin Kun-shan, director general of the city’s Tourism Bureau, made the comment after the drama series Black & White’ won five Golden Bell awards, including the most coveted best drama award. Kaohsiung has encouraged local filmmakers to produce TV programs, movies and commercials in the city as part of its efforts to enhance its profile and attract tourists from home and abroad to help inject some vitality into its sluggish economy. The city government has offered considerable administrative and financial support to the ‘Black & White’s production team, and many of Kaohsiung’s landmark buildings, including major stations of its new mass rapid transit(MRT) lines, have been featured in the popular drama series. Lin said his bureau has made the drama series a major theme in its tourism promotion literature and programs. As Chinese tourists have boycotted Kaohsiung over the city’s screening of a documentary featuring the Uighur activist Rebiya Kadeer, the city’s tourism sector has seen its business decline significantly in recent weeks. To date, he said 16 of the 35 films produced in Taiwan this year have been shot in Kaohsiung. Adding that filmmaking personnel have so far contributed much to the city’s hotel and retail sectors.

Vietnam Regulates on Granting of APEC Business Travel Cards

Prime Minister Phan Van Khai signed a decision to issue regulations on granting and controlling APEC Business Travel Cards(ABTC). Accordingly, ABTC holders will be eligible for exemption from visa and resident registration procedures. They can use express immigration lanes at airports, come in and out of ABTC member economies and stay for a maximum of 60 days each visit. Using ATBC, Vietnamese businesses can make business journeys to other ABTC-participating economies and vice versa, and businesses from ABTC members will be provided with favourable conditions when entering and staying in Vietnam.
TPO News

Organization News

Special Report on the 4th TPO General Assembly

The 4th TPO General Assembly came to a successful conclusion on September 30, 2009 in Kota Kinabalu, Malaysia. Approximately 200 delegates from 30 TPO member cities of eight countries participated in this three-day event, including 17 mayors and vice-mayors from member organizations.

This General Assembly witnessed significant resolutions made by the participating members. The election of Guangzhou City(China) as the new TPO President City is one of those important issues. As a result, the Mayor of Guangzhou will replace the Mayor of Busan(Korea) to perform the duty as the TPO President, with Fukuoka City of Japan continuing as the TPO’s Vice-President City. Another important resolution was the adoption of the strategic plan of the TPO for the next 10 years. The plan, titled BRIGHT VISION 2020, sets out six strategic goals and suggests specific plans for each stage to pursue together with the TPO members. The Declaration on Climate Change and Tourism also was signed by all the participating representatives to show the determination of TPO member cities to join global efforts to cope with the challenges of climate changes.

Proposed revisions of the TPO Statutes, one of the most important documents of the TPO, also were approved by the participating representatives. Two of the approved revisions deserve our special attention. One is the redefinition of alliance members, which states that except for the city government, the TPO membership category of government covers governments at all levels wishing to promote tourism cooperation and exchange with cities and tourism businesses in the Asian Pacific region. The other important revision concerns the Article of the Executive Committee, which adds that when a country has more than ten city members, the Executive Committee may appoint additional city members of the country as members of the committee by common consent. Therefore, starting next meeting, the Executive Committee might see more than one member city from Korea, China, and Japan.

The ceremony awarding the TPO Best Award 2009, a climax of the General Assembly, was held at the farewell dinner party, with ten member cities honored in nine categories. The winners of the Best Print Advertisement were Gyeongju(Korea) and Penang(Malaysia), the Best Web site Fukuoka(Japan), Ho Chi Minh(Vietnam), Ipoh (Malaysia), Vladivostok(Russia), and MCM Group Holdings, Ltd.(USA) participated in the meeting.

In this meeting, the Executive members approved the new membership of Busan Jung Gu. Unlike previous city government members, Busan Jung Gu is a district of Busan City, and it also is a special tourism zone with many most well-known Busan attractions both at home and abroad, like the Jagalchi fresh seafood market and the nearby Yongdusan Park. With the membership approval of Busan Jung Gu, the number of government members of the TPO has increased to 60. The Executive members also approved to recommend Guangzhou City of China as the next TPO President City candidate for election by all the participating government representatives at the General Assembly the next day. Proposals regarding the operation of the TPO Secretariat also were examined and approved, including the reemployment of the current Secretary General and revisions of the Operational Regulations of the TPO Secretariat. And finally, the Executive members approved the TPO activity and budget plans for 2010. TPO activities for 2010 soon will be sent to our members to help them make their own budget plans for the coming year.

The 15th TPO Executive Committee Meeting in Kota Kinabalu

The TPO Executive Committee had its 15th meeting during the 4th General Assembly in Kota Kinabalu, Malaysia. Representatives from Busan(Korea), Guangzhou(China), Fukuoka(Japan), Ho Chi Minh(Vietnam), Ipoh (Malaysia), Vladivostok(Russia), and MCM Group Holdings, Ltd.(USA) participated in the meeting.

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TPO Youth Multi-Media Camp 2009 Concludes with Success

The TPO Youth Multi-Media Camp 2009, a pilot program of the Student Travel Exchange Project(STEP) of the TPO, came to a successful conclusion on August 31, 2009. Two groups of 91 students from 18 middle schools in three countries participated in the 12-day camp. The camp aimed to provide young people with an opportunity to experience different history and cultures in the Asian Pacific region and to strengthen friendships and exchanges among students from member cities. During the camp period, representatives of tourism authorities and middle schools of participating member cities convened to discuss the STEP’s sustainable development plan. The TPO Secretariat presented the delegates the STEP plan for the next year and expressed the hope that member cities will be able to take an active part in STEP activities.

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TPO Secretary General Receives Appreciation Plaque from BTA

TPO Secretary General Hwan-Myung Joo was honored with an appreciation plaque by Chairman Kean-Hu Lee of the Busan Tourism Association(BTA) at the 36th World Tourism Day event held at the Commodore Hotel, Busan on October 13, 2009. The plaque was to recognize the Secretary General’s deep understanding of the significance of tourism and his great contribution to the development of tourism of Busan City, as well as to development of the BTA.

TPO Secretary General Visits Chinese Member Cities in Shandong Province

TPO Secretary General Hwan-Myung Joo paid an official visit to the Chinese member cities of Yantai, Weihai, and Qingdao August 18~21, 2009. His business trip to the three cities focused on the promotion of the TPO Travel Card(TTC) project in Shandong Province, which boasts convenient transportation to the Korean Peninsula. During his stay in China, Mr. Joo also traveled to Jinan, the capital city of the Shandong Province, where he met with the Director General of the Jinan Tourism Administration and discussed such issues as Jinan’s TPO membership and future cooperation between the two sides. All three Chinese member cities have demonstrated their intention to participate in the TPO project by agreeing to officially sign a MOU during the 4th TPO General Assembly to be held September 28~30 in Kota Kinabalu, Malaysia.
China >>

Shanghai
2010 Shanghai Expo
First day, go to the Shanghai World Expo Zone, and visit Chinese Exhibition Hall, European and American Exhibition Hall. In the evening, take a cruise along the Huangpu River to enjoy the night sceneries of the Bund. Next day, Go to the Shanghai World Expo Zone again in the morning and visit the Asian Exhibition Hall, Exhibition Hall about Life. In the afternoon, visit the architecture designed by Hudec and enjoy the Golden times of old Shanghai and its architecture and arts.

Dalian

Oriana Liner
"The world's only deluxe liner-theme Park" A Splendid Emperor's Palace on the Sea & A Floating Convivial Resort
As one of the four global famous ocean liners, Oriana was built by the same ship-builder as the noted Titanic, and was launched at the same port as it, in 1906 to 1986, and has navigated through over 100 major harbors of the world, passing by such famous sites as the Cape of Good Hope in Africa, the Silver Sand Beach of the Mediterranean Sea and the Statue of Liberty in the US. In 1986, the liner crashed with an US aircraft carrier. The carrier was severely damaged yet on Oriana only the power system was damaged. The repair was too costly to bear and after that she was mothballed in Dalian. In July of 2002, she was renovated and sent to Dalian.

Polar Aquarium
A trip to polar regions shall be an unimaginable experience to average people, yet visitors coming here to the Polar Aquarium to find themselves in a crystal ice-snow world anytime of the year. The aquarium was opened in 2002, animals both from the south polar and the north polar regions, including polar bears, penguins, polar belugas and sea elephants share neighborhood here. Altogether the aquarium has 11 species of 153 polar animals and it also boasts of 3000 fish. Standing in a 360 channel one seems to live together with the multitude of fish. A showcase of 200-odd sharks and performances by dolphins also deserve high recommendations as well. In the sea animal section, people can touch fur seals, sea dogs, and sea lions. It is currently the largest polar aquarium in the world.

Guangzhou
Chen Clan Academy
The Chen Clan Academy also named Chen Ancestral Hall, is a Guangdong folk craftwork museum located near to the Chen Clan Academy metro station in Zhongshan Qilu, Liwan District. The academy was built in 1890 with the donations of members of the Chen family from an amazing 72 different countries in Guangdong Province! The structure is grand in scale, with all kinds of carving on its doors, windows, screens, walls and balusters cementing its status as a magnificent folk art and architectural treasury.

Indonesia >>

Jakarta
Ragunan Zoo
With over three million visitors visiting the zoo each year, the zoo is the most visited place. It’s built and designed based on an open zoo concept. It has an animal collection of 2000 and consists of 270 species, where 90% are native to Indonesia. Each animal is exhibited in their natural habitat so that visitor can be close to them. It has a success in captive breeding program. Many animals have successful breeds, such as white tigers, Sumatran tigers, pythons, komodo dragons, and other birds, like cockatoo, parrots and cassowary. Over 50,000 specimen in the park lives in neighboring atmosphere, which is cool and comfortable for animal and visitors. The first public zoo named "Plantaen En Dierentuin" in Batavia(Jakarta) officially opened in 1884 on a site known as the Cikini area, Central Jakarta, operated by the Association of Flora and Fauna Lover at Batavia(Culturule Vereniging Planten en Dierentuin at Batavia). The area is 19 hectares and granted by Raden Saleh, a famous painter of Indonesia. After Indonesia gained freedom from the Dutch, its name changed to Cikini zoo in 1949. The site at Cikini area had become too small and was not suited to the vision. A new site for the zoo was sought. In 1964 the Jakarta Government granted 30 hectares of land south of the Jakarta suburb in Ragunan, Pasar Minggu. Ragunan zoo was officially opened on June 22, 1966 by Governor of Jakarta City named Taman Margasatwa Ragunani(Ragunan Zoological Park). The management of the zoo went to an animal lover, Benjamin Gaulstaun, who was its first director.

Pasar Seni Ancol ( Art Market )
This colorful open-air market located at the Ancol Amusement Park provides a unique experience, not just through buying quality Indonesian arts and craft, but also a through watching and meeting the artisans at work. You can watch puppet makers, wood-carvers, painters, and many other craft makers from throughout the archipelago cheerfully working on their creations.

Jakarta

Shenyang
Mukden Palace
We automatically think about Beijing when being asked where is the capital of China. However, Beijing was not the capital of China through out the whole history. Nurhachi established the Qing dynasty in 1636 and designated Shenyang as the capital. As playing pivotal roles in China for 20 years before Beijing became the capital in 1644, the first place to visit in Shenyang was the royal palace. Mukden palace built by Nurhachi and King Taejoing in the Qing Dynasty was similar to Zijin Cheng(Forbidden City) in Beijing. The ancient place of Shenyang, the origin of Zijin Cheng, is selected as one of two existing palaces in China and designated as the World Heritage of UNESCO. While Zijin Cheng is far more excellent than the Mukden palace, the ancient palace of Shenyang is more charming and exceptional and better kept. Completed in 1635, the palace was used only for 8 years as a palace. After the capital was changed to Beijing, the palace was used as the summer house or sacrificial service place for emperors.
Surabaya

Balai Pemuda Surabaya

About 96 years ago, the building in Jl. Pemuda Surabaya was built by the architect Westmaes. It was said that the building functioned as a meeting room for Dutch people. It was named Simpang Socieiteit. In that era, the Simpangsche Socieiteit was very exclusive. Here the Dutch people assembled, played three balls snooker or wood ball bowling. Some people said that the building was a club for the white people, meaning that the building was closed for native people.

It is also said, that made native Surabaya aggrieved, Dutchman in Simpangsche Socieiteit have said, “Natives and dog may not step into here.” This sentence clearly hurt their feeling. Moreover, that sentence was written on a monument in Balai Pemuda. It is also said, that made native Surabaya aggrieved, Dutchman in Simpangsche Socieiteit have said, “Natives and dog may not step into here.” A fireworks festival is held here in summer.

Japan

Shitenno-Ji

Shitenno-ji is a Buddhist temple in Osaka, Japan. Prince Shotoku is said to have constructed this temple in 593. It is the first Buddhist and oldest officially administered temple in Japan, although the temple building has been rebuilt over the centuries. Most of the present structures are from when the temple was last completely rebuilt in 1963. One of the members involved in the initial construction of the temple in the 6th century has later established the Ritsurin Gumi, specialized in temple and shrine buildings over centuries. Prince Shotoku was known for his profound Buddhist faith when Buddhism was not widespread in Japan. The Shitenno are the four heavenly kings. The temple Prince Sh-toku built to honor them with four institutions, each to help the Japanese attain a higher level of civilization. This Shika-in was centered around the seven-building garan(this complex inside the walls), and included a Kyoden-in(Institution of Religion and Education), a Hiden-in(Welfare Institution), a Ryobyo-in(Institution of Religion and Education), and a Seiyaku-in(Pharmacy) to provide essential care to the people of Japan.

The garan consists of a five-story pagoda, a main Golden Pavilion(Kondo) housing an image of the Nyorai Kannon, and a Kodo(Lecture Hall) under a covered corridor holding a statue of the Medicine Buddha. The temple was not widely known until the present structure was completed in 1963. The temple is a UNESCO World Heritage Site because of its historical significance.
Korea

Gangneung

Geumjin Kure House

Geumjin hot spring water is unique and contains selenium with a distinguished ability for antioxidation and best minerals in the world. The mineral concentration of the Geumjin hot spring water is much higher than that of general sea water and deep sea water. In particular, while the concentration of calcium or magnesium of deep sea water has almost no difference from that of sea water and magnesium is 3 times higher as the calcium in both deep sea water and general sea water, Geumjin hot spring water has the most ideal ratio of calcium to magnesium to be absorbed into the human body. Geumjin hot spring water contains a quantity of rare minerals as well as essential minerals. The concentration of rare minerals including strontium, manganese, zinc and vanadium effectively dropping the blood sugar level is very high. Geumjin hot spring water also contains a quantity of selenium that is known to have anticancer effect. As such ingredients and efficacy are widely known, a number of laboratories in Korea has been conducting the clinical tests on animals in order to identify the effects including anticancer, transition or inhibition of H1N1 virus. Cosmetics and soaps using Geumjin hot spring water have been developed and commercialized. In particular, the most attractive feature of the Geumjin hot spring is the beautiful view of the sea from any point inside the hot spring. The hot spring is located on the 2nd floor of Tea Cafe.

Iksan

Sinjak-ri Pinus Thunbergii

Gomsol(Pinus thunbergii) a member of the family of the Pinaceae was named like this because he knew this place was the ideal spot. Since this Gomsol was on the boundary between Chungcheongnam-Do and Jeollabuk-Do, people in both regions performed religious services in front of the Gomsol at the end of December by the lunar calendar long time ago. Gomsol in Sinjak-ri, Iksan, has a great cultural value including the role of unifying the residents in Chungcheongnam-Do and Jeollabuk-Do. Furthermore, it is worth of studying the Gomsol in terms of geographical distribution because it grows far away from the seashore. Later it was designated as a natural monument.

Busan

Beomeosa Temple Stay

The Beomeosa temple, located downtown in Busan, is frequently visited by the residents in Busan longing for the nature. Also it is favored by foreigners visiting Busan, the harbor city to experience beautiful traditional culture. The most attractive feature of a temple stay in Beomeosa temple is the meeting with Bulmudo(Korean martial art of the Buddhist monks). You can learn Bulmudo as breathing the vitality of Mt. Geumjeong on the wide lawn in front of the Hyuhujeongsa. It is by no means inferior to other trainings as the experimental training method relaxing the tension of body and mind pinched in the daily life and reviving the exhausted energy. Also there is a program in which the participants pray for hope as holding a small cup lamp that they made by themselves while walking around the tower. Hyuhujeongsa, an exclusive place for temple stay, was a ‘Lifelong cloister’ where the monks trained themselves not long ago. It is embedded with strong pledge and resolution that the monks would never go out until they see the nature and achieve Buddhahood when they get into the lifelong cloister. Only staying in such place with discipline will have unique impact to those who are harassed by passions. At the Beomeosa temple, a number of Zen monks devote themselves to self-discipline temple to study and practices Zen meditation.

Malaysia

Penang

The Sire - House of Yeap Chor Ee

The Sire - House of Yeap Chor Ee is the first museum restaurant ever set up in Penang. It concept, a mixture of different cultural influences, the old and the new was also the former home of Yeap Chor Ee, a prominent businessman and philanthropist in Penang, before he and his family moved to Homestead, now because the Wawasan Open University. The building which has been restored and beautifully refurbished with high ceilings and stained glass has been turned into a museum cum restaurant oozing elegance and charm, serving delicious old and new world cuisine. The gallery above has portraits of Yeap Chor Ee and his family members, how they used to live in Homestead, photographs of his grand and magnificent home, furniture and artefacts that have been with the family for generations and the genealogy of family members. The gallery also serves as a tangible reminder of the many wonderful qualities Yeap Chor Ee has brought to his family and to the people of Penang. Also in this gallery, the Yeap family genealogy is set up as a platform to keep the family tree recorded for generations to come. The Sire, the fine dining restaurant on the ground floor, is managed by the same owner of Ferrinigi Gardens. Though the menu has been developed differently for each restaurant respectively, their Executive chef, Mr Yeoh Woei Liang, also runs the kitchen in Ferrinigi Garden. One can pay a visit to the gallery without ordering any food but ordering for RM10 a cup of fine coffee while enjoying the rich history within its deep enclaves.

Vietnam

Haiphong

Phu Xa Temple

Phu Xa Temple worships Hung Dao Vuong Tran Quoc Tuan - the famous general of Tran Dynasty who made the great victory of defeating Chinese Mongolian aggressors in the thirteenth century. Also at the location of this ancient temple, local people are worshipping a woman named Bui Thi Tu Nhien who was responsible for ordnance supplies and provisions management for the Tran Dynasty military at that time. In a legend it is said that, when aggressors were defeated, Ms. Bui Thi Tu Nhien settled here to help the local in producing and constructing the village. In 1320, the village was devastated by a deluge, local people had to travel to another places to earn their living. When the water level went down, people came back to reconstruct their village, Ms. Bui Thi Tu Nhien mobilized them to repair the Tran Quoc Tuan worshiping temple. The Phu Xa village originally was named Phu Luong, later renamed as Phu Xa under the reign of King Tu Duc (1848-1882) to avoid similarity to the posthumous name of Ms. Bui Thi Tu Nhien’s husband. Initially, Phu Xa Temple was very small and made from bamboos, tree-leaves; and up to now, after many times of reconstructions, Phu Xa Temple becomes an architectural work with ‘hoi cong, ngoai quoc’ design in which engraving decorations are representing the style of the Nguyen Dynasty in the late nineteenth century to the early twentieth century.
what we need to do first is to revitalize the travel trade between crises. Among many requirements to rescue the tourism business, The TPO has a mission to restore the tourism industry from the industry in the Asia-Pacific region recorded also negative 2008 has spread to the rest of the world, and the growing tourism tourism industry. The financial crisis which started in the USA in continuous growth was firm until the first half of 2008. numerous statistics and reports. At least, the belief of such international tourist arrivals in the Asia-Pacific region will reach than 6% every year, and its share of the global tourism market is The global tourism industry has grown rapidly in the last 20 years and the long-term growth potential is considered very positive. The tourism industry of the Asia-Pacific region has grown more than 6% every year, and its share of the global tourism market is no less than 20%. It is forecasted that in 2020 the number of international tourist arrivals in the Asia-Pacific region will reach about four hundred million. This forecast has been backed by numerous statistics and reports. At least, the belief of such continuous growth was firm until the first half of 2008. However, regardless of the continuous growth and development, the tourism industry is also very sensitive to changing economic conditions and circumstances. Since its establishment in 2002, the TPO also has experienced many challenges and adversities. Endless disasters such as SARS, tsunamis, the financial crisis, the energy crisis, climate changes, and H1N1, have threatened the tourism industry. The financial crisis which started in the USA in 2008 has spread to the rest of the world, and the growing tourism industry in the Asia-Pacific region recorded also negative numbers. The TPO has a mission to restore the tourism industry from the crises. Among many requirements to rescue the tourism business, what we need to do first is to revitalize the travel trade between the member cities. In order to revise the trade, the TPO should encourage cooperation and solidarity between the members. TPO also needs to provide a future vision in long term and to present directions for specific cooperative activities.

The goals of the plan

The global tourism industry has grown rapidly in the last 20 years and the long-term growth potential is considered very positive. The tourism industry of the Asia-Pacific region has grown more than 6% every year, and its share of the global tourism market is no less than 20%. It is forecasted that in 2020 the number of international tourist arrivals in the Asia-Pacific region will reach about four hundred million. This forecast has been backed by numerous statistics and reports. At least, the belief of such continuous growth was firm until the first half of 2008. However, regardless of the continuous growth and development, the tourism industry is also very sensitive to changing economic conditions and circumstances. Since its establishment in 2002, the TPO also has experienced many challenges and adversities. Endless disasters such as SARS, tsunamis, the financial crisis, the energy crisis, climate changes, and H1N1, have threatened the tourism industry. The financial crisis which started in the USA in 2008 has spread to the rest of the world, and the growing tourism industry in the Asia-Pacific region recorded also negative numbers. The TPO has a mission to restore the tourism industry from the crises. Among many requirements to rescue the tourism business, what we need to do first is to revitalize the travel trade between the member cities. In order to revise the trade, the TPO should encourage cooperation and solidarity between the members. TPO also needs to provide a future vision in long term and to present directions for specific cooperative activities.

BRIGHT VISION 2020 is a strategic plan to prepare the coming decade while looking back the past at the same time. The strategy will set clear goals in each stage, and suggest specific plans to pursue together with the members. While working together for these plans, our members will spread the culture of participation, and improve friendship with each other.

The TPO has designated several projects, which have significant impact on the growing tourism industry in the Asia-Pacific region, as joint projects to be participated in by its members. Besides these overseas joint marketing projects, there are three official joint projects.

The TPO does not only support cooperation among the members in tourism promotion activities, but encourages a wide range of exchanges to foster friendship between them.

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Meetings

The TPO has been holding various meetings required for the operation of organizations such as the General Assembly and the TPO Forum. The meetings are systematic frames designed to hear members’ opinions and reach a democratic consensus on issues. For these meetings, the TPO prepares various programs to provide opportunities for training, networking, and information exchanges. The followings are TPO’s primary meetings:

- TPO General Assembly
  - Goals : to decide major policies and directions of organizational activities
  - Contents : general meeting, training, networking between the members, exchange of information
  - Frequency : held once every two years in a rotating member city
- TPO Forum
  - Goals : collecting ideas from working-level staffs of member organizations
  - Contents : discussions by working-level staffs, training programs, networking, business meetings
  - Frequency : once every two years in a rotating member city
- TPO Executive Committee Meeting
  - Goals : planning TPO activities, deliberating on the budget, and reviewing immediate issues
  - Contents : executive Committee meeting and networking with related persons
  - Frequency : two times per year in a rotating member city.

Tourism information service

In addition to running an internal information network to inform the members about organization’s activities and managerial works, the TPO also develops a variety of media to provide tourist information to travelers all over the world.

- TPO Website : http://www.aptpo.org
  - Goals : to inform TPO activities and provide detailed information about its members to travelers throughout the world
  - Contents : introduction of the TPO, its members, and organizational projects
  - Published in Korean, English, Japanese and Chinese versions which are updated frequently
- TPO Intranet : http://office.aptpo.org
  - Goals : to provide members with information of activities and management of the organization
  - Contents : information about the TPO’s operation, and many different kinds of data
  - It is published in English and is updated frequently
- Magazine : Tourism Scope
  - Goals : to publish the member cities’ tourism resources in the tourism business communities of the Asia-Pacific region
  - Contents : introduction of the member cities’ tourist destinations, and analysis of the trends in the tourism industry
  - The magazine is published in English three times per year, and distributed to 85 cities worldwide, in addition to the member cities.
  - Newsletter : Tourism News Patrol
    - Goals : to inform TPO activities and provide exchange information about the member cities
    - Contents : information about the TPO’s activities, the member cities, and the tourism businesses
    - The newsletter is published in the four languages : Korean, Japanese, Chinese, and English, and sent out by email once a month.

Tourism promotion and marketing

The TPO performs various marketing activities in major tourism markets and also in publicity activities in order to support members’ promotion and marketing. The following are the TPO’s major marketing activities:

- TPO tourism exhibition
  - Goals : to enhance tourism business in the member cities
  - Contents : exhibition booths for member cities and travel-trade meetings, folk performances, etc.
  - Frequency : held once every two years in the city that holds the General Assembly.
- Joint tourism marketing events
  - Goals : directing marketing targeting overseas tourism markets
  - Contents : video presentation about tourism resources, exhibition booths, and travel-trade meetings
  - Frequency : held once per year in major tourism markets.
- Joint participation in international travel fairs
  - Goals : to reduce costs and maximize results through joint participation
  - Contents : operating group exhibition booths for the member cities
  - Participation : participate frequently after getting member’s application

Exchange activities between members

The TPO does not only support cooperation among the members in tourism promotion activities, but encourages a wide range of exchanges to foster friendship between them.

- Mutual visitation arrangement project
  - Goals : to promote visitation between member cities
  - Contents : offering administrative support for mutual visitation between the members and promoting exchange activities

Joint projects

The TPO has designated several projects, which have significant impact on the growing tourism industry in the Asia-Pacific region, as joint projects to be participated in by its members. Besides these overseas joint marketing projects, there are three official joint projects.

- TPO Travel Card Project
  - Goals : to increase the exchange of visitors between the member cities
  - Contents : issuing travel cards and providing information about member cities offering discounts in the member cities

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To participate in TPO’s activities and unite together. The following vision of “Becoming the most influential international tourism organization in the Asia-Pacific region” by 2020, we will establish six strategic goals and ten core projects, as shown below, and pursue them strongly and systematically.

### TPO News

**Student Travel Exchange Project (STEP)**
- Goals: to promote student exchanges between member cities and to develop the tourism industry of those cities
- Contents: developing educational programs and building a multi-party exchange system

**Project of Cruise Route Development**
- Goals: to expand the travel businesses by developing cruise routes touring the member cities
- Contents: standardizing services, developing a cruise brand, developing a matrix of cruise destinations

**Education**
To improve the productivity of employees working for the members, the TPO has developed a variety of training programs. In addition to holding training seminars discussing urgent matters, regular training programs are also offered.

**TPO Tourism School**
- Goals: to improve specialities of staffs working for member organizations
- Contents: tourism policies, development of tourism facilities, tourism marketing, and other professional fields
- Frequency: three days’ program is offered every year in a member city
- Seminar and symposium
- Goals: to improve the understanding of current issues related to the tourism industry by the staffs of the member organizations
- Contents: trends in the tourism industry, changes in the market environment, and major issues facing the tourism business sector
- Frequency: held many times every year in member cities

### Growth of the TPO

**Internal growth**
With prominent growth and development since its establishment in 2002, TPO members have become proud of their membership, and are participating actively in the TPO. The TPO still has a long way to go, but internally it has grown significantly, as shown below:
- Starting from only 24 in the beginning of 2003, it has grown four fold to now a 103 member strong organization.
- With respect to information services offered to the members, at first there was only one English language website, but now we offer several sources, like the Tourism News Patrol, Tourism Scope, the TPO website and the intranet.
- As regards the size of the staff and the budget, in the beginning there were three staff members in the secretariat office and the budget was four hundred million won (about 320 thousand USD), but now there are six staff members and the budget has grown to 6.3 hundred million won (about 54 thousand USD).
- As regards project promoting cooperation between the member cities, there was only one project to publish a member directory in 2003, but now there are several, including the student travel exchange project, the travel card project, the cruise route development project, the joint marketing, and training programs.

**External growth**
In addition to internal developments, the TPO also recorded a remarkable external growth. We could describe in detail the content of many different areas which were developed, but they can be summarized as follows:
- TPO has secured trust and support by city governments in the Asia-Pacific region, and the degree of participation by the member cities has been continuously increasing.
- The global recognition of TPO has increased through cooperative activities with central organizations for the world tourism industry such as the UNTWO, UNESCAP, PATA and WITU, and the TPO has been successfully introduced to the tourism industry and other tourism-related international societies.

### IV BRIGHT VISION 2020

**TPO activities for the future**
Although the global tourism industry has recently faced multiple crises, the TPO has managed to keep developing in many areas. To overcome crises that may come in the future, and realize the crises of today and those of the future.

- Expanding contributions to the development of the tourism industry in the Asia-Pacific region.

**BRIGHT Vision 2020**
To realize our vision of “Becoming the most influential international tourism organization in the Asia-Pacific region” by 2020, we will establish six strategic goals and ten core projects, as shown below, and pursue them strongly and systematically.

**Core project 1: developing membership**
- Project content: Securing 200 city members by expanding membership and the member areas
- Short-term goals (2011): 80 city members, 80 private members
- Mid-term goals (2015): 100 city members, 100 private members
- Long-term goals (2020): 200 city members, 200 private members

**Core project 2: establishing a tourism development cooperation fund**
- Project content: forming a ten million dollar fund to support tourism development of member cities
- Short-term goals (2011): to start raising a fund and secure two million dollars
- Mid-term goals (2015): to accumulate a five million dollar fund
- Long-term goals (2020): to accumulate a ten million dollar fund

**Core project 3: building business cooperation networks**
- Project content: building a business cooperation network around the TPO for each business sub-sector
- Short-term goals (2011): to organize a city tourism policy cooperation committee and establish a network
- Mid-term goals (2015): to organize an Asia Pacific travel agency cooperation committee and build a network
- Long-term goals (2020): to organize a cooperation committee for each of the ten business sub-sectors of the tourism industry in the Asia-Pacific region and establish networks there between

**Core project 4: building databases of tourism industry information**
- Project content: building a tourism industry database necessary for creating tourism industry policies
- Short-term goals (2011): to conduct a regular statistical survey on the member cities’ tourism industries
- Mid-term goals (2015): to build databases of ten sub-sectors of the tourism industry in the Asia Pacific region
- Long-term goals (2020): to build a comprehensive database of the general tourism industry of the Asia-Pacific region

**Core project 5: researching the tourism market**
- Project content: carrying out a research project forecasting the changing tourism market in cooperation with related research centers
- Short-term goals (2011): to conduct a project evaluating tourist sites and to announce the best tourist city
- Mid-term goals (2015): to conduct a research to forecast the tourism market and designate five cooperating research centers
- Long-term goals (2020): to open a TPO Tourism Industry Research Institute

**Core project 6: overseas joint marketing**
- Project content: holding effective tourism marketing events for the members
- Short-term goals (2011): to globalize and subdivide the TPO Travel Trade event
- Mid-term goals (2015): to hold the Asia Pacific Travel Trade event regularly
- Long-term goals (2020): to hold a ‘World Travel Trade 2020’

**Core project 7: e-marketing development**
- Project content: to develop an e-marketing system to support e-marketing activities of member cities
- Short-term goals (2011): to develop and distribute a TPO e-marketing system to member cities

**Core project 8: establishing a tourism school**
- Project content: development and operation of training programs for the member organizations
- Short-term goals (2011): to open four courses in the TPO Tourism School which is operated by cooperating institutes
- Mid-term goals (2015): to open five courses in the TPO Tourism School which are operated by cooperating institutes
- Long-term goals (2020): the establishment of a TPO Tourism University

**Core project 9: developing joint projects**
- Project content: development of joint projects that member organizations can participate and which promote the tourism industry
- Short-term goals (2011): to complete the first three joint projects
- Mid-term goals (2015): to pursue five joint projects (5 existing × 2 new projects)
- Long-term goals (2020): to pursue ten joint projects

**Core project 10: designating the visit member city year**
- Project content: strengthening cooperation among members by designating the “visit member city year” every year
- Short-term goals (2011): to announce the visit member city year and develop supporting events
- Mid-term goals (2015): to have at least 50 member cities visit to a selected city for the project
- Long-term goals (2020): to have 100 member cities visit to a city selected for the project
Summary of the BRIGHT 2020 plan

<table>
<thead>
<tr>
<th>Six strategic goals</th>
<th>10 core projects</th>
<th>10 core businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Big Body</strong></td>
<td></td>
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<tr>
<td>💯 Doubling the membership</td>
<td>Short-term: 100 city members, 80 private members</td>
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<tr>
<td>Mid-term: 100 city members, 100 private members</td>
<td>Long-term: 200 city members, 200 private members</td>
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<tr>
<td><strong>Real Power</strong></td>
<td></td>
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<tr>
<td>Establishing a tourism development cooperation fund</td>
<td>Short-term: Starting raising a fund, and securing a basic two million dollar fund</td>
<td>Long-term: Accumulating five million dollars</td>
</tr>
<tr>
<td>Building business cooperation networks</td>
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</tr>
<tr>
<td><strong>Infinite Intelligence</strong></td>
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<tr>
<td>Building a database of tourism industry information</td>
<td>Short-term: Conducting a regular statistical survey on the member cities’ tourism industry</td>
<td>Long-term: Building a comprehensive database of the general tourism industry of the Asia Pacific region</td>
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<tr>
<td><strong>Gainful Marketing</strong></td>
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<tr>
<td>Overseas joint marketing</td>
<td>Short-term: Globalizing and subdividing the TPO Travel Trade event</td>
<td>Long-term: Holding a ‘World Travel Trade 2020’</td>
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<td>E-marketing development</td>
<td>Short-term: Developing and distributing a TPO e-marketing platform</td>
<td>Long-term: Hosting ‘TPO E-Travel Fair’</td>
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<tr>
<td><strong>Highlighting Education</strong></td>
<td></td>
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<tr>
<td>Establishing a tourism school</td>
<td>Short-term: Organizing a school committee and opening one course in the tourism school</td>
<td>Long-term: Establishing a TPO Tourism University</td>
</tr>
<tr>
<td><strong>Tangible Cooperation</strong></td>
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</tr>
<tr>
<td>Developing joint projects</td>
<td>Short-term: Completing the first three joint projects</td>
<td>Long-term: Pursuing ten joint projects</td>
</tr>
<tr>
<td>Designating a Visit Member City Year</td>
<td>Short-term: Carrying out a project designating a visit member city year</td>
<td>Long-term: Inviting 100 member cities to participate in the project</td>
</tr>
</tbody>
</table>

**Measures needed for the strategy**

- To secure 100 city members by 2015 with the project of doubling membership,
- To promote the contribution of cash and goods by the members
- To promote contribution of the magazine and other printing materials
- To promote the publishing of advertisements for supporting official events and publications
- To collect administrative fees for joint projects and registration fees for events including the General Assembly and the TPO Forum
- To develop revenue-producing businesses
- To develop long-lasting businesses in partnership with private businesses
- To conduct business related with meeting, marketing, consulting, and training
- To increase revenue by increasing the number of members and their annual membership fee
- To increase the city member’s annual fee by 100%

**Organizational responses**

To effectively promote the BRIGHT VISION 2020 plan, we need to improve the existing business capacity, and to organize new working units that are required to perform various missions. The following are the first steps in our organizational responses for the plan.

- To open the TPO marketing center
- To open the TPO Marketing Center in the Asia-Pacific region’s major tourism markets in order to support the organization’s joint projects and marketing works of the member cities.
- To open the first marketing center inside the Secretariat office, which will be separated when enough fund and staffs are secured.
- Marketing Centers opened in the member cities will assume the role of TPO’s regional offices.
- To designate TPO cooperative research centers
- To select research center of excellent universities as cooperative institutions to strengthen the TPO’s function of knowledge and information creation
- To designate a research center in Korea as a cooperative research institution, and later designate more in other countries
- To get designated research centers to perform market surveys and to conduct commissioned researches on the current issues facing the tourism industry
- To expand the secretariat
- Expand the organizational structure of the Secretariat to strengthen its ability to work with outside parties and its capacity to propel organization’s projects.
- In response to the growth of the TPO and the increasing work load, the Secretariat should be reorganized from the current three team system, which covers planning, publicity, and joint projects, to the one having two offices and five departments, including the department of administration, the department of planning and publicity, the department of information service, the department of marketing, and the department of joint projects.
- Complete the restructuring by 2015 by adapting to the financial and business environment

**Organization Chart of the Secretariat in the Future**

[Diagram showing the organization chart of the Secretariat in the future]
2010年广州国际旅游展览会
GUANGZHOU INTERNATIONAL
TRAVEL FAIR 2010

2010年3月25-27日
广州锦汉展览中心
25-27 March 2010
Guangzhou Jinhan Exhibition Centre, China

TPO Members
65 city members, 39 industry members

City Member

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

India
- New Delhi
- Kolkata

Japan
- Fukuoka
- Kagoshima
- Kitakyushu
- Kumamoto
- Miyazaki
- Nagasaki
- Osaka
- Saitama
- Shimonoseki
- Yokohama

Korea
- Andong
- Busan
- Busan Jung-gu
- Buyeo
- Changwon
- Cheongju
- Daegu
- Gyeongju
- Gwangju
- Gyeonggi

Philippines
- Manila

Russia
- Vladivostok

Vietnam
- Haiphong Vanhoa One Member Limited Corporation
- Haiphong Vocational College of Tourism
- Vietnam

Italy
- Rome
- Milan

United States
- Hawaii Visitors & Convention Bureau
- MCM Group Holdings, Ltd.

Thailand
- Bangkok
- Pattaya
- Chiang Mai

Malaysia
- Diethelm Borneo Expeditions SDN. BHD.
- Malaysia Association of Hotels Perak Chapter
- Sabah Tourist Association
- Taiping Tourist Association

Mongolia
- Ancient Nomads Tour Agency
- Ulaanbaatar

Philippines
- Manila

Singapore
- Singapore Tourism Board

Spain
- Barcelona

United Kingdom
- London

United States
- New York

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

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