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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 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 products development, joint marketing projects, tourism industry education, as well as human resources development.

70 City governments and 32 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), etc. TPO strives for the development of sustainable tourism and city tourism within Asia Pacific region.

From Vol.22, «Tourism Scope» will be issued as E-Book for broad access, better legibility and protection of the environment. To sign up for a subscription, please visit us at www.aptpo.org.

Contents

- 02 TPO FOCUS CULTURE**
Enjoy Fruitful Travel in Fukuoka
Fukuoka, Japan
 - 04 FESTIVAL CALENDAR**
 - 05 SPECIAL TOUR**
Taichung – The City of Culture!
New Face of Chinese-Taipei
 - 12 CITY TOUR**
Scenic mountains and trails
Changwon, Gyeongsangnam-do
 - 16 CITY THEME TOUR**
Trip to France-like Vietnam
Ho Chi Minh, Vietnam
 - 20 TREND & ANALYSIS**
World Trail and Tourism Industry
 - 24 TPO NEWS**
 - 26 INTERVIEW**
Dato' Roshidi Bin Hashim,
Mayor of Ipoh, Malaysia
-

Fukuoka, Japan

Enjoy Fruitful Travel in Fukuoka

The gateway to Kyushu, situated in the south of Japan. I thought it was just another port city. However, on my arrival in Fukuoka, the city's various scenes surrounded by a feeling as peaceful as its mild weather lifted my spirits. Fukuoka was known as the gateway city to Kyushu since ancient times as it had vigorous interchanges with the West. Transformed into a metropolis representing Kyushu as the city accumulated dynamic history, that is, absorbed advanced continental cultures early on. With the history-dissolved tourist sites, it is also a city of fine taste and shopping.

Editor Kim Su-jin

Photographer <AB-ROAD> DB, Fukuoka City www.yokanavi.com/kr



Go Round Fukuoka in a Double-Decker Bus!

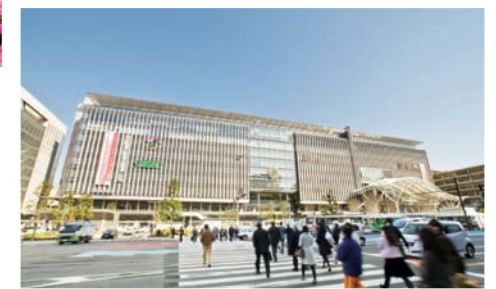
If you're looking for a tip on where to start looking, how about getting on a Fukuoka open top bus? Fukuoka open-top bus, which began operating on 24 March, currently operates three routes △ Seaside Momochi - Fukuoka castle ruins (Route A - blue) △ Bay-side - Hakata periphery (Route B - red) △ Fukuoka night view (Route C - orange). Fukuoka citizens and tourists alike were excited by the operation of open buses, only seen in Europe. Advanced reservations are necessary as they are popular. Subject to availability, ticket purchase on the day is possible at the bus stop or at the ticket counter on the first floor lobby of Fukuoka City Hall. Bus fares are 1500 yen for adults and 650 yen for children. It might sound expensive for only 60 - 90 minutes. However, with this ticket you can use City Roof Bus Green in Fukuoka and general buses in the downtown free zone. So, it can be a



rather economic choice considering the high transportation costs in Japan. The red bus can take you to Kusida Shrine in the center of 'Gion Yamagasa,' Fukuoka's famous festival and one of Japan's three Matsuri. Dolls and thrones magnificently decorated with lanterns used for street parades are something to look out for during the festival. The blue bus will take you to Fukuoka Tower, located just behind Momochi Beach. It's a good spot to look at the Fukuoka landscape, especially during sunset as the tower is covered with about 8000 translucent mirrors. Now, let's go to Momochi Beach, filled with romance. Despite being an artificial beach, it harmonizes European architecture and a soft scent.

A Shopping Paradise

Tenjin is the largest downtown area in Fukuoka, 6 minutes from Hakata Station. Various brands including Daimaru and



Mitsukoshi department stores are concentrated here, but this is not all. The underground shopping mall, packed with over 150 shops in 400 m, is another shopping center in Tenjin. And Canal City, a shopping center spanning 6 floors, in which a hotel, shops, theaters and restaurants are located along a 180 m canal. A must-visit place here is the Music Fountain Show, with varying performances according to the time and 'Ramen Stadium,' located on the 5th floor. A visit to 'Yodobashi Camera is worthwhile. Various electronic goods will grab your attention, including animation is figures, computers, cameras, high-end electronics and more. You should wrap up your day in Tenjin at nearby Nakasu. Yatai (food stalls) lined up along the Nakasu river usually start business at around 6 ~ 7 PM and close at 3 ~ 4 AM. You'll have a great time in a lively atmosphere packed with people. Among the great number of menus on offer, authentic tonkotsu ramen is most recommendable.



Fukuoka Open-Top Bus

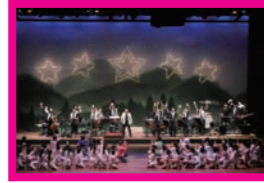
An open-top double-decker bus traveling around Fukuoka downtown! Hop and hop off at any bus stop en-route. **BUS TIMETABLE** A(blue) 09:30, 11:30, 14:00, 16:00, 18:00/ B(red) 10:00, 12:00, 14:30, 16:30/ C(orange) 18:30 **RESERVATION INQUIRIES** 092-794-4434

6 June, 2012



Ho Chi Minh, Vietnam | June
Southern Fruit Festival
Venue Suoi Tien Theme Park

Throughout June, a fun and exciting fruit festival is held in Ho Chi Minh. You can meet a variety of delicious local fruits, watch dynamic art performances and enjoy interesting folk plays. The highlights of the festival are fruit parade and carnival. During the festival, a variety of foreign fruits will be displayed as well.



Daegu, Korea | June 15-25
Daegu International Musical Festival(DIMF)
Venue Daegu Gym and Performance Stage

It is the 6th year of Daegu International Musical Festival(DIMF) which has been held under the theme of 'Soaring Up as GLOCAL!' This year, a total of 24 musicals from all over the world(9: official musicals, 6: creative musicals, 7: college musicals, 2: free musicals) including China, U.S., France and Russia will be performed. Don't miss other fascinating events such as Star Date, musical workshop and so on.



Osaka, Japan | June 14
Otaeshinji
Venue Sumiyoshi Taisha

Otaeshinji is a ritual to the God of the rice field, which is performed at the start of rice farming across Japan. They sing and dance, praying for a healthy seeding. This event which has been designated as important intangible folklore cultural asset is special because it restores traditional ritual practices.



Gwangju, Korea | June 23-July 21
Festival O! Gwangju
Venue Bitgoeul Citizens' Center, Gwangju Art & Culture Center

'Festival O Gwangju' is a festival during which a variety of fun and exciting performances (ex: Dance, play, ballet, orchestral music, Korean classic music, etc.) are held. A total of 8 great performances will be given including 'White Wave(by Kim Young-soon's Dance Company),' 'Dancing Orchestra(by the Chungang Orchestra for Korean Traditional Music)' and so on.

7 July, 2012



Kota Bharu, Malaysia | July 21 - August 18
KotaBharu Ramadan Festival
Venue Stadium Sultan Muhammad ke-IV

Kota Bharu Ramadan Festival is a religious festival of Muslims. During the festival, they should not eat or drink while the sun shines. Once the sun goes down, they are permitted to eat a variety of Malaysian food until midnight. Non-Muslims are also welcomed to participate in the festival.



Fukuoka, Japan | July
Hakata Gion Yamakasa
Venue Kushida Shrine, Downtown of Fukuoka

This event started in the Kamakura period to drive away the plague. Men carrying Yamakasa, which are large 1-ton floats elaborately decorated for this festival, race through the streets of Hakata at full speed. This race, the highlight of the festival, is called 'Oiyama' and carried out on the final day. Teams leave the shrine every five minutes and run 5km through Hakata.



Shanghai, China | July 26-29
China Joy 2012
Venue Shanghai New International Expo Center

China Joy is the biggest game show in China. In celebration of its 10th anniversary, the festival is held this year under the slogan of 'Decimal Number & New Epoch.' You can meet and try new games. In addition, various fun and exciting events are planned including Game Business Conference, Game Developers' Conference, Game Outsourcing Conference and Costume Play Carnival.



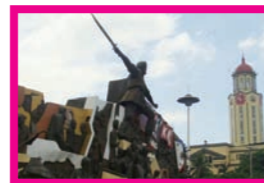
Jakarta, Indonesia | June-July
2012 Jakarta Fair 2012
Venue Jakarta International Expo

Jakarta International Expo is one of the biggest festivals of Indonesia. Approximately, 1,000 producers and exhibitors participate in this international event with a variety of designs from diverse fields such as society, culture and economy. Therefore, you can meet fascinating Indonesian and foreign items. You can also watch a live concert given by a famous artist.



Tainan, Chinese-Taipei | June 2-July 15
Sand and Salt Sculpture Festival
Venue Cigu Salt Mountain, Chinese-Taipei Salt Museum, Masago Beach

Salt sculptors from around the world including Canada, Japan, China and the Netherlands are gathered together. The western beach is ready to welcome tourists with a total of fascinating 15 sand sculptures and 22 salt sculptures in diverse shapes such as cartoon characters, animals and sports stars. Among them, the biggest salt sculpture will be as large as about 400m².



Manila, Philippines | June 24
Manila Day
Venue Downtown of Manila

In celebration of the 441st anniversary of Manila Day, there will be a fantastic festival. Manila Day is a national holiday, and citizens take a day off and celebrate. A variety of fascinating events such as Live Music, Food Festival, Contest, Fireworks and Fine Arts Exhibition are held across the downtown. You can taste the history, culture and food of Manila.



Daejeon, Korea | June 2-3
Geumgang LOHAS Festival 2012
Venue Geumgang LOHAS Daecheong Park, Mountain-Lake-Light Park

Under the theme of 'Fresh Nature, Healthy People, Happy City,' the Geumgang LOHAS Festival 2012 is held in Daejeon. A variety of exciting events are scheduled including LOHAS Share Concert, LOHAS Happy Road Walkathon, Environment-friendly Local Product Exhibition, Stamina Kid Contest, Prehistoric Heritage Experience and 2-day-1-night Camping.



Gangneung, Korea | July 26-August 7
Gyeongpo Summer Beach Art Festival
Venue Gyeongpo Beach

This annual summer beach festival attracts a lot of tourists with a variety of fun and exciting events such as drama, dance, concert, folk performance and fine arts exhibition. You can also participate in 'Beach Song Contest.'



Ipoh, Malaysia | July 1
Ipoh International Run 2012
Venue Downtown of Ipoh

This year is the 17th year of the Ipoh International Run. A total of 12 courses have been designed depending on age and gender. 'FUN RUN' will be newly introduced this year. A total of 1,600 medals and MYR 96,750 will be given to good finishers. It appears that about 13,000 people will participate in the festival.



Surabaya, Indonesia | July 7-11
Cross Culture Festival
Venue City Hall and Downtown of Surabaya

In Surabaya, different cultures meet and cross every year. During the festival, you can watch various traditional cultural performances from around the world including China and Korea. Various songs and dances from different countries make the festival more unique and special.

8 August, 2012



Busan, Korea | August 2-5
2012 Busan International Magic Festival
Venue Busan Cinema Center

Busan International Magic Festival is a festive event created by the world's famous professional and amateur magicians. In the festival, magic is another culture. This year(the 7th year of the festival), a lot of magicians from around the world including the U.S., Japan and Italy are invited. A variety of fascinating events(ex: Magic Contest, Night Gala Show, etc.) are planned.



Kumamoto, Japan | August
Hinokuni
Venue Downtown of Kumamoto

Since 1978, Hinokuni Festival has been held annually. During the festival, you can see 5,000 citizens singing and dancing all together. You can learn the fun and easy-to-learn folk song and dance and join the festival.



Chuncheon, Korea | August 23-28
Chuncheon Dakgalbi & Makguksu Festival 2012
Venue Songam Sports Town

Dakgalbi and makguksu are the delicacies of Chuncheon. Makguksu is buckwheat noodles topped with various vegetables while dakgalbi is spicy chicken grill with various vegetables. This year, the festival is held under the slogan of 'Feast of the World's Best Tastes.' A lot of restaurants participate in the event and serve other delicious menus such as Memiljeon(buckwheat pancake) and Dotorimuk(acorn jelly).



Qingdao, China | August 11-26
Qingdao International Beer Festival
Venue TianTai Stadium, Downtown of Qingdao

During the festival, you can meet almost all kinds of beers from around the world including Qingdao(China), Beck's(Germany), Asahi(Japan), Carlsberg(Denmark), Tiger(Singapore) and Budweiser(the U.S.). It is held annually on the second weekend of August. You may hear 'Gan Bei('Cheers' in Chinese)' here and there and various genres of music throughout the festival period. Other events such as Opening Parade and Beer Drinking Contest make the festival more interesting.



Tainan, Chinese-Taipei | August 4-26
Valentine's Carnival in Love City
Venue Downtown of Tainan

Here is the unique Chinese-Taipeiese valentine carnival. It is a unique Chinese-style cultural event designed by the City of Tainan which is known as 'Love City.' During the festival, a variety of fun and exciting events are held such as creative art parade, street performance, 16 different parties and Cupid Music Concert.

Taichung – The City of Culture!

New Face of Chinese-Taipei!

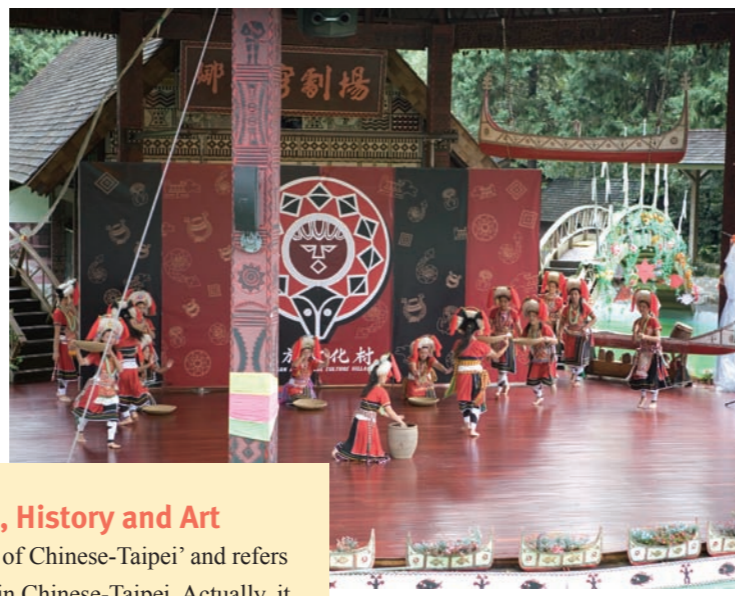
Taichung is hot. Taipei is a metropolitan beauty, Hualian is true spectacle of water and mountains, and Taichung is a city which makes every day new.

Here, you can meet the latest music, fine arts, performance and culture.

I visited Taichung, 'New Face of Chinese-Taipei!'

Editor Chung Jae-hyeok Photo AB-ROAD DB





The Power of Culture, History and Art

Taichung means 'the middle of Chinese-Taipei' and refers to the city's central location in Chinese-Taipei. Actually, it is slightly learned to the left side of the nation. With 2.6 million population, it is Chinese-Taipei's 3rd largest city, following Taipei and Kaohsiung.

The city became 'metropolitan Taichung' in 2010 after being merged with Taichung Prefecture. In terms of size, Taichung can now excel some international cities. For example, Taichung is 3 times larger than Singapore and twice bigger than Hong Kong. In addition to the size, Taichung is also blessed with beautiful coast.

Taichung borders the South China Sea in the west. This city is rich in natural, cultural and technological resources with decent social infrastructure. It targets urban development under the motto of 'Build a Stage with Culture, Let Economics Lead the Show!' They believe that urban assets are completed through active cultural activities based on strong economy. The world's famous artists including cellist Yo-Yo Ma and noted tenors such as Luciano Pavarotti and Andrea Bocelli and Vienna



Philharmonic Orchestra made a special performance in Taichung. Taichung still unknown to most Koreans is a charming city which is evolving to a cultural hub of East Asia. In fact, Taichung is a great place to travel around from the cultural aspect. Known as 'Cultural City of Chinese-Taipei,' Taichung has a lot of cultural places such as museum, Buddhist temple and gallery across the city. Among them, Daliyi Old Street is a fascinating historical place where you can meet ancient buildings from the Qing Dynasty. Red bricks and arch roofs are the traces of Chinese inland culture. Here, you can travel around and take a good rest easily. Because of rich agricultural culture Taichung has a lot of historic agricultural places. For example, farming machine shops are long-lined along the Litoutien Street around the Wanho Temple. In Taichung, you can meet a variety of unique handicrafts which were created based on Chinese-Taipei agricultural culture. If you want to experience native Chinese-Taipei culture, it is recommended to visit Formosan Aboriginal Culture Village. Even though this village belongs to Nantou Prefecture, it is close to Taichung. Because Formosan Aboriginal Culture Village was built just like a theme park, it is easy for tourists to come by. In addition, nine different tribe cultures are well represented. In other words, you can see the root and origin of Chinese-Taipei such as Amis, Thao and Rukai.

Top 10 Must-visit Destinations in Taichung

Overview of Taichung

DACAIDAI 采多藝

A luxury antique workshop situated at the tip of Qingming 1 Street. A variety of fascinating antique items such as refined and stylish lamp, watch, picture and sculpture are showcased. Most of them are brought from Europe.

Tel 886-4-2320-7567 Open hours 12:00-22:30



Shopping



Shopping

DAWN CAKE

A cake shop which reminds of a medieval monastery. Satan and monk are sitting side by side on the bench at the entrance. This unique shop sells cake. In fact, the shop has been designed as they are now because cheese originated from a monastery during the medieval Europe. Here, you can find a pretty cake package.

Tel 886-4-2328-9410 Open Hours 12:00-22:30

Price Pineapple Cake : NT 120-600, CD Case Dessert Cake : NT 90-120

CHUN SHUI TANG

It is Chun Shui Tang from which Bubble tea originated. Here, you can try the genuine bubble tea which is savory and as mild as milk tea. Bubble tea is called zhenzhunaicha in Chinese-Taipiese. Pearl tapioca is mixed with red tea and milk.

Tel 886-4-2259-2567 Open Hours: 08:30-23:30 Menu ·Bubble Tea NT 55 · Tea (Ice): NT 45-70 · Fruit Tea: NT 55-100 ·Latte: NT 65-75



Food



Shopping



Food

CHINGSHENG HOTEL RESTAURANT

Chingsheng Hotel which faces Sun Moon Lake proudly offers the best view. In this restaurant situated on the 1st floor, you can have a complete view of Sun Moon Lake over the windowless window. Among menus, a fish dish is mostly recommended. You will be amazed at the tender and savory fish.

Tel 886-4-9285-5366

Website www.chingsheng.com.tw



Shopping

SOLAR CAKE (TAI YANG TANG)

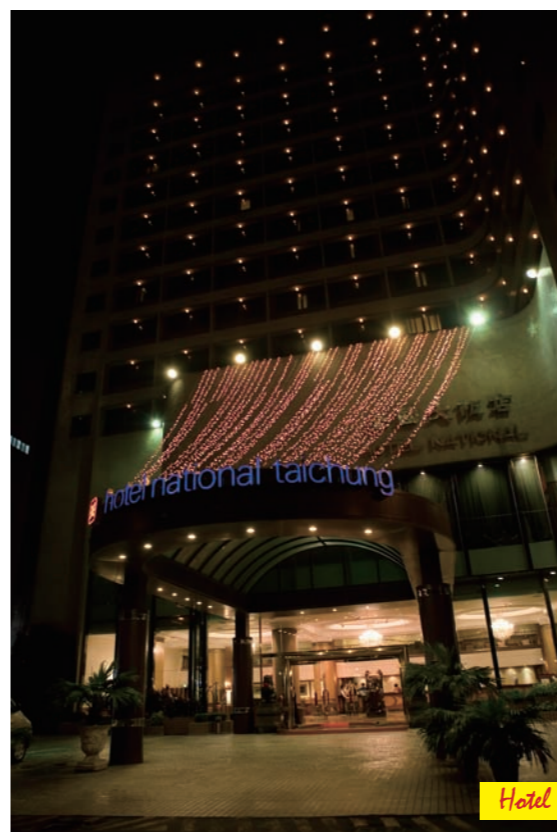
A leading souvenir of Taichung. Solar Cake is Wolbyeong-like Chinese-Taipiese traditional cookie. It is baked with honey, maple syrup and brown sugar. Diverse gift sets are available in wide price range.

Price Gift Set NT 100-800

FATTY'S CAFE

A genuine homemade Italian restaurant. From the sign, you can sense that it is an Italian restaurant. The handmade stove pizza is oil-free and savory. Pasta is served in four different noodles. An appetizer and salad are great as well.

Tel 886-4-2328-0698 Open Hours 11:30-23:00 Menu Pizza : NT 300-390 Pasta : NT 310-350 Website www.fattys.com.tw



Hotel

HOTEL NATIONAL TAICHUNG

This hotel is situated close to National Museum of Natural Science. Even though it opened in 1971, the lobby and rooms are still as luxurious as a five-star hotel. Building A and Building B are connected to each other through an overpass. A breakfast is served in Garden Coffee Shop on the 1st floor in Building B.

Tel 886-4-2326-2288

Website www.hotel-national.com.tw

THE SPLENDOR

A five-star hotel which is popular among foreign tourists. This hotel has a lobby on the 12th floor for guests' privacy. It offers various customer-oriented services such as welcome drink, fitness center, sauna, aerobics room and free daily newspaper delivery. In addition, it is convenient to shop because SOGO Department Store is situated nearby.

Tel 886-4-2328-8000 Website: www.thesplendor-tc.com



Hotel



Hotel

PLAZA INTERNATIONAL HOTEL

A four-star hotel customized for group tourists. The elegant and luxury interior design may charm both general tourists and businessmen. A single room features a king-size bed for couple guests. Putting green is available on the 6th floor, and children's play room is offered as well.

Tel 8886-4-2295-6789

Website www.taichung-plaza.com

'TOUR BUS' OPERATED BY CHINESE-TAIPEI TOURISM BUREAU

Tour Bus is operated in 30 routes (North, Central, South and East). This package is popular among tourists who find it hard to travel around alone and those who not good at Chinese. Half-day, full-day and 2-day packages are available. To get this service, you must make a reservation in advance. For reservation, you need to contact each travel agency by e-mail. The package price includes guide tip and insurance expense. However, some packages do NOT include meal expense and admission fee. Therefore, you need to carefully read the information.

WEBSITE
www.taiwantourbus.com.tw



Tour

Changwon, Gyeongangnam-do

Scenic mountains and trails

From Seoul, it takes just about 2 hours and 40 minutes to get to Changwon by KTX train. In the past, Changwon earned popularity as 'Industrial City.' A lot of big companies (ex. LG, GM Korea Chevrolet, POSCO Specialty Steel, Doosan H&C, STX Offshore & Shipbuilding, etc.) have their manufacturing plant in Changwon. However, I visited Changwon and found out that things are different. Actually, Changwon was an eco-friendly city with many refreshing neighborhood facilities. It offers 19 bike tour routes, 8 mountain hiking routes and 6 hiking routes with the public bicycle rental service called 'NUBIA.'

Editor Kim Su-jin Photographer Ji Sun-gjin (JIS Studio)



BONGAM POOL DULLEGIL TRAIL

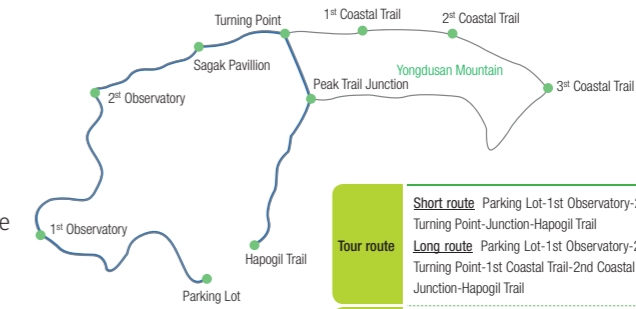
Bongam Pool was developed in 1928 to supply public and industrial water to the region around Masan. Even though it was situated across from the Masan Free Trade Zone (Section III), it offers a remote and tranquil forest trail. At the end of the forest, a levee appears. If you hike up the levee, you will see a beautiful reservoir. You can have a refreshing and pleasant walk along the 1.5km-long Dullegil trail which was developed around the reservoir. In spring and fall when the diurnal temperature difference is high, you may be able to see some spectacular scenes created by a wet fog. If you think the Dullegil trail is too short, it is recommended to take the mountain hiking route which begins from Wellbeing Square and ends at Palyongsan Mountain.



Tour route	Bus Stop (Departure)-Levee-Dullegil Trail around the Pool (Seohaegyo Bridge-Bongsujeong Pavilion-Wolmyeonggyo Bridge-Wellbeing Square-Unhogyo Bridge-Sumangyo Bridge)-Mineral Spring
Total length	4.5km
Tour hours	2 hrs

JEODO BEACH ROAD

Jeodo Island was created when Yeonryukgyo Bridge was built. Jeodo literally means 'Beach Road.' You can have a pleasant walk along this coastal trail, watching beautiful sea. Because it is a narrow path surrounded by pine trees, it is difficult to have an open view of the sea. In summer, however, you can avoid sizzling heat. It is fun to walk along the winding coastal path. However, the path from Sagak Pavilion and to the turning point and the 3rd Coastal Trail-Peak Trail are pretty steep. That's why you need to control your pace by route. You need to choose the route in consideration of your conditions.



Tour route	Short route Parking Lot-1st Observatory-2nd Observatory-Sagak Pavilion-Turning Point-Junction-Hapogil Trail Long route Parking Lot-1st Observatory-2nd Observatory-Sagak Pavilion-Turning Point-1st Coastal Trail-2nd Coastal Trail-3rd Coastal Trail-Peak Trail-Junction-Hapogil Trail
Total length	4.3km (short route) / 6.6km (long route)
Tour hours	1 hr and 10 min. (short route) / 2 hrs and 50 min. (long route)



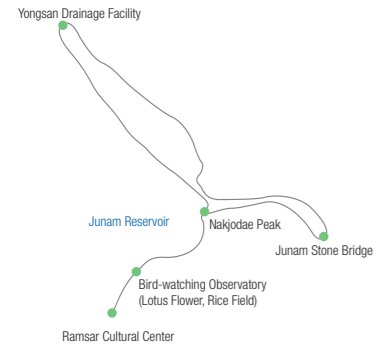
Let's go to soap opera locations!



If you are interested in Korean historic soaps, you may soon find out that a lot of soaps (ex: The Princess' Man, Warrior Baek Dong-soo, Kim Soo-ro, Yacha, King Geuncho, Jjakpae, Gyebaek, etc.) are filmed here. A variety of ancient items (ex: ferry terminal, Jeojat Street, stable, weaponry, living supplies, etc.) have been vividly restored across a total of 25 ancient buildings in six areas. If a film is being shot, you may be restricted to enter. Please call first and check the schedule.

Address #770, Seokgok-ri, Gusan-myeon, Masan Hapgo-gu, Changwon, Gyeongnam **Tel** 055-248-3711 **Open hours** 09:00-18:00 (summer), 09:00-17:00 (winter)





Tour route	RAMSAR Cultural Center-Bird-watching Observatory (Lotus Flower Garden, Rice Field)-Nakjodae Peak-Yongsan Drainage Facility-Junam Floodgate- Junam Stone Bridge-Nakjodae Peak-RAMSAR Cultural Center
Total length	7.1km
Tour hours	2 hrs



JUNAM RESERVOIR DULLEGIL TRAIL

From November to early March, Junam Reservoir, a habitat of migratory birds, is crowded with a lot of bird watchers. In summer as well, various migratory birds such as common kingfisher, cattle egret visit this beautiful place. The Dullegil Trail begins from RAMSAR Cultural Center which was built in celebration of the 10th RAMSAR Convention in Changwon and ranges up to the wooden-deck levee. In July and August, the reservoir is decorated with a variety of aquatic plants such as lotus flower. In fact, it is transformed into beautiful grassland in summer. From the Yongsan Drainage Facility, the trail will lead you to the broad rice field.

Let's explore Jinhae Dream Park!

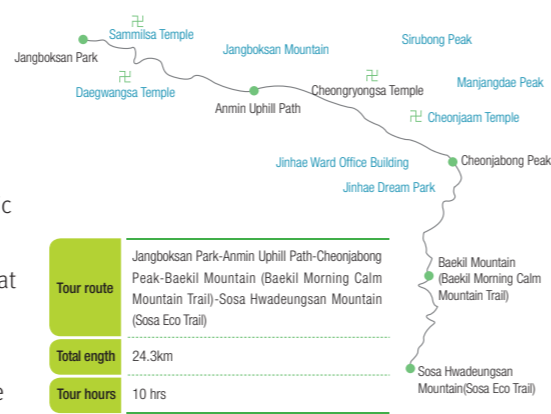
If you take the Jinhae Dream Road, you should not miss Jinhae Dream Park. This 150ha-wide forest accompanies Jinhae Bay Ecological Forest in which you can observe a variety of animals and plants, Wooden Culture Center, Gwangseokgol Shelter and Youth Training Camp. In the Jinhae Bay Ecological Forest, you can meet Korea's first indoor forest shelter. Here, you may feel that your whole body is purified by the sweet scent of pine trees and Japanese cypress. This forest offers a variety of programs for tourists such as Forest Experience Program, Japanese Cypress Soap Making, Natural Dyeing and Wood Carving. For more information about the programs, please visit our website.

Website www.jinhaedreampark.kr



JINHAE DREAM ROAD

Jinhae Dream Road includes four unique trails (Jangbok Haneulmaru Trail, Cheonjabong Haeoreum Trail, Baekil Morning Calm Mountain Trail and Sosa Trail). If you have no time to tour round all places in just one day, it is recommended to visit Anmin Uphill Trail and Cheonjabong Haeoreum Trail. Jinhae offers scenic and well-designed trails. If you pass through the Haneulmaru Trail from which you can have a great view of Jinhae offshore, a colony of various trees welcomes you. Along the Haeoreum Trail, there are built modern amenities such as Naval Theme Park, bench and toilet.



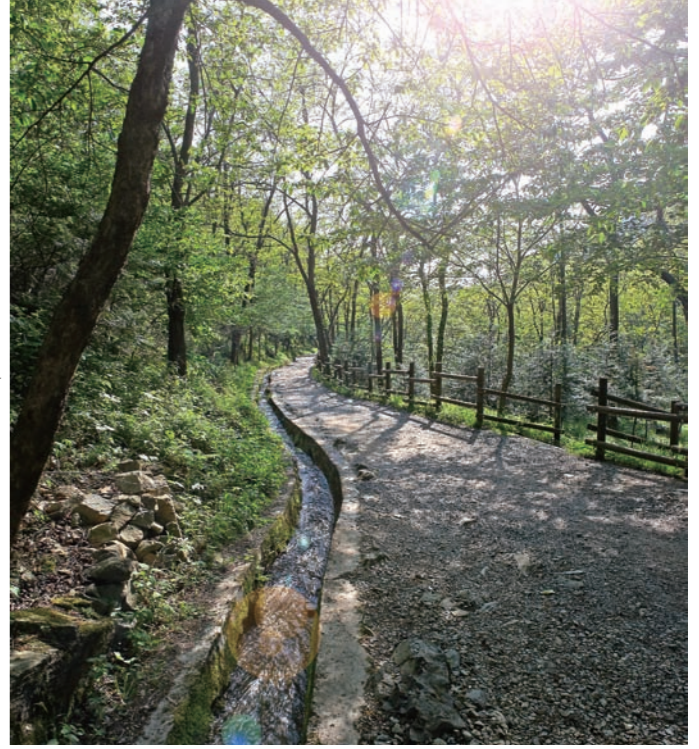
Tour route	Jangboksan Park-Anmin Uphill Path-Cheonjabong Peak-Baekil Mountain (Baekil Morning Calm Mountain Trail)-Sosa Hwadeungsan Mountain (Sosa Eco Trail)
Total length	24.3km
Tour hours	10 hrs

FOREST NADEURIGIL TRAIL

Because this trail goes across Jeongbyeongsan Mountain, Bieumsan Mountain and Daeamsan Mountain which surround the downtown of Changwon, it is easy to hike along. It is fun to hike along the mountain ridges, breathing a fresh air. If you are thirsty, you can wet your throat with cold and fresh mineral water in a mineral spring. If you want to have the true fun of hiking, it is recommended to walk slow along the forest trail. You may be able to feel genuine comfort and vigor in your mind and body. If you are tired, you can get easily grab a cap or go to Changwon Jungang Railway Station to go to the downtown.



Tour route	Shooting Range Mineral Spring-Yongchu Parking Lot Crossroad-Yongchu 5-gyo Bridge-Goesan Mineral Spring-Daebang Sports Park Crossroad-1st Mineral Spring-Bulmosan Reservoir Crossroad
Total length	16km
Tour hours	4 hrs and 30 min.



MUHAKSAN DULLEGIL TRAIL

Muhaksan Mountain is one of top 100 noted mountains of Korea. According to a rumor, Muhaksan has a shape of 'soaring crane.' Many Dullegil trails go through Muhaksan Mountain. If you get lost in the forest, the mileposts will kindly tell you where you are. The Gwangmyeongam Temple-Bongguksa Temple trail has the greatest view of Hapcho Bay. On a fine day, you can even see Machang Daegyo Bridge and Dolseom Island. Just like other Dullegil trails, you can meet a Japanese cypress forest along the Muhaksan Dullegil Trail. Because phytoncide which is good for blood circulation and metabolism is rich in the Japanese cypress forest, it is recommended to walk slow if you are in the forest.



Tour route	Bambat Hill-Mannel Park-Wanwol Waterfall-Seowongok-Gwangmyeongam Temple-Bongguksa Temple-Ducheok Mineral Spring- 구슬골 소류지 -Jungni Station Samegeori Intersection
Total length	21km
Tour hours	6 hrs

Changwon Tourist Information

OVERVIEW Masan, Changwon and Jinhae were united, and the United Changwon City was launched in July 2010. Since then, the administrative districts have been reorganized as follows; Uchang-gu, Masan Hoewon-gu, Masan Hapcho-gu, Seongsan-gu and Jinhae-gu.

TRANSPORTATION

RAILWAY KTX:Seoul Station↔Masan Station, Changwon Station, Changwon Jungang Station
 •Saemaoul, Mugunghwa – Seoul Station Masan Station, Changwon Station, Changwon Jungang Station, Jinhae Station, Jungni Station
Bus Dong Seoul Bus Terminal↔Changwon Bus Terminal (09:00-17:30, 4 times a day) / Masan Bus Terminal (07:30-22:00, 11 times a day)
 •Seoul Express Bus Terminal↔Changwon Bus Terminal (06:10-00:30, 37 times a day) / Masan Bus Terminal (06:05-01:00, 45 times a day)
 •Seoul Nambu Bus Terminal↔Jinhae Bus Terminal (06:00-23:10, 12 times a day)

AIRPLANE Airport Limousine Bus at Gimhae International Airport •To Jinhae (06:35-18:20, 5 times a day) •To Masan and Changwon (07:00-21:50, every 20-25 minutes)

NUBIJA - PUBLIC BICYCLE RENTAL SERVICE

You don't need to bring your bicycle. Because there are a total of 224 NUBIJA terminals across the city, you can easily rent or return a bicycle. You can purchase the ticket through KIOSK at NUBIJA terminal. 'A full-day ticket' is KRW 1,000. You can get a free app on Apple or Android by entering the keyword 'Smart NUBIJA.'

- For more information, call us at 1577-2114 or visit our website (<http://nubija.changwon.go.kr>).



Ho Chi Minh from the historical and cultural perspective

Trip to France-like Vietnam

Ho Chi Minh is France of Asia. With French-style buildings and exotic street atmosphere, this city has uniqueness which cannot be felt elsewhere in Asia. I traveled around Ho Chi Minh. Walking along the street, I discovered French heritage and touched at every corner of the city. A trip to France of Asia! Meet the hidden charm of Ho Chi Minh.

Editor Chung Jae-hyeok Photo AB-ROAD DB



Sometimes, culture is the other side of history. Even though it is cruel, but it is the result we have to accept. After war, invasion, plundering and massacre, a scar remains by the name of 'heritage.' Actually, Ho Chi Minh reminds of this sad story. The time of pain and sorrow has been the ground to earn some metals of honor, and the historic records have been the base for establishment of schools. During about two century-long French colony, there was a fierce political war between communism and capitalism in Vietnam. With a continuous clash of ideology between the past and present, Ho Chi Minh has evolved into a unique city. After all, culture has become history, and history has been completed through culture. Generally, Ho Chi Minh is just known as the biggest city in Vietnam. As Southeast Asia emerges as a popular tourist destination, Vietnamese rice noodle soup has become popular as well. Meantime, Vietnam has been introduced as a good summer vacation spot. However, Ho Chi Minh is a city of yearning and solidity just as described in the film 'Miss Saigon.' The tourist attractions (ex: Bao Tang Lich Su which has combined Chinese and French architectural styles, Central Post Office designed by Gustave Eiffel, etc.) are splendid and, at the same time, heart-touching. The European patterns mixed with the heart-touching value of the East create exotic mood. This kind of atmosphere can be felt at every corner of the city. Walking along the street, you may encounter unexpected fun and excitement. That's why Ho Chi Minh is a charming city. If you work hard, you may be able to tour the entire city for just one day because historic sites, tourist attractions, restaurants and cafes are clustered in the downtown.

It will be a good idea to rent a bicycle or cyclo. You can freely walk around the city in the morning and visit bars in the evening. A tour without detailed schedule will be more interesting. I started my tour from the museum of history in which approximately, 5,000 valuable artifacts are showcased. Here, you can see the tradition, history and cultural development of Vietnam. The architectural style is unique and exotic, and a beautiful garden is surrounded by ancient buildings. I also visited Notre-Dame Cathedral in search for the records during French colonial period. It was built by French people in 1880. With two sharp towers, Virgin Mary Statue, arch and rose windows, it is a real essence of French medieval architecture. It's been said that all construction materials were brought from France. There is another magnificent building called 'Central Post Office' next to this new Roman baroque building. As the biggest post office in Vietnam, this French-style building is proud of its splendor and magnificence. The arch interior is also very fascinating. Here, you can buy stamps and postcards as souvenir. The past is a rough sketch of the present. Even shameful and painful history has its own values. I traveled around the street and discovered French legacy from the past. Paris in Asia with the grief of Saigon! Ho Chi Minh is not a sad city any more. After going through all the pains in the past, it has a brighter future which is more valuable the present. In Ho Chi Minh, you can see the present created by long history and culture. Even though it is known as a sad city, ironically, I feel happiness here. The Ho Chi Minh City has gradually grown by fighting solitude and loneliness. I'd like to thank Ho Chi Minh for staying healthy. Miss Saigon, FOREVER Ho Chi Minh!

Ho Chi Minh, *Its Past Encountering the Present*

Vietnam's largest city, Ho Chi Minh. Under a glaring hot sun pouring over white French style buildings, parks located in all over the downtown are packed with people enjoying midday relaxation. The blare of scooter horns that fills the streets never stops, and smiling of women clad in Ao Dai glide by modern high rise buildings. I'd like to introduce you to the best streets of Ho Chi Minh, where even the confusion between exotic and daily routines attracts.



The main attractions in Ho Chi Minh City are clustered in the downtown, so a day tour is sufficient. Although the tourist attractions are all close together, it's still somewhat difficult to visit them all on foot, a bike or cycle rental is recommended.



When All's Said and Done, Beer's the Best in Midsummer!

Enjoy local beer from various regions of Vietnam. Even popular overseas, Bababa (333) beer, among others such as Hanoi beer, Hue beers, Saigon Biere Larue (HoiAn region beer), and the draft beer Bia Hoi each have their own distinctive taste. You'll find yourself attracted to the beer while traveling in Vietnam's hot, humid weather, and of course local beer is the cheapest. Although local beer costs between 35,000 ~ 50,000 dong in swanky restaurants and clubs, the price of beer in tourist areas such as cafés in the cultural heritage district of HoiAn aren't as steep and sell beer for 15,000 dong, and at Nha Trang beach restaurant it costs 12,000. Of course, the cheapest of all is buying from supermarkets or local shops.



1Day Tour

10:00 HISTORY MUSEUM BAO TANG LICH SU ⁰¹

The Culture and History of Vietnam at a Glance • With its mixed Chinese and French architectural influences, the external appearance is magnificent. The museum's 5000 artifacts categorized by period show the culture and development of Vietnam. It is a very popular destination as the relics reveal Vietnam's tradition and history at a glance.

11:00 CENTRAL POST OFFICE ⁰²

The Largest Post Office in Vietnam • The largest post office in Vietnam is located on the right of Notre Dame Cathedral. The appearance of this French-style building is magnificent; however, the inside must be seen too. It offers postal and international telephone services, as well as stamps and postcards. A huge picture of Ho Chi Minh is on the wall inside the building.

11:30 NOTRE DAME CATHEDRAL ⁰³

A Beautiful French-Style Cathedral • Construction of the basilica right next to the central post office by France started in 1862 and ended in 1880. The materials used for this delicately-constructed brick building, with two steeples, a Virgin Mary statue in front, arches, and rose windows, were all imported from France.

12:00 REUNIFICATION PALACE ⁰⁴

A Historical Spot in Vietnam's Independence • Used as the Vietnamese President's palace, it is the location the Republic of South Vietnam surrendered on 30 April 1975. Even now, important government meetings and events are held here. The underground chambers, used a center of operations during the Vietnam War, are a must-see.

Tel. 08-829-4117 *Opening hours* 07:30~11:00, 13:00~16:00 *Fee* 10,500 dong.

13:00 PHO HOA ⁰⁵

These Are Authentic Vietnam Rice Noodles • If you're looking for real rice noodles, stop by Pho Hoa in Pasteur Street. The appearance from outside is nothing special, but you'll agree deep flavor of the large portions of rice noodles served here are unbeatable. Don't forget the Vietnamese-style baguettes on the tables are charged for separately!

Address 260C Pasteur Q.3 TP. Ho Chi Minh *Tel.* 08-8296-7943 *Opening hours* 05:30~24:00 *Prices* from 40,000 dong



Enjoy Street Stalls

When stores in Ben Thanh close, packed street stalls around the market start to prepare for business selling various Vietnamese dishes such as rice noodles, seafood stews, as well as various kinds of deep fried food and stirfries. It's just like Namdaemun market in Korea. Having a marvelous meal hanging out with locals could be your best memory.



Vietnamese Coffee Is Delicious

If you feel a little tired under the blazing noon sun, why not order Ca Phe Sua Da and take a moment to relax and enjoy? Ca Phe Sua Da is Vietnamese-style strong and sweet iced coffee. Pour a little condensed milk in a glass, mix well with twice as much strong, black coffee, and add plenty of ice for a refreshing drink. Prices depend on whether you buy from street sellers or resorts, and range from 6000 - 20000 dong. Vietnam is the second-largest coffee-producing country, and it would be a shame if you didn't try a cup. The most popular souvenir gift is instant mix G7.

14:00 WAR MUSEUM ⁰⁶

See and Feel the Horror of War • Here you can vividly experience the terror and cruelty of the wars through displays of photos and statistics on the horror of the Vietnam War. The inhumane prison system that confined political prisoners during the war is reenacted.

Address 28 Vo Van, in District 3, Ho Chi Minh City *Tel* 08-930-6,324 *Opening hours* 07:30 AM ~ 11:45 AM, 1:30 PM ~ 17:00 *Fee* 10,500 dong

15:00 CHU BA THIEN HAU ⁰⁷

An Antique Chinese Temple • A Chinese temple in the Cho Lon district, the Chinatown of Ho Chi Minh, it was built by a Guangdong Chinese association in the early 19th century to enshrine Thien Hau, the goddess calming the wind and waves. It is impressive to see Chinese-style incense slowly burning as they hang in bunches while devotees wish for good luck.

Opening hours 06:30 AM ~ 5:30 PM

16:00 CHO BEN TANH (MARKET) ⁰⁸

The Namdaemun Market of Ho Chi Minh City • An indoor wholesale market packed with over 4000 stores selling shoes, t-shirts, dried fish, groceries, home appliances, accessories, and souvenirs. Its a good place to pick up some inexpensive gifts. Here you can see haggling between tourists and vendors touting their wares all over. Typically, 60-70% of initial price quoted by vendors is reasonable.

Opening hours 07:00 AM ~ 5:30 PM *Location* About 700 m Southwest of Rex Hotel

17:30 BANH XEO (VIETNAMESE PANCAKE) ⁰⁹

Have You Heard of Vietnamese Pizza? • Why not try Banh Xeo, known as a Vietnamese-style pizza or pancake, for dinner in Ho Chi Minh City. Minced meat mixed with rice powder, bean sprouts, seafood such as shrimp, thin and grilled until crisp, late in the evening the ingredients have all sold out and it is hard to find.

Address Quan 46A Dinh Cong Trang - Q1 *Tel* 08-3824-1110 *Opening hours* 10:00 - 22:00

18:30 LE LOI & DONG KHOI ¹⁰

The Myung-dong Street of Ho Chi Minh • The busiest street in Ho Chi Minh City. Le Loi Street, with its luxurious hotels, shopping centers, and high-rise buildings, is always packed with people who come for the shopping and sightseeing. Dong Khoi Street has many shops selling Vietnamese antiques.

19:30 KEM BACH DANG ¹¹

A Generous Ice-Cream Shop • An ice cream shop ten minutes from the Municipal Theater, is famous for its large coconut ice-cream served in half a coconut shell. The ice-cream made with in-season fruit and abundant coconuts is enjoyable to eat and has a great taste.

Address 28 Le Loi Q.1 Ho Chi Minh *Tel* 08-829-2707 *Opening hours* 09:00 ~ 12:00

World Trail and Tourism Industry



With increasing interest in health and the environment, walking has become popular all over the world. Many countries are making efforts to develop unique trails where travelers can experience culture and history without harming nature. This phenomenon shows that walking is no longer a hobby or private exercise more likely a trend of the tourism industry. We'll take a look at the walking trend leading new travel culture as well as the current status and potential of trails around the world.

Editor Kim Su-jin B



BACKGROUND OF TRAIL DEVELOPMENT

A trail is a path or road maintained by being trodden down for the purpose of travel, rather than simply a road. One may say trails also include artificial paths to attract tourists or walking paths for hikers in remote areas of the countryside, or a road used for hiking and other leisure purposes.

Reckless destruction of the earth and stressful modern life triggers interest in the environment and health. With emphasis of those benefits, walking is not only good for health but also environmental-friendly and cheap. Trails are developed for wellbeing and eco-friendly travel around the world led by government or private organizations.

In Japan, known as a country of longevity, about 40 million people enjoy walking. They walk 6km daily on average. They regard walking as not only for health but also a way of communicating with people and experiencing new culture. Thanks to great interest in walking, '500 walking paths' have been designated nationwide, and roads maintenance has been organized by government support

Walking exercise is also popular in America, where the driving is highly developed. In America, walking is not considered just as sports and leisure, but more like best cure for social pathology, such as obesity, disease and isolation. In fact, heart disease is prevalent in America and it initiates walking exercise called 'Start Walking' to prevent heart disease, the no. 1 cause of death in America. Starting with the John Muir Trail, one of the three best-known trails in the world, various trails have been developed with their vast natural environmental resources.

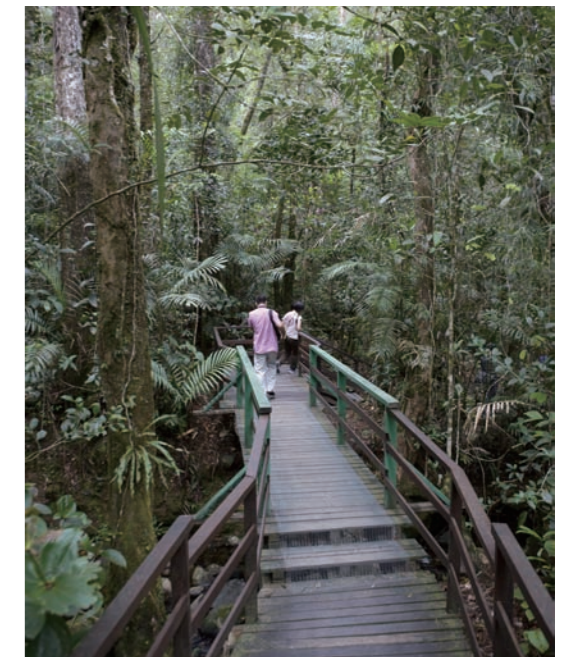
The walking fever is sweeping across South Korea, too. Starting with Jeju Olle, created in 2007, interest in walking spread rapidly across the nation. Currently, over 300 walking events are held every year as well

as 500 walking clubs, such as 'Walking' or 'Walking Travel,' organized on internet sites. Walking-related books are pouring into libraries and not only private organizations but also local governments across the nation will react to this trend and create new walking trails.

CURRENT STATUS OF WORLD TRAILS

Trails, first developed in the UK in the 1940s, are understood as leisure infrastructure in which walking is the main activity, such as strolling and sauntering. In addition, with the increased interest in environmental-friendly and wellbeing, the creation of trails for sustainable travel caring for the environment and health is being carried out worldwide.

Keeping pace with these trends, the 'World Trail Network' was founded to create better trails and promote the tourism industry in cooperation with trails around the world in 2010. The network of 18 trails around the world are planning for the sound development of trails and development of the green tourism industry through annual conferences.





The following trails are represented around the world.

DURLEGIL, JIRISAN (MT.), SOUTH KOREA a large-scale road connecting 80 villages, 16 eup-myeon, and 5 cities: Namwon, Guryae, Hadong, Sancheong, and Hamyang. A path 800-ri long on Jiri Mountain making a long ellipse. The landscape is a marvel, but it is also fun to walk around small villages hidden along the path.

KYUSU OLLE, JAPAN Recently-built Kyusu Olle is a trail developed to show the nature of Kyusu Province and its unique hot spring culture. It retains each course in 4 hyeon: Saga, Oita, Gumamoto, and Kagoshima. You can enjoy Japanese mountain and farming villages and ancient castles in Oita-hyeon Okubungo Olle, and fishing villages as well as island scenes in Gumamoto-hyeon Oiajima Olle, and enjoy sea views and rape flowers in Kagoshima-hyeon Ibeuseuki Olle.

MESILAU TRAIL, MALAYSIA A path to ascend the summit of Mount Kinabalu, the highest point in South-East Asia and located in Kota Kinabalu. Compared to summit trails, which have been used for a long time, the path is currently being developed and starts from lowlands, with a rough surface and going is slow. Mount Kinabalu is a world-class treasure of flora and fauna, registered as a UNESCO World Natural Heritage Site in 2000. Many travelers love this path because they can encounter various natural vegetation and scenes as they walk.

TRAIL AND TOURISM INDUSTRY

Travelers are rushing to the trails around the world, where one can see the lives of locals and culture of history as well as nature. As trails commonly connect villages along coastal, mountainous, or desert areas, they provide a unique experience as well as offering comfort to people. This make it possible to rescue neglected local economies with an increasing number of walkers.

A good example of this promotion of trails to the tourism industry is Jeju Olle, which initiated the walking trend in South Korea. Jeju Olle has been evaluated as creating a new travel culture on Jeju Island. Before Jeju Olle, most travelers to Jeju Island came as tour groups, but now individual travelers have increased, boosting the regional economy with new awareness of guest houses. Sales at traditional markets went up by over 17%, and the number of bus passengers increased by 400%. A long-term deficit of intercity bus terminals has turned to a surplus. This indicates the positive influence not only on the tourism industry but also the regional economy.



FUTURE DIRECTION OF TRAILS

Trail development basically requires a concept of preservation. This is because well-maintained paths are the most important aspect in trail tourism, in which the lives of local residents and nature are the purpose of travel.

The most suggestive direction for the future of trails is ecotourism. Ecotourism is a responsible tour contributing to the improvement of quality of local residents' lives and the preservation of the environment. It is also a rising niche market, currently growing in the tourism industry. It requires differentiated operation based on principles, unlike than conventional tourism. The principles of ecotourism are minimizing the environmental impact



of travel; consideration of political, environmental, and social characteristics of the relevant area; and offering a positive experience to visitors and local residents alike. Appropriate planning and management of resources possessed by the trails is crucial for ecotourism. This is because the environment tends to be easily damaged, yet the objective of this kind of tourism is precisely to avoid that. The protection of trails is the only way maintain continued prosperity in the upcoming trail tourism industry.

Reference
World Trail Network www.worldtrail.org
Sportnest www.sportnest.kr





GUANGZHOU, CHINA

TPO Travel Trade 2012—China Successfully Held in Guangzhou, China

TPO Travel Trade 2012—China, which was held from February 29 to March 4, 2012 in Guangzhou, the capital city of China's Guangdong Province, came to a successful conclusion. Six member cities of the TPO (Korean cities of Busan, Gyeongsu, Incheon, Iksan, and Jeonju) participated in this joint marketing program that aims to promote local tourism resources and attract Chinese tourists. The four-day event was highlighted by the TPO Tourism Promotion Session that was held on March 2 at the Tourism Administration of Guangzhou Municipality. Participating member cities' tourism resources and support plans related to tourism product development were introduced to around 40 representatives from the major local outbound travel agencies and local media companies. The TPO Secretariat also proposed "joint city" travel packages that integrate the neighboring member cities in Korea. Mr. Zhi-Xin Li, Deputy Director General of the Tourism Administration of Guangzhou Municipality, also attended the session. A joint exhibition booth featuring six participating member cities also was set up at the Guangzhou International Travel Fair 2012 (GITF), and it attracted great attention from the local travel businesses. Through the past four years of overseas marketing activities, TPO has been working closely and actively with local travel agencies such as CITS Guangdong and GZL International Travel Service Ltd., two of the biggest travel agencies in Guangzhou, in developing member cities' tourism products and attracting Chinese tourists.



The 20th TPO Executive Committee Meeting Successfully Concluded in Guangzhou, China

The 20th TPO Executive Committee Meeting was held in Guangzhou, China for a three-day period from March 28 to 30, 2012. The Meeting was attended by some 45 representatives of 10 cities, including Guangzhou (China), Sanya (China), Busan (Korea), Daejeon (Korea), Kagoshima (Japan), Ho Chi Minh (Vietnam), Ipoh (Malaysia), Vladivostok (Russia), Tainan (Chinese-Taipei), and Kota Bharu (Malaysia). At the meeting held on March 29, executive members approved the membership application of Tainan City (Chinese-Taipei) and Kota Bharu City (Malaysia). Also approved were the budget revision plans for 2012 proposed by the TPO Secretariat, designation of TPO friendship events, and construction of the TPO Friendship Park in Penang, etc. Next (the 21st) TPO Executive Committee Meeting is scheduled to be held in Penang, Malaysia during the 5th TPO Forum period in the coming September.



IKSAN, KOREA TPO's First Half 2012 Regional Meeting for Korean Member Cities

The Regional Meeting of the TPO member cities in Korea for the first half of 2012 was held in Iksan, Jeollabuk-do, on February 23-24. A total of 15 member cities, which include Busan, Jeonju, Daejeon, Gwangju, Andong, Gyeongju, Yeongju, Gangneung, Iksan, Chuncheon, Namhae, Changwon, Geoje, Buyeo and Busan Jung-gu, attended the Meeting. At the Meeting held on the 23rd, Hwan-Myung Joo, Secretary General of the TPO, made announcements regarding the activities that took place in 2011 as well as the plans for TPO in 2012, and requested the TPO members to actively participate in the activities. After that, each of the member cities introduced the main activities planned for this year. Also, Yu Gi-Sang, Deputy Mayor of Iksan, attended the meeting and gave a presentation on the historical and cultural significances of Iksan. On the 24th, Choi In-Gyeong, Iksan city official of the Culture and Tourism Department gave a presentation, explaining the resources of the cultural and tourism industries of Iksan, and the representatives of the member cities had a tour of the tourism resources and facilities of the city. TPO Regional Meeting for the second half of 2012 is scheduled to be held in Daejeon, Korea, this coming October.

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PENANG, MALAYSIA

TPO Secretariat Officials Visit Penang to Discuss the 5th TPO Forum

TPO Deputy Secretary General Park Sun-Jae and Director of Planning Lee So-Jung visited Penang, Malaysia, from March 7 to 9 for an on-site inspection and discussion of the necessary preparations for the 5th TPO Forum, which is scheduled to be held this September. During the visit, they consulted with the concerning parties of Penang, including Mayor Ar. Patahiyah binti Ismail, and agreed to holding the TPO Forum at the Bayview Beach Resort in Penang from September 17 to 20. Also, the municipal government of Penang Island promised full support as well as development of various programs to ensure success of the Forum. Details regarding the 5th TPO Forum are scheduled to be announced after confirmation.



CHINA TPO Secretariat Officials Visits China Youth Centre for International Exchange & Gansu Provincial Tourism Administration



TPO Secretary General Hwan-Myung Joo and Deputy Secretary General Sun-Jae Park were invited by the China Youth Centre for International Exchange (CYCIE) of the Central Committee of the China Communist Youth League to visit Beijing and Lanzhou of Gansu from April 11 to 14. The purpose of this visit was to enter into an exchange agreement with the CYCIE, which is a core government agency involved in youth exchange, and to support the exchange between Busan Tourism High School (an NGO member of TPO) and Beijing Changping Vocational School (one of the most prestigious vocational schools in China) as a means to promote the TPO joint project of Student Travel Exchange Program (STEP). In addition, as an effort to expand TPO membership in the northwestern part of China, they paid a visit to the Tourism Administration of Gansu Province to introduce TPO and promote its ongoing joint projects. The Central Committee of the China Communist Youth League, which is the cradle of the elites in China, including Hu Jintao, the current President of China, and Wen Jiabao, the Premier of the State Council, has maintained friendly ties with TPO since its participation in the 2010 Busan International Fireworks Festival. The CYCIE plans to cooperate in TPO's STEP and other cultural and tourism exchange projects in the future. Gansu, the departure point of the Silk Road of China, is a treasure house of the ancient history and culture of China and center of world history and cultural tourism that contains beautiful natural tourism resources consisting of unique terrains and various historical and cultural assets. Gansu is scheduled to hold presentations in the Southeast Asia region and major cities in Korea to promote its tourism resources.



MIYAZAKI, JAPAN TPO Secretary General Visits Miyazaki in Japan

TPO Secretary General Hwan-Myung Joo, along with TPO Director of Marketing Yun Yeong-Soo and Arum T&C CEO Stonny Kong, visited Miyazaki, a member city of TPO in Japan, from February 21 to 22, 2012. They met Mayor of Miyazaki Mr. Tadashi Tojiki at the city hall on the 21st to make a request for the city's active support and cooperation with respect to the activities of TPO and the charter flights between Busan and Miyazaki (Southern Kyushu), which is being reviewed as a possible pilot project for the TPO Travel Agency Network. After the meeting, a conference was held in the presence of the concerning parties of the Busan-Miyazaki (Southern Kyushu) charter flight business - namely, the representatives of the Miyazaki City (departments of Tourism promotion and Policy Planning), Miyazaki Tourism Association, Miyazaki Prefecture (departments of Tourism Promotion and General Transportation), and Miyazaki Tourism Convention Bureau - to discuss several issues in relation to the project. In addition, they visited the headquarters of Soalssed Air in Miyazaki on the 22nd to discern whether it had any intention of partaking in the Busan-Miyazaki charter flight business. At present, TPO is working to find a suitable partner in Japan to initiate the charter flight business.





Dato' Roshidi Bin Hashim
Mayor of Ipoh, Malaysia

In celebration of 'Visit Perak Year 2012,' the City of Ipoh in Malaysia targets to attract a lot of tourists with a variety of fun and exciting events such as Ipoh International Marathon 2012 and International Youth Rainforest. I have met Dato' Roshidi Bin Hashim, Mayor of the City of Ipoh, and heard a vision for future from him.

Editor Kim Su-jin

COULD YOU INTRODUCE US ABOUT IPOH?
 Ipoh is one of the main cities in Malaysia. It is located in Peninsular Malaysia, halfway between Penang and Kuala Lumpur. It covers an area of 643 square kilometres, with an estimated population 720,000. It is also known as "The Town that Tin Built", since at one time, it was the biggest tin producer in the world. In the 70's, the price of tin dropped tremendously and the development of the city almost came to a halt. But it was the wisdom of the state government and the city fathers to diversify the economy, and the city has expanded as an administrative, service, commercial and industrial centre of the state. Today, the city continues to expand, and

now is exploring its huge potential in tourism, especially eco-tourism, and to establish itself as the tourism hub for the state of Perak.

WHAT IS THE BIGGEST ATTRACTION OF IPOH AS A TOURIST DESTINATION?
 There are several, but the main attraction of Ipoh City lies in its beautiful natural landscape, which was surrounded by gorgeous limestone hills. Caves naturally formed between 250 to 300 million years ago, are fascinating. There are also Gua Tempurong, Puncak Cave, Sam Poh Tong Temple, Perak Tong Temple, Kek Lok Tong Temple, Gua Tambun, Gunung Lang Recreational Park and Lost World of Tambun, aqua theme park. The most unique place is the Banjaran Hotsprings Retreat which offers a breathtaking view. For that reason the Perak state government has declared Ipoh as The Limestone Wonder. Ipoh is also unique in the sense that it has a multi-cultural community, which consists of the three main ethnic groups here, that is the Malay, Chinese and Indian, and other groups such as the Sikh and Orang Asli communities, reflecting the



true spirit of one Malaysia. In the northern state of Perak, about 2 hours drive from Ipoh City, lies the previously inaccessible 130-million year old Royal Belum rainforest, is a literal playground for some of the most exotic wildlife in the world.

WHICH LOCAL FOOD AND FESTIVAL WOULD YOU LIKE TO RECOMMEND?
 Some of the famous dishes you can find in Ipoh would be the rendang tok, bean sprout chicken, dim sum, salty chicken and tit-bits of kacang putih. Ipoh is also famous for its white coffee, and often

known as the Home of the White Coffee, and the biggest citrus fruit in the world, the Tambun pomeloes, and the Menglembu groundnuts. There is also a great variety of cuisines, with the mixture of ingredients from the tastes of the three main ethnic groups. We have three main festivals which are widely celebrated by the locals, namely the muslim festival of Aidil Fitri which marks the end of the fasting month of Ramadhan, the Chinese New Year, the Xin Nian Kuai Le which marks the beginning of the Chinese lunar calendar, and the Deepavali, which means the festival of light. All the festivals are celebrated by all the communities by visiting each other.

IPOH CITY DECLARED THIS YEAR AS 'VISIT PERAK YEAR 2012'. IN THIS CONTEXT, DOES IPOH HAVE ANY SPECIAL PLAN OR PROJECT?
 Ipoh City will be organizing 12 events in conjunction with the "Visit Perak Year 2012", including 3 events at international level. The international events organized by Ipoh City this year will be the annual Ipoh International Run, the Perak Eco-Tourism Familiarization Tour, and the International Youth Rainforest Exploration. The Perak Eco-Tourism Familiarization Tour is organized with the collaboration of TPO which will be held from 10th – 16th September 2012.

As usual, our Ipoh International Run will be held on the first Sunday of July every year. This year the Run will be held on July 1st and for those who are interested to participate, they can register online at our website www.mbi.gov.my.

IN THE 20TH EXECUTIVE COMMITTEE MEETING, THE INTERNATIONAL ECO-TOURISM FAM TOUR PROPOSED BY IPOH CITY WAS APPROVED AS ONE OF TPO FRIENDSHIP EVENTS. COULD YOU TELL US THE REASON WHY IPOH CITY CREATED THIS FAM TOUR? WHAT DOES THE ECO-TOURISM MEAN FOR IPOH CITY?

Ipoh is located in the centre of the many eco-tourism products, such as the tropical rain forest, the limestone hills, the mangrove swamps, and the bird sanctuary, just to name a few. We like to share all our natural attractions with our friends from TPO member cities, and to promote Ipoh as the Perak state tourism hub for eco-tourism products. We would like to develop Ipoh City as the tourist destination for our own brand of eco-tourism. In this way, our natural environment won't be exploited, but in turn will be well protected and conserved for economic benefits.

WHAT KIND OF VISION DO YOU HAVE FOR IPOH AS A TOURISM CITY?

Ipoh is still lesser known to foreign tourists in spite of closeness with the capital city of Malaysia, Kuala Lumpur. We would like to tap some of the tourists there, and offer a different environment of Malaysian experience. I believe Ipoh can offer a unique blend of tourism experience, in terms of beautiful sights, culinary delights, history, nature and the hub of eco-tourism destinations for the state of Perak.

Ipoh - City of Romance and Adventure!

Ipoh is one of the oldest cities in Malaysia. In the past, tin industry flourished in this bougainvillea city. As a transportation hub, the City of Ipoh attracts a lot of tourists with a variety of unique urban landscape and culture which have been formed by diverse races such as Malay, Chinese, Indian and Portuguese. It is a must-visit destination because of scenic nature created by limestone topography, mysterious caves, delicious food, refined golf resort, international schools, ancient town and large shopping malls.