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Tourism Promotion Organization
for Asia Pacific Cities

Tourism Promotion Organization for Asia Pacific Cities

We'd like to invite you to TPO, the Tourism Promotion Organization for Asia Pacific Cities.

TPO is a network between cities in the Asia Pacific region and is an international tourism organization established for the development of the tourism industry. TPO exchanges tourism information between member cities to promote the tourism industry, and also carries out projects including tourism product development, joint marketing projects, tourism industry education, as well as human resources development. 71 city governments and 36 private organizations in 11 countries currently participate as members of TPO. Private organizations consist of travel industry related associations, research institutes, and destination marketing organizations (DMO). TPO strives for the development of sustainable tourism and city tourism within the Asia Pacific region.

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360° 叹广州
新广州游
NEW GUANGZHOU TOUR



new
GUANGZHOU
NEW EXPERIENCE



CANTONESE CUISINE





Zhaoqing, Guangdong, China

Spectacular natural heritage along the trail



The Seven Star Crags, one of China's top 100 tourist attractions, is a city of ancient history and culture. It is China's first nature protection district. The City of Zhaoqing where the biosphere reserve Dinghu Mountain is situated is full of charm and attraction. It is a great place for a full-day tour, about a 3-4 hour distance from Guangzhou and Hong Kong.

The City of Zhaoqing which governs four counties, two cities and two districts is situated in Guangdong Province. It is a hub of water transportation from Guangzhou to Guangxi Zhuang Autonomous District. Thanks to a subtropical monsoon climate, there are a lot of green mountains and trees in Zhaoqing. With breathtaking natural landscape, this city has a rich valuable cultural heritage with assets like the Seven Star Crags and Dinghu Mountain. It is also fun to visit historic and cultural attractions which can be over 2,000 years old and take a glimpse of the lives of people from over 39 different ethnic groups.

PICTURESQUE SEVEN STAR CRAGS AND XINGHU

The Seven Star Crags and Xinghu which are as huge as 100,000km² in total area (60,000km² for the lake) are the highlight of a trip to Zhaoqing. A levee which connects the four big lakes is a romantic spot to take a walk early in the morning or in the evening. The Seven Star Crags refers to seven big crags which are located in the center in each of the four lakes. Each crag has its own name. The seven crags which stand tall in the lake will remind you of the Great Bar Constellation. That's how The 'Seven Star Crags' got its name. The picture of the Seven Star Crags on the ticket has an image of a Buddha lying down. It's been said that the night falls into the mouth of the Buddhist statue once a year.

To have a better view of this tourist spot, you need to hike up to the peak. Once you arrive at Tianzhufeng Rock in the middle of the seven crags, you can get a complete view of the beautiful lakes. If the weather is good, you can see the City of Zhaoqing as well. It is still chilly in the 8 caves of Zhaoqing even during the hot summer so they become crowded with a lot of tourists from July to September. A lot of poetry and prose written in red are found on the walls of the caves. The caves are so wide that it's a good idea to go on a tour by bus or by boat.



01



02



03



04



05

01 Seven Star Crag proudly presenting a picturesque landscape. **02** There is a huge incense burner-shaped sculpture at the peak of Dinghu Mountain. **03** Verses in red are found in the 8 caves of Seven Star Crag. **04** Compared to Zhuge Bagua Village in Jinhua Zhejiang Province, Gaoyao Huilong Li Cha village welcomes visitors with warm weather and great hospitality. **05** Cool and refreshing waterfall in Dinghu Mountain. This famous mountain was featured on a Zhaoqing postage stamp.

DUANZHOU INKSTONE, SPECIALTY OF ZHAOQING

If you have to buy just one souvenir in Zhaoqing, it would have to be an 'ink stone'. A Duanzhou ink stone from Zhaoqing is one of the top four ink stones of China. Duanzhou Inkstone refers to ink stones produced in Duanzhou east of Zhaoqing, in Lingyang Gorge, Xiaoxiang Gorge and Dinghu Mountain north of Seven Star Crag. It is called 'Duanzhou' or 'Duan inkstand'. Therefore, a lot of ink stone stores and factories are clustered there. You can also see people making ink stones in person. Duanzhou Inkstone is not just an ink stone, but a piece of art. Small ink stones are available for CNY 150~200 and large ones for over CNY 5,000.

ANTIQUÉ ARCHITECTURE OF ZHAOQING

Elegant and beautiful ancient buildings are lined along the Xi Jiang. For example, Yue Jiang Lou (River View Pavilion) was built during the Han Dynasty and remodeled in 1641. Now, it is open to the public as the Museum of History of the Chinese Revolution. There is a 58m-tall Chongxi Pagoda which was built in 1582, about a 15-minute distance from Yue Jiang Lou. You can enter into the 9-story octagonal pagoda. Don't miss catching the great view of Xi Jiang River from the observation tower. There are many western-style buildings around the pagoda. It's been said that priest Matteo Ricci once lived there.

DINGHU MOUNTAIN - ONE OF THE TOP FOUR NOTED MOUNTAINS OF GUANGDONG!

Mountain Dinghu was nominated as a Biosphere Reserve for the first time in China. It is one of the top four noted mountains of Guangdong. You will be stunned by the beauty of a 400-year-old primeval forest. There are established trails in most areas along the valley. From the entrance, you can meet Longtan waterfall, Sky Lake, Valley of the Butterfly and Virgin forest. Once you arrive at Qingyun Temple, you need to hike up 3 more hours to get to the entrance of the park. A great amount of negatively charged ions in the air will make you feel pleasant and refreshed. At the peak, huge iron pot- and ink stone-shaped sculptures welcome you.

INTIMATE BAGUA VILLAGE

This village is well-designed with many small houses. In every path, a temple and a private house stand next to each other with a wall between them. This village is about 40km away from downtown Zhaoqing. It is recommended to take a taxi to visit here. It will take 1 or 2 hours to tour around the village. The official name of this village is Gaoyao Huilong Li Cha village. This village is often compared to Zhuge Bagua Village in Jinhua City, Zhejiang Province. However, this friendly village is less commercially developed and warmly welcomes visitors.

Thinking of Ocean

Shimonoseki, Japan

Japan is made up of many islands yet you can always discover more new aspects of the sea as you travel through. Shimonoseki is the harbor city of Yamaguchi preecture, where you can find the powerful yet very serene ocean. Shimonoseki is the place where you can actually witness, listen and taste the ocean. The stretched out Kanmon bridge is an important link that connects Honshu and Kyushu. The ships that cross that area can enjoy the serene view of the ocean. Shimonoseki has everything an ocean could offer.

EVER-CHANGING LIGHT OF OCEAN KAIKYO YUME TOWER

Have the whole ocean at one gaze. Kaikyo Yume tower is the true landmark of Shimonoseki with its 143 meter height and highly sophisticated design. It is the tallest tower in the city, and once you step into the glass elevator to go up to the round-shaped observatory, you can have the whole view of Kanmon strait between Honshu and Kyushu. The ever changing light and shadow of the ocean glow like some crystal throughout the day. The tower is the power of the international exhibition and conference facility, Shimonoseki Kaikyo messe. After the dusk, the tower is lighted with different lights every day, truly definding the night view. The whole scene truly materializes the meaning of the tower, 'Dream of Strait'.

Address 山口県下関市豊前田町3丁目3-1 **Tel** 81-83-231-5600

Open Hours 09:30~21:30 **Admission Fee** Adult 600 Yen, Child 300 Yen

Website Homepage www.yumetower.jp





LEGACY OF THE MARINE BATTLE AKAMA SHRINE

Akama Shrine is the place where the cherished and legendary marine battle took place a long time ago. This marine battle happened 820 years ago between two warrior groups, Heishi and Kenji, fighting for marine dominancy. They had their final battle at Dannoura that settled once and for all their destiny, near the Kanmon strait. After defeat, the Heishi warriors all committed suicide by plunging into the ocean, and Antoku King was the last emperor who was the owner of Akama Shrine. This shrine has a distinctive and charming design made of wood, painted with vivid red and pure white, and added with a green pond and stone-made towers the whole place resonates a very mysterious ambience. Originally, this was the place that provided lodging support for Chosun Tongshinsa (The embassy group to Japan), and we can still locate the monument for them at the park across the street. Inside the shrine, there is Shichimorizka, which hosts the Antoku tomb and Heishi groups. There is a festival that commemorates the marine battle, Senteisai, every May.

Address 山口県下関市阿弥陀寺町 4-1 **Tel** 81-83-231-4138 **Admission Fee** Free

EXPLORE THE WORLD OF GREAT TASTES KARATO SEAFOOD MARKET

If you want to be truly adventurous and explore all the tastes of Shimonoseki, go to Karato seafood market. This is the place where the best local chefs come to get the best seafood. You can also witness the lively auctions. There is such a variety of seafood such as fugu, sea urchins, ear shells and fish cakes, but the most popular dishes include Fugu fish. Shimonoseki heavily consumes a lot of Fugu, and there is a Fugu festival every February.

There are various dishes made with Fugu-stews, French fries and even wines made out of Fugu fins! At the market, you pick and purchase seafood on the first floor, then dine in on the second floor. There are street vendors during weekday lunch time who sell fresh cooked food such as the very affordable and tasty 100 yen sushi which is highly popular. If you want to explore further, you can visit the nearby Sea Side Mall's Kamonwaf, where you can find high-end restaurants and souvenir shops.

Address 山口県下関市唐戸町5-50 **Tel** 81-83-231-0001 **Open Hours** Mon-Sat 10:00-15:00, Sunday 07:00-15:00 **Website** www.karatoichiba.com



ENCOUNTER WITH SEA CREATURES KAIKYOKAN

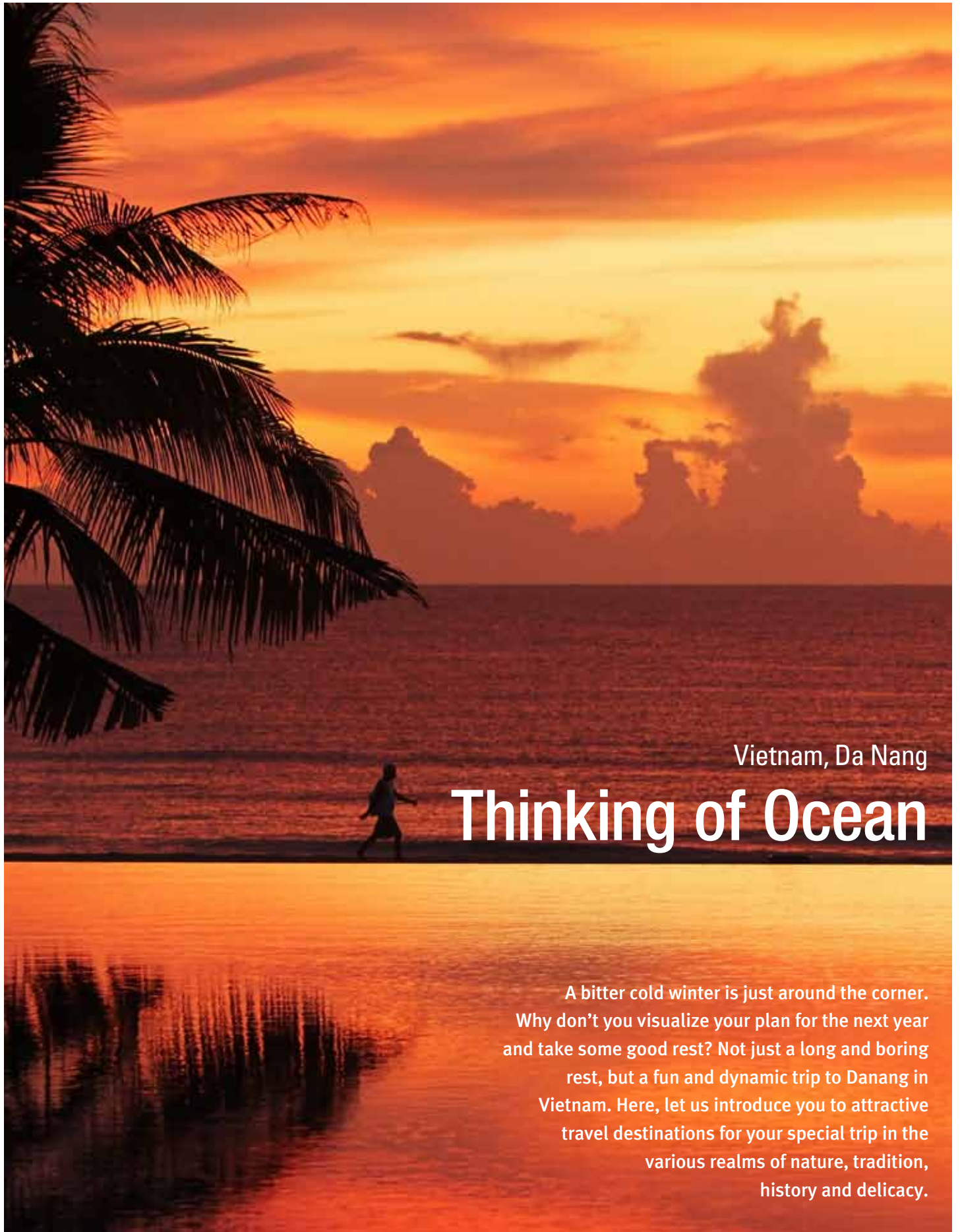
Have a stroll at the sea tunnel, enjoying the blue waves, then meet all the live and lively sea creatures.

You can do all this at Shimososeki Aquarium, or Shimonoseki Marine Science Museum. This place is the home of 15,000 sea creatures of more than 400 species including Fugu (more than 100 species), jelly fish, sharks, sea turtles, penguins, dolphins and others. The white whalebone is the first of its kind shown in Japan. This aquarium holds more than 2,400 tons of sea water in 65 water tanks with very a the impressive Aqua Theater which is built along Kanmon strait. There is an animal show with sea leopards and dolphins. Visitors can also see when the sea leopards and penguins are being fed.

Address 下関市あるかぼーと6番1号 **Tel** 81-83-228-1100

Open Hours 09:30-17:30 **Admission Fee** Adult 2000 Yen, Child 900 Yen **Website** www.kaikyokan.com





Vietnam, Da Nang

Thinking of Ocean

A bitter cold winter is just around the corner. Why don't you visualize your plan for the next year and take some good rest? Not just a long and boring rest, but a fun and dynamic trip to Danang in Vietnam. Here, let us introduce you to attractive travel destinations for your special trip in the various realms of nature, tradition, history and delicacy.



01. A complete view of the City of Danang from Son Tra Peninsula
02, 03 Unlike the downtown of Danang, there is a thick tropical rain forest in Son Tra Peninsula. You can meet fascinating dwarfed trees and a 67m-tall Buddhist statue in Linh Ung Temple. It also has a great ocean view.

04 You need to cross a bridge to go to Ngu Hanh Son from Danang. Here, you can meet two different types of bridges; Nguyen Van Troi Bridge that vehicles are allowed to enter and Tran Thi Ly Bridge for motorbikes only.

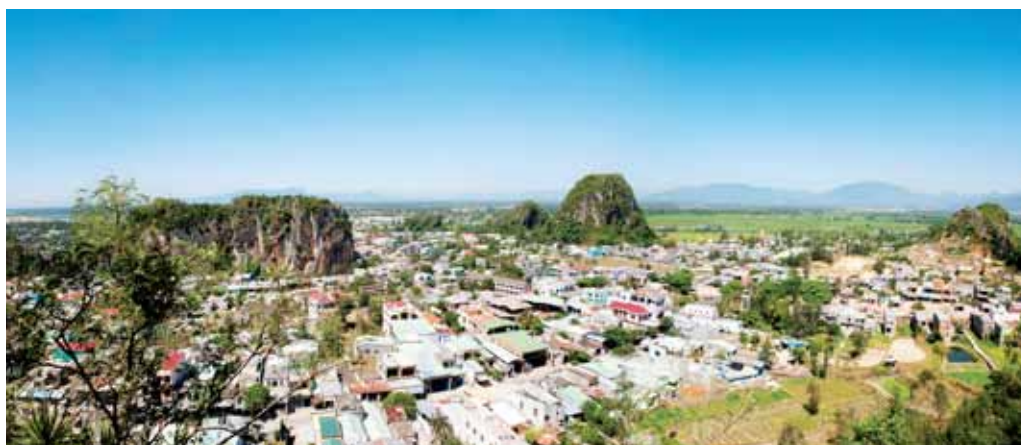
05 In the cooled-off evenings, this beach is crowded with a lot of people.

Course 1

Experience the breathtaking beauty of nature!

EXPLORATION OF MOUNTAINS AND THE SEA

Danang is a port city in which nature and a modern city coexist in harmony. During the Vietnam War, the biggest U.S. army base was stationed here. Now, this city is reputed to be the best tourist attraction in the central region of Vietnam surrounded by the beautiful ocean and thick forest with a beautiful river which flows through the city.



GIGANTIC MARBLE MOUNTAINS NGU HANH SON (MARBLE MOUNTAINS)

The entire mountain range is formed with marble. In the beginning, it was the holy land of Hinduism. Now, it is the sacred ground of Buddhism. The locals worship the mountains. The mountains consist of five peaks named 'Moc Son (literally 'wood'), Kim Son ('metal'), Tho Son ('earth'), Hoa Son ('fire') and Thuy Son ('water'). Thuy Son is an observatory from which you can see the all the Marble Mountains. Here, there are many natural limestone caves and temples. If you want to tour the cave, you need to bring a flashlight. Once you arrive at the peak, you can get a complete view of the village and meet a variety of fascinating antique temples. In the village, there are many studios where you can see how marble products are made in person. You can even buy one of them if you want.

Address Princess Huyen Tran Street, Hoa Hai Ward, Ngu Hanh Son District **Admission fee:** VND 10,000



CABLE CAR LISTED IN THE GUINNESS BOOK OF RECORDS BÁ NÁ HILLS

The cable car in Bá Ná Hills, a landmark of Danang, is listed in the Guinness Book of Records with the longest distance (5042.62m) and the highest altitude (1291.81m above sea level). In terms of temperature, the annual mean temperature ranges from 17 to 20 °C. If you arrive at the peak, cool and refreshing winds will make you feel relaxed. If you get on the cable car, you can see beautiful tropical forests and valleys and spectacular waterfalls during the 15-minute trip. Since March 2009, the number of visitors has gradually increased. In terms of accommodations, there are five hotels (Morin, L'Indochine, Debay, L'Jardin and Hoa Rừng) space and one vacation villa (Biệt thự Hoàng Lan). In addition, a small amusement park has been popular among tourists with children. The cable car is available in two lines. You can tour around the gigantic Buddhist statue (27m-tall) 'Chùa Linh Ứng', Tien Waterfall (Thác Tóc Tiên) and the ancient French village (Khu Làng Pháp).

Open hours 07:30-21:00 (entrance-Bana), 07:30-21:30 (DeBay-Morin) **Cable car** VND 40,000 (adults), VND 32,000 (children) **Fantasy Park** Free (however an additional fee is charged for 4D, 5D and MEGA 360) **Website** www.banahills.com.vn



LOVELY BEACH THROUGHOUT ALL SEASONS!

DA NANG BEACH

Da Nang Beach is divided into Da Nang Bay, Son Tra and East Sea. Da Nang Bay is the northern part of Da Nang Beach. It is also divided into Nam O, Xuan Thieu and Thanh Binh. The 12km-long beach is adjacent to the coastal drive. Here, you can see a bridge which is connected with Song Han and the port. The most favorite beach for tourists is the East Sea. This 20km-long beach is always crowded with people from early morning until late at night. Luxurious deluxe resorts such as the five-star Furama Resort and the Sand Beach Resort are lined along the beach. In addition, other luxury resorts including Le Meridien and the Hyatt are under construction. Unlike the East Sea where there are only sand beaches, Son Tra has a thick forest. Six spectacular beaches (Tien Sa, Dong Hai, Bai But, Bai Rang, Bai Bac and Bai Nam) surround the peninsula. You can enjoy a variety of fun and exciting activities such as swimming, fishing, trekking and diving.



GREEN NATURE IN THE CITY

SON TRA PENINSULA

Son Tra Peninsula is a tropical rain forest (15km-long, 5km-wide, 4,370 ha) which is about 8km away from the downtown. It is a great place to see the beauty of the nature when getting away from hectic urban life. You can travel the mushroom-shaped 696m-tall peninsula in a car. Once you arrive at the peak, you can get a complete view of Danang Bay, the East Sea and the City of Danang. Under Linh Ung Temple where a 67m-tall white Buddhist statue and delicate sculptures are placed, there is Tien Sa Resort and a beautiful coastal drive.

SHELTER FOR CITIZENS OF DANANG THE HAN RIVER

The Han River which flows through the middle of Danang City is a symbol of Danang and a shelter and playground for its people. As the sun sets in the evening, the colorful lighting on the four bridges makes the river more romantic and beautiful. Among them, Son Han Bridge is the most beautiful. At night, you can see amusement park rides and street vendors around this bridge. You can take a pleasant walk along the promenade. In addition, cafés, hotels and restaurants are also lined along the river.



VIETNAM'S BEST DRIVE HAI VAN PASS

'Hai' and 'Van' mean 'the sea' and 'cloud' respectively in Vietnamese. Hai Van literally means 'cloudy coastal hill.' Even though there is no particular tourist attraction on this 600m-tall hill, it has a great view of mountains and the open ocean from its peak. From this hill, temperature differs greatly between the south and the north. In the center of this mountain pass, you can see the deep political divisions between the north and south of the past as well. This pass was a strategic spot during the Vietnam War. At the peak, Saigon's bunker still remains. You can see a lot of bullet holes on the walls of the bunker.

* ACCOMODATIONS

• LANG CO BEACH RESORT



Situated in the best spot at Lang Co Beach, it coexists with the sea, mountains and forest in perfect harmony. It features 57 deluxe villas and suites and 27 budget rooms. You can enjoy exquisite cuisines at 2 restaurants and a bar.

Address Lang Co Town, Phu Loc District, Thua Thien Hue Province
TEL 054-873-555 *Website* www.langoeachresort.com.vn

• FUSION MAIA RESORT & SPA



This five-star resort offers a free spa (twice a day) to all guests. Here, you can have breakfast at the time and place you want outside your room or restaurant. All guest rooms have a spacious private pool.

Address Truong Sa Street, Khue My Ward, Ngu Hanh Son District, Da Nang *TEL* 0511-396-7999 *Website* www.fusionmaiaadanang.com

Course 2

Tradition of Danang

ART SHOPPING

In Danang, there are a lot of unique and fascinating items. Among them, uniquely patterned art pieces, silk-embroidered knits(or fabrics) and elaborate marble sculptures are particularly attractive. In an antique shop, you can find a variety of high-quality traditional items.



ART CRAFTED BY NEEDLE AND THREAD XQ DA NANG SILK HAND EMBROIDERY ARTS

The embroidered picture frames carefully crafted by Vietnamese artisans are truly amazing. They are so elaborate that they resemble living creatures. You can buy them or learn embroidery to make them. Other centers are also located in Hanoi, Hue, Hoi An, Na Trang and Ho Chi Minh.
Address 39-41 Nguyen Thai Hoc St., Hai Chau Dist., Da Nang *TEL* 0511-381-6847



UNFAMILIAR BUT FASCINATING CHARM VIETNAM'S PAINTINGS

Vietnamese paintings are different and unique because of the effects of impressionism during the French colonial period, socialist realism during the Vietnam War and recent western culture. Many Vietnamese artists as well as experts follow the increasing market value of this art. If nothing else, these paintings draw attention with strong storytelling colors and touches. It's recommended to get one of these unique paintings and hang it in the bedroom or living room.

TEMPTING MARBLE SCULPTURES TIEN HIEU

In the Marble Mountains, there is Tien Hieu, a store run by many generations of local marble artisans. The products are made of high-quality marble brought from the Marble Mountains. Even though they are expensive, they are popular among tourists. A variety of products from small souvenirs to large sculptures are available. They can even be delivered by courier service.

Address 634 Le Van Hien St., 42 Huyen Tran Cong Chua St., Ngu Hanh Son District, Danang City *TEL*: 0511-3967-789 *Website*: www.tienhieusculpture.com.vn



*DANANG, PREMIER GOLF DESTINATION!

GREAT GOLF COURSES DESIGNED BY MONTGOMERIE MONTGOMERIE GOLF CLUB

It is Danang's most famous golf & country club, designed by the golfing legend Colin Montgomerie. He visits here at least once a year. In the simple but stylish club are showcased Colin Montgomerie-autographed shirts and golf balls.

Address Dien Ngoc Commune, Dien Ban District, Quang Nam Province *TEL* 0510-3941-942
Website www.montgomerielinks.com



GOLF CLUB WITH THE SOOTHING SOUND OF THE SEA DANANG GOLF CLUB

Situated in the southern beach which is known as the most beautiful beach in Danang. You may be able to drive away all your stress by hitting the ball with the backdrop of the azure ocean. If the weather is nice, you can even see the magnificent Marble Mountains in the front.

Address Dien Ngoc Coastal Str. Hoa Hai Ward, Ngu Hanh Son District, Danang City
TEL 0905-69-39-39 *Website* www.dananggolfclub.com



Course 3

The past of Danang

HISTORY TOUR

The history of Danang is full of ups and downs. During the 12th-15th century, Danang was a Cham tribe village. During the French colonial period, it was a major port of Vietnam in the central region along with Hoi An. During the Vietnam War, this city was the U.S. army base. Just like its history, Danang has a lot of fun and exciting tourist attractions.



ALL RELIGIONS ARE ONE CAO DAI TEMPLE

In Cao Dai Temple, you can meet the All-Seeing Eye which may remind you of the Japanese cartoon '20th Century Boy.' The Eye of God symbolizes the all-knowing and ever-present God. This new religion was formed in the early 1910s. It sees the top five religions (Buddhism, Christianity, Islam, Confucianism and Taoism) as one. Therefore, you can see some deities of other religions in this temple. Service is held four times a day (05:30, 11:30 17:30 and 23:30).



ROMANTIC PINK ROMAN CATHOLIC CHURCH CHINH TOA DA NANG

Chinh Toa Da Nang is a Roman Catholic church built by the French in 1923. This European-style building has elaborate ornaments and elegant and refined design in romantic pink color. This magnificent building is crowded with followers on weekends. When there is no mass, enter the building through the narrow street behind as the front gate will be closed.

LOVELY AND INFORMATIVE MUSEUM BAO TANG CHAM (CHAM SCULPTURE MUSEUM)

Bao Tang Cham (Cham Sculpture Museum) is a must-visit tourist destination in Danang. A wide variety of sculptures from Cham Kingdom during the 4th-13th century are displayed. Cham Kingdom become so powerful that it took over the Kingdom of Angkor in Cambodia. This museum was established by the East Asian Society by France in 1915. Approximately 300 artifacts are on display. They are mostly collected from Quang Nam. The exhibition halls are divided into nine eras. Most sculptures made of sandstone have a shape of Hindu deities such as iva, brahma, Viu and garuda.

Address Address: 01, Trung Nu Vuong St., Da Nang **TEL** 0511-347-0114 **Open hours** 07:00-17:00 - **Admission fee:** VND 30,000 (adults), VND 5,000 (teens), free (young children under 6)



*RECOMMENDATIONS! RESTAURANT

•TRAN, LOCAL FOOD

If you want to taste local delicacies including rice noodle soup, 'Tran Local Food' is great cuisine at low prices. If you don't like (or aren't familiar with) cilantro, say 'NO cilantro, please' when you order in advance.

Address 300 Hai Phong, Danang **TEL** 0511-384-9022 **Open hours:** 06:15-22:15



•HOANG THU RESTAURANT

Here, you can enjoy fresh seafood with a great night view of the Han River. Therefore, it is recommended to visit here at night. All seafood is served in more than four different recipes so that you can choose what you really want.

Address Lo 40 Tran Hung Dao, Danang **TEL** 0511-391-7999 **Website** www.hoangthurestaurant.com



•APSARA RESTAURANT, DA NANG

Here, you can enjoy your meal, watching the traditional performance of Cham tribe. With unique interior design, this restaurant has been popular despite relatively high prices. Seafood is highly recommended.

Address 222 tran Phu St., Danang **TEL** 0511-561-409 **Open hours** 10:00-14:30, 17:00-22:00 **Website** www.apsaradanang.com



•BLUE WHALE RESTAURANT

Here, you can taste a variety of just-caught seafood. Because there are many hotels and resorts nearby, you need to make a reservation in advance if you want to have a seat with an ocean view.

Address Son Tra-Dien Ngoc St., Danang **TEL** 0511-942-777 **Open hours** 10:00-22:00 **Website** www.bluewhale.com.vn



3 Ways to enjoy Daegu

3 Colors of Daegu



Compared to Busan and Gyeongju, Daegu is not as historic and glamorous. However, if you look closely, Daegu possesses various colors. Daegu has its own unique charm. There are three ways to enjoy Daegu, the city with its historic alleys, the nature to relax your body and mind, a crowded fashion street and an exciting amusement park!



TIME TRAVELING IN DAEGU

Travel Daegu by following the alleys where the stories and memories are stacked up, from Low hill where American missionaries lived, and the stairways holding the breath of the March 1st Independence Movement to the old house where the resistance national poet Lee, Sang Wha lived.



HILL WHERE THE MIND RESTS DONGSAN AND MEDICAL MISSIONS MUSEUM

“Dongsan” is the low hill located in downtown. While going up the gentle slope, you can see a red brick building covered with green ivy vines and an antique western-style garden. These old houses reminded in their current shape since the American missionaries started to live there in 1899. Three missionary houses were renovated to be used for the Medical Missions Museum. You can learn about the modern history and the architectural style at this place. It is quiet and peaceful. That makes this place a perfect meditation space in the city.

Address 194 Dongsan-dong, Jung-gu, Daegu-si **Tel** 053-250-7100 **Operation Hours** 10AM-5PM (Not open during lunch hour fr 12PM to 1PM), closed on holidays.



FIND FATHER KIM DAE-GEON! KYESAN CATHOLIC CHURCH

An exotic, red brick building appears in the center of downtown. Designed by the French and completed by Chinese builders, this building is the third Gothic style Catholic church built in Korea after Myeongdong Catholic Church in Seoul and Gwanhoori Catholic Church in Pyongyang. Two spires and the rose-shaped window decorating the front of the church stand out. Waves of light generated by the colorful stained glass creates beauty. Look around the inside of the church! You can meet the first Catholic priest in Korea, Father Kim, Dae Geon, dressed in Hanbok designed on stained glass.

Address 71-1 Gyesan2-ga, Jung-gu, Daegu-si **Tel** 053-254-230 **Homepage** www.tgkyesan.com



THE HISTORY ENGRAVED ON THE ROAD 3.1 INDEPENDENCE MOVEMENT ROAD

On the declining slope from Dongsan to Kyesan Catholic church, there are about ninety stairs. During the 3/1 Independence Movement in 1919, students heading to the assembly place used these stairs to avoid Japanese police surveillance. It was like a secret path. If you walk these stairways thinking of the desperate situation of that time this peaceful view might be suddenly seen as different.

Directions Narrow alley starting from Dongsan where Medical Missions Museum is located toward Kyesan Catholic church.



SIMPLICITY OF THE POET OLD HOUSE OF LEE, SANG WHA

National poet Lee, Sang Wha lived in this house until he died in 1943, two years before the independence of Korea. The house is a ‘ㄱ’ shaped Hanok divided into the main building and Sarang-Chae (men’s part of the house). Persimmon trees, pomegranate trees and well polished shiny crocks in the garden show the simple and harmonious beauty of nature. His famous poems, “Does spring come to the lost field?” and “Into my bedroom” were both inspired by Daegu. The “Lost Field” references the field of Soosung-gu, and “My Bedroom” references the building of the Virgin Mary of Namsan-dong.

Address 84 Gyesan2-ga, Jung-gu, Daegu-si **Tel** 053-256-3762 **Operation Hours** Tuesday through Sunday 10 AM through 5:30 PM, Closed on Monday

IT'S TIME FOR HEALING

How about getting therapy for exhausted body and mind in Daegu surrounded by beautiful nature? Daegu has been a central source of herbs for medicine since the Joseon Dynasty. There are various spots connected to Korean herb medicine in Daegu. Daegu is a great city to enjoy a healthy trip.

EVERYTHING ABOUT KOREAN HERB MEDICINE YANGNYEONGSI HERB MEDICINE MUSEUM

Many oriental clinics and herb stores are located in Yangnyeongsi alley. There is a saying in Daegu describing this place, "You are healed by just walking the alley". You can smell a rich aroma of herb medicine from the alley even from the entrance. If you are curious about the alley's 350 year-long history, visit Yangnyeongsi Herb Medicine Museum. There is an exhibit room of Korean herb medicine history where the old traditional medicine herb market is reproduced and the herb medicine experience room where people can make herb soap and herb mist. The highlight of the experience is an herb foot bath. It soothes your tired feet from traveling. If you purchase the bath herb made of angelica root, mint and other herbs (10,000 won), you can have a foot bath for 15 minutes.

Address 49 415-gil, Dalgubeol-daero, Jung-gu, Daegu-si **Tel** 053-253-4729 **Operation Hours** Monday through Friday 10 AM through 6 PM, Saturday and Sunday 10 AM through 5 PM, Closed on Monday **Homepage** <http://dgom.daegu.go.kr>



TIME TO BE HEALTHY PALGONGSAN (MT. PALGONG) MEDICINE HERB TUB BATH

This is the place you can detoxify while enjoying a beautiful view of Palgong mountain. You can choose medicine herbs good for therapy and enjoy an individual tub bath. This tub bath is effective for atopic skin, chronic fatigue, nerve pain and arthritis. This bath is very popular and well known by word of mouth. The size of the facility is not big. However, it has convenience facilities such as a sauna, a skin care room and a restaurant. You can relax and enjoy your time.

Address 38-1 Jungdae-dong, Dong-gu, Daegu-si **Tel** 053-982-2030
Operation Hours 9 AM through 10 PM



GOOD HEALTH FROM THE STOMACH! YAKGEON SAMGYETANG (HERB AND GINSENG CHICKEN SOUP)

After recovery from fatigue having a herb foot bath, the next thing to do is to blow warm herb energy into your body. If you enter the alley in the left from the museum, you can see "Yakgeon Samgyetang" where you can taste herb Samgetang. Fresh medicine herbs are added to "Samgyetang", so the soup broth is light and delicious. Chewy gizzard is served for a side dish that is not available in Seoul.

Address 42-6 Janggwan-dong, Jung-gu, Daegu-si **Tel** 053-253-2473 **Operation Hours** 10 AM through 9 PM **Price** 11,000 won

WALKING IN THE FOREST. BISEULSAN (MT. BISEUL) FOREST

Mt. Palgong is a well-known mountain in Daegu. Compared to Mt. Palgong, Mt. Biseul is not as familiar. However, Mt. Biseul is recognized as a good hiking place for its easy forest trail and dense forest among other mountains around Daegu. There is a recreation forest at the foot of the mountain. There are basic convenience facilities, a wood bathing space and some recreational facilities such as waterfall shower. It is a nice place for family to spend time together. You can enjoy a natural ice amusement park especially in winter. You can explore a 40m long ice cave, an ice wall, an ice tower and a 50m long sled park.

Address San 10, Yong-ri, Yuga-myeon, Dalseong-gun, Daegu-si **Tel** 053-614-5481
Homepage www.dalseong.daegu.kr/bisulsan



TEXTILE, DAEGU STYLE

Textile, fashion and jewelry, are leading industries in Daegu. Therefore there are various attractions related to clothing and textiles such as the Museum of Natural Dye Arts, a fancy fashion street and a traditional market. Let's fall in the charm of Daegu Style.

TRENDSETTER YASHI ALLEY

This alley is where the stylish young people in Daegu hang out. It is located at Dongsung-ro, the busiest street in Daegu. The word, "Yashi" means "fox" in local language. "Yashi Alley" was named because many young girls come for shopping. Compared to "Myeong-dong" in Seoul, the street size is small. However, it is enjoyable to look around the unique road shops, hand-made shops, nice cafés and restaurants in the alley. There are many unique handmade shoe shops and scarf shops here.

Direction Street side from "Goryeo Bee Product Shop" in Sanduck-dong, Jung-gu to "Korea Financial Telecommunications and Clearings Institute"



HISTORY OF DYE ARTS MUSEUM OF NATURAL DYE ARTS

The Museum is themed for natural dyes from flower and grass from the mountain and field. This is the first dye arts museum in Korea to show everything about fabrics and dye arts. On the first floor, the gallery "Awon" and the "International Craft Arts" exhibit room display various dyed fabrics and international craftworks such as knit, embroidery, handmade paper and metal craft. On the second floor, the dyeing tools and naturally dyed fabrics are displayed. It is enjoyable to look around the beautiful designs and natural colors.

Address 467 Jungdae-dong, Dong-gu **Tel** 053-743-4300 **Operation Hours** Tuesday through Sunday 10 AM through 5 PM, Closed on Monday **Admission Fee** Adult 3,000won, Middle and High School Students 2,500 won, Elementary School Students 1,500won **Homepage** www.naturaldyeing.net

FRIENDLY TRADITIONAL MARKET SEOMUN MARKET (WEST GATE MARKET)

A historic and traditional market in Daegu. It was named as "Seomun Market" because it was located in the western port of Daegu. The market moved to its current location when the Japanese bought the land in the 1920s. The market mainly carries all kinds of fabric and various clothing from underwear to coats. In addition, there is kitchenware, dried seafood and craft products in the market. The market is large enough to find anything you want. This market is popular because of the reasonable prices with good quality and a friendly environment.

Address 115 Daesin-dong, Jung-gu, Daegu Telephone 053-256-6341 **Operation Hours** 5 AM through 9 PM



MORE FUN IN TRAVELING DAEGU E-WORLD

It's an amusement park in Daegu. Compared to "Lotte World" and "Ever Land", it is small and simple. However, it has its own vintage charm. Thirty-five rides including a roller coaster and merry-go-round welcome

people. There are performances and events all year round. The reasonably priced restaurants are located in various spots. This place is always popular with friends, families and dating couples.

Address San 302-11, Duryu-dong, Dalseo-gu, Daegu-si **Tel** 053-620-0001 **Admission Fee** Adult 12,500 won, Adolescence 8,500 won, Children 7,000 won **Homepage** www.eworld.kr



For Your Budget Travel

Economy Budget Traveler

You can freely set up your own itinerary, but it's always money that matters. If you want to execute your plan, budget is the key factor that determines its success. Here are some tips where you can save money and be a smart traveler thanks to budget airlines, hotel booking websites, travel passes and other ways to get discounts.



MORE APPROACHABLE SKY-ROAD, BUDGET AIRLINES

The airline ticket is the key factor that consumes a huge amount of money for your travel budget. The prices are set, so there isn't much difference no matter how hard and long you try to search for the cheapest ticket possible. However, here's good news for you if you've done a lot of searching to no avail. It's the low cost carrier, or LCC. They charge you for ticketing, baggage, food and seating, yet they will sell tickets for a 30 to 50% lower price. They widened the choices of airline tickets in terms of price in the market of lower price with limited service. The biggest difference between the LCCs and other carriers would be that you will have to pay for additional services such as blankets, refreshments or meals, which you get for free on other carriers. These carriers minimize staff crew members, so you may find it a bit inconvenient.

If you do not mind giving up many of general services that other carriers provide for free (included in the ticket price), for the lower ticket price, you can choose lower-cost carriers. However, you have to keep in mind that they might have different policies when it comes to changing dates, refunds or cancellations. They charge for date changes, and may charge you some commission fees. However, some carriers may have a 'no refund' policy, so you should read the terms and conditions very carefully



Jet ★



AirAsia.com

before making any advance purchase. There are various newly established routes toward many Asia-Pacific destinations provided by low-cost carriers, and these airlines are increasing their market share rapidly. The biggest player is Air Asia, the largest LCC in the Asia-Pacific region. They operate routes that connect, Korea, Japan, Hong Kong, Chinese Taipei, Malaysia, Indonesia, Thailand and others, adding up to 82 cities in 21 countries. The carry-on portable baggage limit is 7 kg, and the size of 115 m for all three dimensions together on the bag, one bag for one person. You maybe charged more if your baggage is heavier or larger than this. You can choose your own seat with extra payment if you do it one hour in advance of the departure time, and you can also choose to have an empty seat next to yours. If you book your meal in advance, you can get a 15% discount along with a free bottle of water, which means more money saved. Along with Air Asia, Jet Star is also another big player, rapidly expanding its domain in Asia.

Jet Star operates in 52 cities in 14 countries: Singapore, Philippines, Malaysia, Chinese Taipei, Cambodia, China, Indonesia, Hongkong, Thailand and others. Their basic policies are similar to Air Asia, but bear in mind that the ticket is not refundable. The date and time can be changed with extra payment, but the ticket is non-refundable, so you have to be extra careful when making a final purchase.



CLICK! HOTEL BOOKING WEBSITE

Accommodation is the next item that consumes a lot of travel money. However, if you want to stay at a hotel rather than guest houses or hostels, you may want to book your room at hotel booking websites, as they have plenty of nice offers. They provide real-time hotel rates at discount prices ranging from affordable to first-class hotels. You can choose your own check-in time and date, and look at various photos of the room and also read through the candid reviews from fellow travelers who stayed at that hotel. They also have special recommendations for your need for special times such as Christmas, new years, summer vacation and others. These are



the venues where you can get the latest popular hotel and other detailed information. However, you will have to check the refund and cancellation policy just like for the low-cost carrier companies. They are hotel booking sites, so they sometimes dodge responsibility when there are confrontations between them and the customers. Also, if the hotel booking sites are based abroad, you may have a hard time communicating with them. As for the Expedia (www.expedia.com) which operates official local websites in 24 countries, they support hotel booking services for America, Canada, France, Australia, Korea, Japan, China, Singapore, Hong Kong, Vietnam, Chinese Taipei and many others, for 150,000 hotel networks in over 300,000 cities worldwide. Expedia provides not just hotel bookings but car rental, airline booking, and package tour services as well. There are 11 million more reviews from fellow travelers on hotels which will greatly help you in choosing the right hotel. You can also get a virtual tour service of the hotel that you're interested in along with weather forecasts and maps.

Expedia has a special offer for its users, which is 'the Low Cost Service Guarantee' policy. If you can find any lower rate than Expedia at any other service providers under the same conditions, Expedia will refund your money along with a discount coupon. This is surely one of the great websites where you can get heads-up information if you're planning for your accommodations in advance. Also, if you download Expedia app to your smart phone, you can find the nearest hotel available with GPS location activated. There are other hotel booking websites such as Hotels.com (www.hotels.com), Agoda (www.agoda.com), and Hoteljoy (www.hoteljoy.com).





SMART HOTEL PASS

There are various travel passes for smart travelers. These travel passes are packed with great benefits that are only valid for a limited period. You can get an unlimited travel pass for public transportation or free admission to museums, historic sites and other key tourist attractions. These travel passes put together all essential key sites yet provide a wide array of discounts. However, there are two kinds of expiration date. You can count the first 24 hours from your initial use of the pass as one day, or sometimes, midnight counts as the first day of using the pass. You will have to check how they calculate the pass expiration period. However, all this would be in vain if you lose the pass, because they will not reissue it. You could pay more while you try to save your money. These travel passes are very much well organized in Europe, but many Asian countries are recently presenting various efficient travel passes. For Japan, there is the Kansai Thru Pass, which provides unlimited use of any transportation in the Kansai region as in Osaka, Kobe, Kyoto and other cities. Only foreign visitors can purchase this ticket, and you can use the bus, subway (excluding JR) and other methods of transportation. Also, you can get discounts for over 350 key tourist attractions around the region. You can get up to a 30% discount for



Himeji Castle, Kobe Port Tower, Osaka Castle and others, and up to 20% discounts for local hot springs such as the Arima hot spring. The pass costs 3,800 Yen for adults for a two-day pass, and a three-day pass is 5,000 Yen. You can purchase passes at the Kansai Thru Pass homepage (www.surutto.com). This pass is extremely useful because you don't need to repurchase the tickets or worry about payment whenever you transfer. Chinese Taipei offers a Youth Travel Card that offers a various range of discounts for key attractions, transportation, lodging, restaurants and etc. The discounts are offered at the National Palace Museum, Taipei Museum, 101 Observatory, Miramar Entertainment Park, Taipei-Kaohsiung Cruise Tour and others, and you could get up to a 15% discount for youth hostels. What is surprising is that this travel card is available for free, so you will not want to miss it. You can register for these cards at 13 airports including Taoyuan airport, train stations, subway stations, service centers and language centers at graduate schools.

12 December 2012

FESTIVAL CALENDAR



Jeju, Korea |
October 26 ~ December 31
Luminarie Jeju Festival
Location Outdoor Park in Jeju World Cup Stadium

Thousands of colorful bulbs magnificently embroider the night of Jeju. Various events such as performance, exhibition, wishing stand and the luminosity experience zone will be held along with the Luminarie Festival. At the International Fair, products and food from twenty countries are to be displayed and sold. In addition, a food fair from eight provinces will be held.



Daejeon, Korea |
November 29 ~ December 2
2012 Baby Fair
Location Daejeon Convention Center

A fair of prenatal educational care and child care for prospective parents and current parents will be held. The fair provides the essential items and information related to childbirth and child care. The fair exhibits information about pregnancy, after-childbirth care, prenatal education care and early education useful for the prospective parents. It is recommended for couples who are planning to have a child.



Gwangju, Korea |
November 30 ~ December 2
International Beauty & Medical Tourism Exhibition 2012
Location Kim, Dae Jung Convention Center

The international exhibition to see the beauty and medical industry all at once will be held in Gwangju city. The companies related to the beauty business as hair, makeup, nail, spa and the companies related to the dietary supplement, medical appliances and medical tourism businesses will participate in the exhibition. The academic seminar related to beauty business, health care and medical tourism will be held.



Busan, Korea | December 1 ~ January 6
4th Busan Christmas Tree Culture Festival
Location Busan Gwangbok-ro

The Christmas Tree Festival begins in Busan. A 12m high huge Christmas tree, 390m long fantastic tunnel of light and the splendid light sculpture draws people's attention. Various programs such as a photo zone, wish tree and a performance that people can participate in will be provided. This is the best festival selected by TPO in 2011.



Surabaya, Indonesia |
December
Sedekah Bumi
Location Surabaya City Sambekerep

Sedekah Bumi Festival a festival similar to Thanksgiving Day. This festival is held in Surabaya city in Indonesia every December. Most people from the villages around Java Island participate in this big traditional festival. There are various events during the festival such as a ceremony of offering the harvested fruits and vegetables to God and a traditional puppet show.



Tainan, Chinese Taipei |
November 10 ~ January 6
2012 Guanzhihling Hot Spring & Music Festival
Location Guanzhihling Hot Spring area

Guanzhihling hot spring is famous for gray hot spring water containing abundant minerals. Various delicious foods and a mini concert during the day and on the weekend nights will make the winter warm. The hotels and restaurants around the hot spring provide a discount during the festival. Keep an eye on it, if you are planning a winter hot spring tour.



Melaka, Malaysia |
November 10 ~ January 1
Malaysia Year End Sale Festival
Location Malaysia Melaka

Melaka in winter is a paradise of shopping. The year-end sale starts in conjunction with the Mega sale. There is a big sale at the end of the year in Malaysia because the companies do not want to leave stock behind. Many stores enter into a sale from the local brands to luxury brands. A happy scream will be burst out when you see those sale stores. How about going shopping to warm Malaysia this winter?

1 January 2013



Busan, Korea | December 31 ~ January 1
2013 New Year Festival, Busan
Location Yongdusan Park, Haeundae Beach

2013 The New Year Festival Busan will be held to complete the past year and greet the new year. There will be a bell-tolling ceremony at Yongdusan Park, a year-end music concert and fireworks on the night of December 31. The New Year's Day, New-year celebration show, flying wish balloon and boat parade will be performed. More events such as traditional performance, sending wish post cards and the Gwangang Grand Bridge photo exhibition will start from 5AM at Gwangandae-ro.



Ulsan, Korea | January 1
Ulsan Gangeolgot New Year Festival
Location Gangeolgot area

If you want to see the first sunrise of the year 2013, Gangeolgot is the place to go. The sun rises first at Gangeolgot on the Korean Peninsula. The scenery is so beautiful that it was as one of the twelve most beautiful places in Ulsan. A lot of people come here to see the New Year Festival every year. There are many events at the festival such as folk sports like Neolltigi and flying kite, the performances of the local art groups, an audience singing contest and movie screenings. Various events make the festival more fun.



Andong, Korea | Mid January
2013 Andong Amsan Ice Festival
Location Amsan Resort, 38-4 Gwangeum-ri, Namhuryeong, Andong-si,

An exciting winter festival will be held at Andong Amsan Resort, the ice world that nature created. A lot of tourists visit Amsan to enjoy the fun winter sports such as skating, sledging, pond-smelt fishing and ice soccer, and to see ice art works such as an ice castle and ice sculpture every year. There will be an entertaining performance by singers and an audience singing contest. There is a camping ground around the resort. It is popular for an overnight tour course.



Tainan, Chinese Taipei | December 31 ~ January 1
The New Year Trilogy in Tainan
Location Chinese Taipei High-speed Railroad Tainan Station Area

The New Year Trilogy in Tainan is a little more special than other New Year ceremonies. First people will watch the last sunset of the year 2012 around the area of Tainan Station then enjoy the countdown party. The invited singers perform the show during the countdown party. Last, people will hike the mountain from the site all together before the sunrise and see the sun of the new year 2013.



Fukuoka, Japan | January 3
Tamaseseri Festival
Location Japan, Fukuoka City, Higashi-ku

Tamaseseri Festival is a traditional event in which many citizens participate and wish to bring a rich harvest and a large catch of fish every year. Men participants are divided into two teams, the Land Team and the Sea Team. The naked men in the teams carry on the parade and try to take the ball. All the while, they are splashed relentlessly with cold water. If the Land team wins it means a rich harvest. But if the Sea Team wins, it means a year of large catches of seafood.



Kaohsiung, Chinese Taipei | January
Kaohsiung Lantern Festival
Location Kaohsiung, Love River area

Kaohsiung Lantern Festival is held on January 15th of the lunar calendar every year. The event has been held since the old times and it marks the beginning of farming. Thousands of lanterns light up the street beautifully. The main lanterns shaped by the twelve zodiac animals and the big theme lanterns of dragon, phoenix, lion and fish draw tourist attention.



Osaka, Japan | January 9 ~ January 11
Toka Ebisu Festival
Location Japan Osaka Imamiya Ebisu Shrine Area

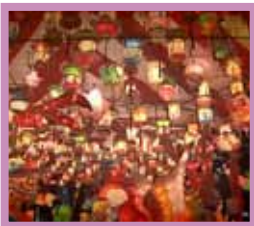
"Toca Ebisu" is the festival to worship Ebisu, the god of business. People wishing a success in their business gather from all over the country. It is so popular that there are a million participants in this three-day long festival. "Kachi-mairi (walking visit)" is a highlight of this festival. A young geisha appears at "Kachi-mairi".

2 February 2013



Incheon, Korea |
End of December ~ End of February
Gangwha Pond Smelt Festival
Location Gangwha Island
Hwangcheong Pond area

The season of pond-smelt fishing comes at the end of the year. Hwangcheong Pond located near the sea of Waeporihang is famous for fishing and clear water. The water quality is first grade. The pond is very popular with tourists as they can enjoy the ice fishing in winter. There are various activity programs such as "Flying Kite", "Sled" and "Ice Slide." It is a good outdoor activity site for couples, family and friends.



Nagasaki, Japan |
February 10 ~ February 24
Japan Nagasaki Lantern Festival
Location Nagasaki Shinji
Chinatown area

Nagasaki the city with an exotic cultural environment, will hold a spectacular lantern festival to celebrate the Lunar New Year's Day. Around 15,000 lanterns will light up the village with beautiful colors, and various cultural events such as "Nagasaki Dragon Dance" and "Chinese Lion Dance" will be performed. The spectacular street parade is exciting. There will be a food fair as well.



Oita, Japan |
Mid February ~ Early March
Oita Yoshino Japanese Apricot Flower Festival
Location Oita Oumeshi Japanese
Apricot Flower Park area

The color of Yoshino in February turns to pink. The pink and white Japanese apricot flower around the Oumeshi Japanese apricot flower park in Oita blooms and creates a spectacular view. This festival draws over 300,000 tourists every year. There are various events such as a parade, folk festival, outdoor tea meeting, and playing a string instrument. There is a memorial building for Yoshikawa Eiji, Ome Kimono Museum around the park.



Irkutsk, Russia |
February 8 ~ February 15
Crystal Seal Ice Sculpture Festival
Location Listvyanka area near
BaiKal Lake

The Ice Sculpture Festival will be held with a beautiful and clear Lake Baikal in the background for a week. Sculptors from all over Russia will create a huge and fantastic ice paradise to present a romantic winter. Various activities and facilities with the theme of ice such as ice slide, ice pool and an ice restaurant will draw tourist attention.



Gwangju, Korea |
February 5 ~ February 6
Gwangju Gossaumnori Festival
Location Gossaumnori Theme
Park

"Gossaumnori" is held on every Jeongwol Daegoreum at Otdol village, Chilseok-dong, Nam-gu, Gwangju-si. "Gossaumnori" is a traditional seasonal custom to suppress a strong but bad energy of the site. While two teams are playing "Juldarigi (rope-pull game)", the leaders of the two teams stand on the "Go (Ring head of the straw rope)" and attempt to push down the opponent's "Go."



Gwangju, Korea | February 5
Bitgoeul The First Full-Moon Day Festival
Location Gwangju Municipal Folk
Museum area

The exciting folk festival will be held on the Lunar New Year's Day and Daeborum (the day of the first full moon of the year). Jeongwol Daeboreum is a traditional folk event, held to bring good luck and drive evils away. On this day, people pray for good health and a rich harvest while having some performances such as biting nuts, selling the heat and drinking liquor (rice wine) for a good hearing. The main events are "Gilnori (street parade)".



Bangkok, Thailand | February 9 ~ February 10
Chinese Lunar New Year Festival
Location Chinatown area

Every year the color of the Chinatown in Bangkok on the Lunar New Year's day turns red. The Chinese Lunar New Year is called "Chūnjié." People celebrate the "Chūnjié" big. There are many traditional performances such as "Line Dance" and "Dragon Dance" at various places in Chinatown during the festival. At night, the beautiful lanterns splendidly light up the street. A big parade and fireworks that citizens and tourists enjoyed together is the highlight of the festival.



BUSAN, KOREA

Tourism Universiade 2012 Conclusion

Jointly hosted by TPO, Busan City Government, and Youngsan University, Tourism Universiade 2012 was held at the City Hall of Busan and the campus of Youngsan University from July 23 to 26. The event, held with a view to cultivate talented experts among university students while promoting cultural and tourism exchanges, saw fierce competition among the participating groups of students who thrived in honor of their own cities. The groups were composed of 48 teams (total 96 participants, 2 participants each) from 24 cities in 9 countries. Besides the competition, the event was composed of a seminar program and sightseeing tour to the tourism resources in Busan. The completion among the contenders, which was the highlight of the event, included two parts: a cooking competition and a planning of tourism products competition. In the cooking showdown, the participants had to cook one of the representative, traditional dishes of their hometown at the scene, to be introduced to and evaluated by the judge panel and other observers. In the planning competition for tourism products, the contenders made presentations on the unique tourism product packages focused on their home cities. At the end of the day, the winner's Golden Prize for the planning competition went to Xiang Lin & Li Xiao-Jun team from Guangzhou, China, while the winner in the cooking competition was Shing-Lin Wu & Shin-Hao Lian team from Kaohsiung. Tourism Universiade 2012 saw the presentation of a total of 29 awards, including the Gold, Silver, and Bronze Prize as well as the President of Korea Tourism Organization Award and Mayor of Daejeon Metropolitan City Award, ending in a grand festival where the participants from the Asia Pacific region got together and had the best time.



PENANG, MALAYSIA

The 5th TPO Forum & Working-Level Meeting Successfully Held

The 5th TPO Forum & Working-Level Meeting was held in George Town, Penang, Malaysia from September 17 to 20, 2012. This year's forum, where more than 100 delegates from 24 member cities gathered, was held under the theme of "Protection and Development of World Cultural Heritage". The programs included seminars and panel discussions on "Eco Tourism and Protection of the Natural Environment" and "Preservation and Development of World Cultural Heritage and Tourism". Also, various functions including Roundtable Discussion of High-ranking Officials, Working-Level Meetings, and the World Cultural Heritage Campaign, were held as a part of this year's event. The next TPO forum is scheduled to be held in 2014, with the 6th TPO General Assembly waiting to be held in Daejeon Metropolitan City, Korea in 2013.

GUILIN, CHINA

TPO Secretary General Speaks at UNWTO Forum

TPO Secretary General Hwan-Myung Joo participated as a speaker in the 6th UNWTO/PATA Forum on Tourism Trends and Outlook which was held on October 11-13, 2012 in Guilin, China. Organized in collaboration with the Hong Kong Polytechnic University and People's Government of Guilin of China, this year's Forum focused on collaboration and partnerships for destination promotion, product development, business enhancement, and innovation and sustainability in tourism. Based on 10-year's work experience as Secretary General of an international tourism organization with 70 member cities in the Asia Pacific region, Mr. Joo spoke informatively on "Cooperation between Cities in Destination Marketing", sharing TPO's experience on inter-city collaboration at the international level.



The 5th TPO forum and Working-level Meeting

Protecting World Heritage Through ECO TOUR



UNESCO and governments, private organizations and travel agencies from around the world were united together to conserve world heritage. As the number of tourists visiting world heritage sites continuously increases, a TPO forum and working-level meeting were held in George Town in Penang, Malaysia, with the attendance of about 100 people from 24 cities and 6 private organizations of TPO member countries to develop and systematically protect precious cultural heritage.

Under the topic of ‘Protection and Development of World Heritage,’ the 5th TPO forum and working-level meeting were held at Bayview Beach Resort in World Heritage city George Town in Penang, Malaysia, from October 17 to 20, 2012 to promote eco-tourism industry which protects world cultural heritage. Unlike previous forums, ‘The Leaders’ Roundtable Discussion’ was held in this forum by inviting mayors and deputy mayors from member cities. In addition, this event provided an opportunity to promote exchange among member cities as well as to develop and protect world heritage. With the start of an opening ceremony in the morning on October 18, the forum began. The keynote speaker Peter Debrine from the UNESCO World Heritage Centre delivered a speech under the topic of

‘World Heritage and Sustainable Tourism’.

As the number of tourists visiting world heritage sites around the globe increases, it has become essential to develop and protect the sites. UNESCO expressed that it intended to support this scheme in cooperation with the governments, private organizations and travel agencies from around the world and received applause from the audience.

In the first session of the afternoon, Dr. Leong Yueh Kwong delivered a presentation on ‘Malaysia’s Eco-tourism’ under the topic of ‘Protection of Natural Resources and Eco-tourism’. The representatives of leading eco-tourism cities including Busan (Korea), Ipoh (Malaysia) and Tainan (Chinese Taipei) attended the meeting as a panel and introduced their



- 01 Peter Debrine from the UNESCO World Heritage Centre delivering a keynote speech*
02 Speech by Mr. LI ZHIXIN, Chairman of the executive committee member of TPO
03 Graffiti by MAYOR OF SURABAYA, MS. TRI RISMAHARINI
04 TPO members attending the technical tour



Welcome Reception Performance



TPO City Representatives attending the 5th TPO forum



TPO Best Awards winners

eco-tourism policy and events. In the evening, they attended a welcome reception and exchanged cultures. In the second session which was held in the morning of October 19 under the topic of ‘Protection and Development of World Heritage and Tourism,’ Dominic Galicia, architect of ISC20C in the Philippines, delivered a speech on ‘the Enhancement of the Tourism Industry through the Development and Protection of World Heritage: Philippine Cases.’ In this session as well, the representatives of the cities with many world heritage resources including Jeonju (Korea), Surabaya (Indonesia) and Penang (Malaysia) attended as a panel and introduced their world heritage resources and the policy to develop and protect them. In a case presentation, the representatives of Kota Kinabalu (Malaysia), Changwon (Korea) and Yogyakarta (Indonesia) introduced their success story in developing and protecting their tourist resources. In ‘The TPO-Penang World Heritage Campaign’ in the afternoon, a variety of fun and exciting events (ex: Giving trees, visits to the world heritage festival, etc.) were held in celebration of the creation of the first TPO Friendship Park. In the evening, ‘The TPO Best Awards’ and farewell reception were held. In the awards, 11 member cities and one private member won a prize in 10 categories. The list of the prize-winners (cities and organizations) is shown in the table to the right :

<LIST OF PRIZE-WINNERS>

NO.	CATEGORY	PRIZE-WINNER
1	Best Marketing Campaign	George Town, Penang (Malaysia)
2	Best Brochure	Ho Chi Minh (Vietnam)
		Taichung (Chinese Taipei)
3	Best Printed Advertisement	Yogyakarta (Indonesia)
4	Best Website	Jung-gu, Busan (Korea)
5	Best Broadcasting Ads	Guangzhou (China)
6	Best Urban Tourism Management	Kota Kinabalu (Malaysia)
7	Best Festival / Event	Changwon (Korea)
8	Best Promotion CD	Daegu (Korea)
		Yantai (China)
9	Best Propaganda	Daejeon (Korea)
10	Tourism Industry Leader	Dalian Gulian International Travel Agency (China)

01 DATO' PATAHIYAH ISMAIL, President of MUNICIPAL COUNCIL OF PENANG ISLAND, signing his autograph on the sculpture 02 Kim Eun-sook, mayor of Jung-gu Office of Busan (Korea), attending the opening ceremony of TPO Friendship Park 03 The representatives of TPO members examining the TPO Friendship Park sculpture 04 The representatives of TPO members planting a tree in celebration of the opening of TPO Friendship Park



THE FIRST TPO FRIENDSHIP PARK IN THE CITY OF PENANG

On September 19, 2012, the first TPO Friendship Park finally opened in George Town, Penang, Malaysia. This park is the result of the efforts to promote exchange and cooperation between Penang and TPO member cities and enhance people's awareness of TPO. TPO Friendship Park (3,500m²) in Penang is surrounded by historic buildings such as E&O Hotel and Blue Mansion. This park will be open to the public and become a symbolic place to enhance people's awareness of TPO and member cities and increase cooperative relationship.

The opening ceremony was held with the attendance of the representatives of member cities – Gimhae (Korea), Jung-gu (Busan) and Kota Kinabalu (Malaysia) – including the mayor and deputy of Surabaya (Indonesia). They planted their city tree and attended a TPO symbol unveiling ceremony as well. TPO Friendship Park will be managed and operated by the Municipal Council of Penang Island. The number of TPO friendship parks will continue to increase as long as there is a demand for the park.



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