

# TOURISM SCOPE

2015. Vol. **34**  
ISSN 1739-5089

The Official Magazine of the Tourism Promotion Organization for Asia Pacific Cities



Hallyeo National Marine Park View Ropeway, Tongyeong city, South Korea

# Contents

---



**02 Special Theme**  
Exploration of Ho Chi Minh City



**06 City Inside**  
Yogyakarta, Encounter with Ancient Java



**10 Focus On**  
Walking Trail of Ulsan Yeongnam Alps



**14 Concept Travel**  
Heaven for Shopaholics  
The Best Shopping Malls of the World

**18 TPO People**  
Mr. Kim Dong-Jin, Mayor of Tongyeong city,  
South Korea

**20 TPO News & Info**

**22 Zoom in Festival**

---

---

## Tourism Promotion Organization for Asia Pacific Cities

TPO is a network among 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, and tourism industry education as well as human resources development. 75 city governments and 38 Industry members currently participate in as members of the TPO. Industry members 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.



Tourism Promotion Organization  
for Asia Pacific Cities

# Exploration of Ho Chi Minh City

A colony of France in the past, the city is full of vintage architectures and tasty food that is loved by people all over the world. With beautiful tree-lined street sceneries, it is also known as the 'Paris of the East'. The city which is also the center of the financial district of Vietnam is called Ho Chi Minh City



## About Ho Chi Minh City

**Location** 100km North West of Cap Saint Jacques, South of Annamese Cordillera in Southern Vietnam

**Area** 2,099km<sup>2</sup>

**Population** 7,396,446 (2010)

**Weather** A year-long hot weather with extremely high temperature and humidity. Lowest temperature is about 25°C (December) and highest is about 40°C (April ~ May). From May to November, it is the rainy season and from December to April it is the dry season.

**Summary** Heart of Southern Vietnam's economic and transportation industry. When Vietnam was divided in 1954, it became the capital of South Vietnam. The previous name was Saigon. When unification of Vietnam happened in 1976, Saigon and Jardin was joined together and reborn as Ho Chi Minh.



### Notre Dame Cathedral

Over 70% of Vietnamese people believe in Buddhism, but in the southern regions of Vietnam, there are many Catholics and therefore many cathedrals are present. Ho Chi Minh got its nickname, 'Paris of the East' for its French influenced architectures from its French colony era and Notre Dame Cathedral is the symbol of all things French in Vietnam. Construction took 18 years to complete by the French, from 1862 to 1880. The two steeples of over 40m in heights and the Virgin Mary statue in the middle draw the attention of other foreigners. All the construction materials were brought in from France and the delicate works of the arches and the rose glasses are all made red bricks. It has unfortunately become such a tourist destination that it is impossible to experience the peaceful, holy atmosphere of a real cathedral.

**Directions** Located in the Dong Khoi Street, in the middle of downtown Ho Chi Minh  
**Address** Ben Nghe ward, 01 District, Ho Chi Minh City **Telephone** +84-8-3822-0477

### Masterpiece of Eiffel Central Post Office

Another masterpiece by Gustave Eiffel, famous for his design of the Eiffel Tower, the French style of exterior is very grand. Inside, you will see a big picture of the Ho Chi Minh Premier and see many postal workers working. On the classical arch styled roof, there is a huge map of the Ho Chi Minh City. In the middle of 1st floor, you can purchase stamps that have been printed after 1976. If you are into stamp collecting, make sure to stop by.

**Directions** Across from the Notre Dame Cathedral **Address** Ben Nghe ward, 01 District, Ho Chi Minh City  
**Telephone** +84-8-3822-1677



#### Ho Chi Minh

The name Ho Chi Minh City comes from a Vietnamese politician/ Communist revolutionary leader. He is a national hero who participated in endless revolutionary movement and for playing a major role in acquiring the independence of Vietnam. He was also the first elected premier of Vietnam. Locals call him 'Uncle Ho' and are respected by everyone. You can only imagine the depth of respect and love people of Vietnam have for him to name the most influential city of Vietnam in his name

### Shop Until You Drop Le Loi & Dong Khoi

It is a street filled with travelers from all corners of the world. Le Loi and Dong Khoi street is comparable to Myungdong and Gangnam of South Korea.

Even within the downtown area, it is the most elaborate and luxurious part of the city. There are many classic brand shops, luxury brands, antique shops, tailor shops, and shopping centers to stimulate your shopping urges. In between these fabulous shops, there is a civil theatre and an Opera house. Expensive hotels, restaurants, café, pubs, and clubs are all here, so it's a must see course for many travelers.





### #1 Destination of Ho Chi Minh City Culture Saigon Opera House

The Opera house is located by the intersection of Le Loi and Dong Khoi streets. It was built in the late 19th century and was used during the French Colonial era as an Opera house. After their independence, it became the House of Parliament by the Southern Vietnamese government. Currently it is the #1 destination to experience Vietnamese culture as many operas, concerts, and various performances are performed. Unfortunately, you can only go inside when there is an event and you have tickets for it. Usually travelers only get to see its exterior during their visit.

**Directions** A 5 minute walk from the Offices of Peoples Council

**Address** 7 Lam Son Square, Ben Nghe Ward, District 1, Ho Chi Minh City **Telephone** +84-8-3829-9976



#### Cabs of Vietnam

Riding a cab in the Southeast Asian region that is notorious for rip-offs is not a pleasant experience. However, cab rides at Ho Chi Minh and Vietnam is not that bad. There are still cab drivers trying to rip-off unsuspecting travelers, if you ride registered cab companies, you will not have to worry a thing. The recommended cab company is Vinasun. They are famous for being courteous and hospitable to travelers. You can find their cabs not only in Ho Chi Minh, but in Da Nang and Nha Trang as well.

**Minimum Fare** 14000~ VND **Website** Vinasun [www.vinasuntaxi.com](http://www.vinasuntaxi.com)



### Remember to Bargain! Market Place Ben Thanh Market

The Ben Thanh market place is the biggest in Ho Chi Minh City of its kind. It has everything related to Vietnam. With over 4000 stores located along narrow streets, you can find clothing, shoes, bags, groceries, flowers, dishes, and etc. However the imitation cosmetic products and coffee products are most popular. It is an excellent place to buy a souvenir, but if they recognize you as a foreigner, they will mark up the price tremendously. Therefore, remember to bargain when you purchase anything. After 7 pm, stores within buildings close its doors and come out to the street, creating a night market. The energy of the night market is full of life and is a must see.

**Directions** 5 minute walk from the Rex Hotel



### A Temple for the Goddess of Sea The Thien Hau Temple

The Ho Chi Minh City and Nha Trang temples both have smells of incense from within, but the similarities end there. The type of god worshipped, purpose, and nature of the temples are totally different. The Thien Hau temple of Ho Chi Minh City was established during the early 19th century, by the Chinese merchants who frequently travelled between China and Vietnam through the Sea. Praying for a safe passage, they worshipped Thien Hau, a goddess of sea. The temple is located in the China town of Ho Chi Minh, Cho Lon, and has depicted ancient Chinese tools and clothing.

**Address** 710 Nguyen Trai Str, District 5 Cho Lon, Ho Chi Minh City **Hours** 06:00~17:30 **Admissions** Free





### War Remnants Museum of Vietnam War

If you are not into museums, then you would think this visit will be boring and not important. However, the Ho Chi Minh City's War Remnants Museum is a must see for everyone. The purpose of the museum is to remember the horror of the war and to keep peace.

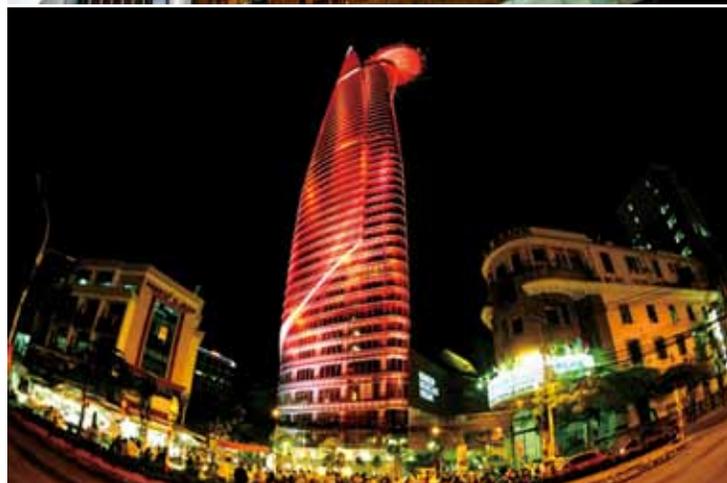
The horrible scenes of the Vietnam War were captured by 134 cameramen and displayed real articles used during the war.

**Address** 28 Vo Van Tan str, District 3 Ho Chi Minh City **Telephone** +84-8-2920-6325  
**Hours** 07:30~12:00, 13:30~17:00 **Admission** 15000 VND

### A tempting walking trail Binh Quoi Tourist Village

Dense with forest green, Binh Quoi Tourist Village is an excellent recreation area for any special dates. It consists of an artificial garden, with boats floating on its pond, and a buffet style restaurants resembling the street vendors of Vietnam. It even has resort style accommodations for its guests, so take advantage of its offers and spend a day or two relaxing.

**Address** 1147 Binh Quoi , 28 ward, Binh Thanh District, Ho Chi Minh City **Telephone** +84-8-35566-020  
**Hours** 07:00~22:00 **Admission** Free **Website** www.binhquoiresort.com.vn



### Scene of Ho Chi Minh from the Above Saigon Sky deck

A frequently visited high view spot, as you can see two different scenery during the day and nighttime of the city. At an altitude of 262m, a 68 story Bitexco Financial Tower is the place. Board the fast elevator that travels 7m per second and on the 49th floor, you can find the sky deck viewpoint. With a 360 degree view and touch screen assistance, it provides a fabulous view of Ho Chi Minh City.

**Address** 36 Ho Tung Mau Ben Nghe Ward District 1 Ho Chi Minh City **Telephone** +84-8-39156-156  
**Hours** Sunday~Thursday 09:30~21:30, Friday and Saturday 10:00~22:00  
**Admissions** Adult 200000 VND, Child 130000 VND **Website** www.saigonskydeck.com

# Yogyakarta Encounter with Ancient Java

A city that is one hour flight from Bali, Yogyakarta is full of historical remains and cultural heritage sites. Borobudur, the biggest shrine of Southeastern Asia, houses over 1500 teachings of Buddha, and Prambanan Hindu temple, a UNESCO designated world heritage site and is told in folklore to have been built overnight by demons, are the recommended sites for any tourists. One can say, the city of Yogyakarta is one big museum to explore.



## About Yogyakarta

**Location** Yogyakarta State Capital, Java Island, Indonesia

**Area** 3,169km<sup>2</sup>

**Population** 653,124 (2006)

**Weather** A typical tropical climate of high temperature and humidity. The seasons are divided into rainy and dry season. Rainy season is from October to March, and dry season is from April to September. Average temperature for the year is 25~28°C and humidity is about 73~87%.

**Summary** Even though it is the second smallest province of Indonesia, it has a very high population density. 97% of the residents are Java people and ethnic minorities. Thus, there are many religions in practice, including Islam, Christianity, Buddhism, Hindu, and etc. It is the only province to be still in official reign by the Sultan of Islam.



02 03

*Before I visited Yogyakarta, I did not know Indonesia very well. At best, I knew of few secluded Bali resorts and figured the only place worth visiting was the capital Jakarta's modern downtown and the jungles of Borneo. However, when I arrived at Yogyakarta, I realized there was more to Indonesia than I thought. No longer was I into average megacities or tourist filled travel destinations. This time, I was able to witness the wonders of ancient Indonesian cultures, hear its mysterious legends, and experience the real side of the Java people of Indonesia. I walked along the ruins of Hindu Prambanan temple, went to the biggest Buddhism temple in the world, Borobudur, and interacted workers fixing the palace of Sultan and local college kids playing soccer.*

### Simple and yet Impressive Sultan Palace

After an hour flight from Bali, when I arrived at the airport, night had already settled down in Yogyakarta. Different from the tourist attraction filled night life of Bali, Yogyakarta's night life was full of local teens of Indonesia and when I arrived at the hotel it was already past midnight. I unpacked as quickly as I can and went out to take in the night sights. Maybe because it was so late, that the supposed busiest street of Yogyakarta, Malioboro, had no presence of people at all. After seeing some kind looking teenagers playing guitars, I had to call it a night at an unfamiliar city. For a person who is used to the noisy scenes of Seoul, the quietness and the scene of teens enjoying music felt very awkward and warm.

Next morning, the street was so vibrant that it even woke me up from my sleep. Becha, traditional Yogyakarta vehicle, remodeled a bicycle, were seen transporting many passengers and there were motorcycles everywhere. People were enjoying the cool

morning and were happily getting ready to starting their day. Thanks to the location of the hotel, I was able to sightsee many stores along the Malioboro Street and the Kraton Palace of Sultan was not far away. (Indonesia has individual Sultan leaders in its 20 provinces) The Palace of Sultan is only accessible through a side entrance by tourists and had very simple decorations. I was disappointed that I was unable to see the interior of the Palace but was able to see Batik, the traditional clothing of Indonesia, from every period in time. In addition, I watched the ancient shadow play called <Whayang> and I could not believe my eyes at the magnificent gallery of the Yogyakarta Royalty. It was noticeable that they were more focused on preserving tradition and not just some elaborate decorations or size of their buildings. The closed lips of an elderly woman playing ancient instrument, a guy lifting the shadow play doll with triumphant smiles, and the intensity of the workers eyes fixing the mercury lamp at the palace was very different from the eyes of dancers at the Bali resorts.

## CITY INSIDE

### Legend of Ever-Lasting Love, Prambanan Temple

Designated as a UNESCO World Heritage site, the 8th century Hindu temple, Prambanan was not in perfect condition. Most of its structure has fallen down and there are only 9 massive stone towers left. But the stone towers that were damaged during earthquakes and excavation projects still had magnificent feel to it. (The Shiba Temple in the middle is 47m in height) Amazingly, the stone graves that withstood test of times for another extra 1000 years were the origin of the love legend. The legend of Prambanan believed by Yogyakarta people is as such. Very long time ago, Prince Ban Dung of Peng Ging country had tremendous magical powers. In order to assassinate the king of a neighboring country, he sneaked in and runs into Princess Lalajonggra. Fell in love at first sight, Ban Dung confesses his love for her but the Princess sets certain condition, which were impossible in nature, for marriage. It was to build 1000 Candi (The Stone Tower shaped temples of Indonesia) over night. But with Ban Dung successfully building Candi with his magical powers, Princess instructs one

of her maid to go out and befall one temple in the morning. Next morning, Ban Dung finds out about Princess' plans and caught with uncontrollable rage, turns her into a stone. And from that stone, completes the 1000th Candi. The terrible legend of love does not end here. After successfully defeating other countries, Ban Dung receives hero's welcome back home. Soon, Ban Dung's father finds about what he did to Lalajonggra. Calling his son an animal, he actually turns Ban Dung into a cow. It is believed that the cow of the statue of a Lalajonggra stepping on a cow in Prambanan is actually the Prince Ban Dung! We will never know the true intention of Prince Ban Dung for turning Princes Lalajonggra into a stone. Was it because he loved her so much that he was satisfied with capturing her in a stone form? Anyways, the locals of Yogyakarta call the Prambanan temple as the 'Lalajonggra Temple' as they love the legend as the remaining statue. Someone told me that Prambanan temple is a popular date destination for couple. Interesting enough, inside the Prambanan temple, different from the legend, it has over 200 grass fields. There is another legend that is associated to





07



08

- 01 Borodu Temple, one of the 7 wonders of ancient world.
- 02 Portrait of Sultan in Crataon.
- 03 Early traces of Sultan Royal Family.
- 04 Prambanan, Biggest Hindu Temple of Indonesia.
- 05 View of the Borodu Temple.
- 06 Borodu Temple is the Highlight of Ancient Hindu Architecture.
- 07 Many Stories of Ancestral Prambanan Temple.
- 08 A Complete View of Borodu Temple from Amanjiwo Lobby.

Prambanan temple. The Lamayana story of the Hindu mythology is a well known story in the Southeastern Asia. The story is as such. The Prince Lama of India falls into a plot and is living with wift Sita in a forest. The Devil Labana kidnaps Sita and in order to save Sita, Lama undergoes various types of adventures and finally kills Labana with the help of others. This legend is delicately drawn on the wall of Prambanan temple.

When touring Prambanan temple, make sure to bring a flashlight as you will frequently enter stone chambers. Also, there are very little shades to rest, so if you plan on visiting during the day, remember to bring a hat or a sun shade. While exiting Prambanan temple, I noticed the ruins of the stone graves. The green moss in between stones caught my attention. It made it look like the stones at Prambanan temple was actually filled with life. The monk from India and the family from Germany were all looking down, just like the Buddha statue at the Borobudur temple. I wonder what they were looking at. Maybe Borobudur temple was not just a place of praying but a place of self-enlightenment?

### Climbing the Borobudur Temple, One of the Seven Wonders of the World

The midday trip to Borobudur temple was not pleasant at all. But I could not skip on visiting the greatest Buddha holy ground in the world, also one of the Seven Wonders of the

World, just because my back was soaked in sweat. Borobudur temple was designated quicker as the World Heritage site. In Sanskrit language, 'Temple on Top of the Mountain', as I climbed higher the enormous size soon started to appear ahead.

I could not believe the fact that Borobudur temple was excavated after being buried under volcanic ashes for over 1000 years. The supposedly built temple only from soil was too massive and enormous to be just stay buried. As I approached closer, the 100000 cut stones of 20~30cm were stacked on top of each other without any adhesive. The delicate drawings on the side walls made me shake my head. It was a beautiful piece of art that expressed the asceticism and teachings of Buddha.

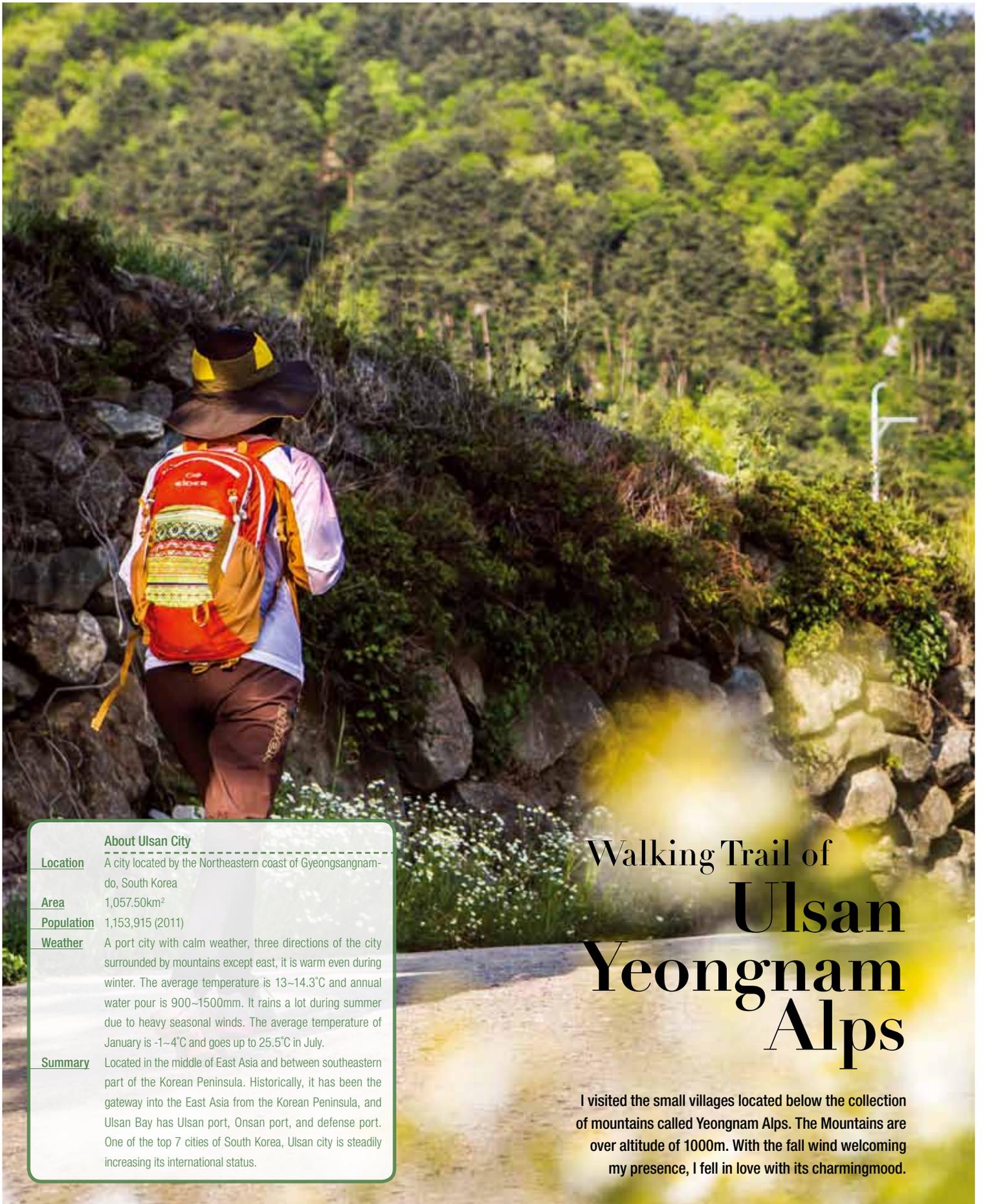
Estimated to be buried during the 8~9 Century AC, Borobudur temple was excavated by occupied English military in 1900s. After 4 years of excavating, the temple finally got to see the light of the day. A square shaped Borobudur temple, there are stairs of same size in East, West, North, and South. Once you reach the top of the stairs, you can see the summit with 72 Stupas decorating the place. All the statue of Buddha was different in shapes and expressions. Every climb on the stairs, widened by view point and soon the endless view of the horizon appeared. The cool winds were very soothing. Borobudur temple, as the name suggests, is a total mystery. It is full of unanswered questions. No one can explain who, why, and how it was constructed. Some

believe it to be the grave of ancient Kings or others believe it to be a miniature model of the space, the universe, and the cosmos.

### Meet Yogyakarta

After visiting a Mendut temple, a very simple temple with a gentle smiling Buddha statue, I finally noticed the short buildings in the downtown area of Yogyakarta. Apparently, you cannot build buildings higher than the ancient temples and therefore, the buildings of Yogyakarta do not exceed past 8 floors. Since no one complained about it, they felt it was not worth discussing any changes to it. Even in the 21st century, the descendants of Java people did not try to break a 1000 year old restriction. Or they just felt no need to changing the law. Or maybe they learned how to co-exist just like how the 90% Islamic Indonesian Hindus and 10% Buddhism monks have learned to respect each other.

The Java people seemed to know that the most important thing in life is love and co-existence, not civilizations and greed. Malioboro was still buzzing. Becha and motorcycles were in constant movement and every store was loud with people bargaining its prices. Soon, the students of the world renowned Gajamada University of Yogyakarta and blue-eyed backpackers were discussing various subjects. It made me wonder even more about Yogyakarta and Indonesia.



**About Ulsan City**

<b>Location</b>	A city located by the Northeastern coast of Gyeongsangnam-do, South Korea
<b>Area</b>	1,057.50km <sup>2</sup>
<b>Population</b>	1,153,915 (2011)
<b>Weather</b>	A port city with calm weather, three directions of the city surrounded by mountains except east, it is warm even during winter. The average temperature is 13~14.3°C and annual water pour is 900~1500mm. It rains a lot during summer due to heavy seasonal winds. The average temperature of January is -1~4°C and goes up to 25.5°C in July.
<b>Summary</b>	Located in the middle of East Asia and between southeastern part of the Korean Peninsula. Historically, it has been the gateway into the East Asia from the Korean Peninsula, and Ulsan Bay has Ulsan port, Onsan port, and defense port. One of the top 7 cities of South Korea, Ulsan city is steadily increasing its international status.

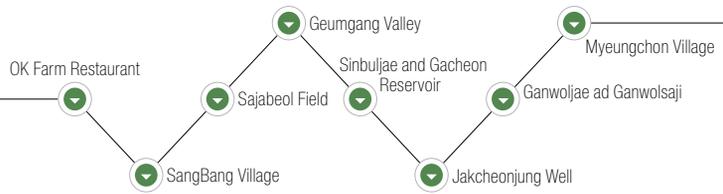
# Walking Trail of Ulsan Yeongnam Alps

I visited the small villages located below the collection of mountains called Yeongnam Alps. The Mountains are over altitude of 1000m. With the fall wind welcoming my presence, I fell in love with its charming mood.

FOCUS ON

OK Farm Restaurant~  
Huli Village Three-way Intersection(16.8km)

A walking section with views of Yeongchuk Mountain, Shinbul Mountain, and Ganwol Mountain. Clear water reservoirs and small villages make excellent resting point of the trail.



01  
02



03



04

- 01 Enveloped by Clear and Cool Air While Walking Trails of Yeongnam Alps.
- 02 Green Arrows of Normal Directional Flow, Many Signs by the Walking Trail
- 03 Mr. Kim Rak Ki, Descendant of Manjeonghyun, Myeungchon Village.
- 04 Old Remains of Ganwolsaji

Old Hills Frequently Climbed by Marketers

Dulle-gil trail section #1 starts from the OK Fram restaurant, located near the edges of Samnam-myeon, Ulju-gun, Jisan-ri, Yangsan-si. Walk past the entrance to the Yeongchuk Mountain and you will soon run into Sangbang village. The region was known for its clear water and fertile soil. After a long walk in the forest, Gachun reservoir appears ahead. It is a massive reservoir, constructed in 1925, as it was built for agricultural use by using the water flowing in from the Shinbul Mountain. In front of the reservoir, lays an old house which was used for memorial rites. A rich, powerful politician from the area, who served the Gojong Emperor, Song Taegwan's rite and Miryang Park Clan's rites are performed at the house. While looking at the fine view of the Shinbul Mountain portrayed behind the house, an elderly man calls me over and asks me to listen to his story. A farmer and his friend were hiking over the hills of the Shinbul Mountain after selling their cow at the market. While hiking, the friend went missing and there was an old man joining the farmer. The old man instructs the farmer

to follow him and miraculously the farmer avoids an attack by a tiger. Next day, the farmer hears that his friend was killed by a tiger and realizes that he was saved by the blessing from the mountain god, disguised as the old man.

From the reservoir, the road that leads to Gadal hills (Jakchunjung) is made of a rough hiking path. After a long walk, white rocks with water on top appears, meaning we have arrived at Jakgaechun. Surprisingly, the rocks have these round holes in the middle, resembling a drink cup. In addition there are writings of Moeundae, commemorating Jung Mongjoo, and commemorating piece about a poet from Ulsan, Lee Gooso.

Pacing Around in an Ancient Sight

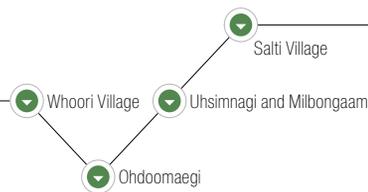
After a long walk, I have found the entrance to the Deunguk hot spring complex. Ganwal temple inside, located amongst numerous accommodations, gives off an awkward vibe. Ganwal temple's foundation has the ancient building zone, old building elevations, a Korean

National Treasure \$370 Seated Stone Buddha and 2 stone towers. Ganwal temple was constructed during the era of Jindeok Queen of Silla Dynasty by Jajang monk. It was originally as big as the Tongdo temple but unfortunately got forgotten and became ruined. Taking a closer look at the stone Buddha, you can tell the color of the head is different from its body. After exiting the Deunguk hot spring complex, the fall winds offer cooling touches. Soon Myeongchon village appeared. The name Myeongchon means a spring gathering place of mountain birds. I carefully stepped inside a tile-roofed house called Manjungheon. It was built by a well known politician Kim Ja-gan of Gyeongju and is the official house of Gyerim Kim's Clan. With its age at 500 years, it is the oldest architecture of Ulsan. The pillars are uniquely made from bush clovers and the roof eaves have beautiful curves to them. The #1 section of the walking trail ends here.



01 Gacheon Reservoir, used as Agricultural Use

### Huli Village Three-way Intersection ~ Seongnam Temple Entrance (22.3km)



#### Section 2, Historic Walking Trail Frequented by Residents and Marketers.



#### The Warmth of the Countryside

Section #2 begins by the large field of the Huli village. Once inside the village, there is a pavilion underneath the large tree. Huli village, along with the nearby Jihwa village, Ohsan village is the birthplace of many Korean independence fighters. The descendant of an independence fighter, Lee Gyuchun, still lives at the village and a copy of a declaration of independence is stored here. Walk up to the upper portion of the village and you will find a small temple. Called, Domyung temple, there resides a single priest, Do-myung priest. You can find sacred relics of Buddha and even a Mandala from Tibet. Head up north for about another 15 minutes and the village water reservoir appears. Behind the reservoir, Bakwal Mountain stands strong. The village has never looked so small.

After a 30 minute walk away from the Huli village, Yangdeng village appears with many willow trees planted. There sat about 10 elderly ladies, chatting away while resting by the

entrance. I listened carefully as I took one of the remaining seats. Her story about how she came over the hills from Suknamsa in a flower palanquin to get married, and how she could not escape the horrible married life and that her lazy husband forced her to work all those years, wasting her youthful days on the farm.

Soon another elderly lady mentions that this is the birthplace of Song Suk-ha. He was a key member of safeguarding many Korean relics during the Japanese colonial era. After hearing that proud news, the 250 year old pine tree looks even more massive and dignified than before.

#### A Calming and Reclusive Forest

Follow the trail from the Yangdeng village and Milbongam and Yangdengjae will appear. Locals mentioned that it was the connecting road to the market and was an excellent healing



01



02



03



04

- 01 Proudly Standing by the Yangdeung Village.
- 02 Soft Dirt Covered Forest Trail.
- 03 Return Road by the Forest Trail.
- 04 Solemn Feeling by the Salti Martyrdom Shine.

walking trail. The writer Bae Sung-dong said that every road of Yeongnam Alps lead to the Unyang market. I sort of understand where he is coming from. Walk past the forest trail and soon Salti village shows its presence.

It initially was called Salto, meaning a place of arrow production in prepares for the war, but now it is called Salti meaning a safe haven from the oppression. In 1815 and in 1835, the Catholic believers came here to hide from their oppression. With its thick trees, it was a perfect place for a hideout but also meant it was habituated by many wild beasts in the area. Locals used to joke that there were more people getting killed by tigers than actual people getting arrested by the police.

As the trail neared its end, the significance of each and every scenic view from the villages has increased within my heart. Looking back on my trails, I realized that the trails, in fact, are the story of me and companions around us. The repeated walks over the trails symbolize the never ending purpose of life and I finally realized that through the long journey I just experienced.

#### Ulsan Yeongnam Alps' Walking Trail

An exploration trail of over 240km, which includes, Ulju-gun, Ulsan and Yangsan, Millyang, Chungdo, Gyeonju, and etc. Of the trail, Ulsan section is the 77.3km of trail that runs beneath the Yeongchuk Mountain, Shinbul Mountain, Ganwol Mountain, Gaji Mountain, and Goheon Mountain. With ancient trails connecting each village, reclusive valleys, and thick forests, it allows one to connect with nature. The specialty is that it has been kept as pure as Mother Nature intended. Other than the Section #1 and #2, the Section #5 that connects Joongsunphil village to Waewa village is the perfect walking trail during the fall season. With many maple trees planted in the village, you can fully experience the true beauty of seasonal changes. Also, there are many signs along the walkway, so you will not get lost. The green triangle on the sign is the normal direction flow.

**Directions** Board the bus #13 at the Ulsan Train Station and stop at the Saegwang Hospital Bus Stop. Start your journey at the OK Farm Restaurant. **Website** [www.yeongnamalps.kr](http://www.yeongnamalps.kr)

Heaven for Shopaholics

# The Best Shopping Malls of the World

Shopping malls are no longer just a place of shopping. It has been transformed into a multi-themed entertainment space for everyone. These days, there are enormously sized shopping malls with every entertainment element possible, being built in major cities all over the world, proving additional fun for travelers. From the shopping and food heaven in Osaka, to large shopping mall area of Kuala Lumpur, and to the far corner of Russia, Vladivostok, we introduce 6 shopping malls that truly represent its city.

Editor <AB-ROAD> Editorial Department



### Boasting the Fancy Interior Pacific Place Jakarta, Indonesia

Located in the heart of the downtown Jakarta, it is luxurious as it can get. On the 1st floor, there are luxuries brands of all kind and on the 2nd floor there are fashion stores for the 20s-30s. It also has theme parks for the children and a top-of-the-line movie theatres and a Bentley exhibition center. The mall is directly connected to the Ritz Carlton Hotel so accommodation and shopping can easily be taken care of. Shopping here is great, but the real show is to view its exquisite interior. From the top floor, look down, and you will see a grand sight to make you dizzy.

**Address** Jl. Jend. Sudirman Kav. 52-53 Sudirman Central Business District Jakarta **Telephone** +62-21-5140-2828  
**Hours** 10:00~22:00 **Website** [www.pacificplace.co.id](http://www.pacificplace.co.id)



### The Center of Shopping at Jakarta

**Plaza Indonesia** Jakarta, Indonesia

A highly reputed department store in Southeast Asia. It is located in the same building as the Grand Hyatt Hotel and is on the Monument Salemet Datang area.

On the 1st floor there are many luxury brand store such as Louis Vuitton, Burberry, and Jimmy Choo. On the 2nd floor there are clothing, electronic, and various types of stores. It is connected to the EX Plaza Mall giving you extra choices to shop.

**Address** Jalan M.H. Thamrin No.28-30, Jakarta Pusat, Daerah Khusus Ibukota Jakarta  
**Telephone** +62-21-2992-0000 **Hours** 10:00~22:00 **Website** [www.plazaindonesia.com](http://www.plazaindonesia.com)

### A Grand Shopping Center for the Masses Super Brand Mall Shanghai, China

A shopping mall located right in front to the Oriental Pearl TV Tower. The mall symbolizes Shanghai and is very popular among the traveler and locals alike. With over 240000m<sup>2</sup> of shopping ground, it also has a supermarket, movie theatre, restaurants and other spectacles. With such a large shopping area, you can easily lose your directions, but the stairs are built like a Mobius strip and therefore, the building structure is very convenient for shopping. With brands such as Zara, Mango, and H&M, many young travelers visit the mall. On the underground floor, there is a massive Lotus Supermarket. You can easily purchase gifts there.

**Address** 168 Lujiazui Xi Lu, Pudong New Area **Telephone** 021-6887-7888 **Hours** 07:00~02:00  
**Website** [www.superbrandmall.com](http://www.superbrandmall.com)



**Main Department Store of Vladivostok Clever House Shopping Center** Vladivostok, Russia

As the biggest department store in Vladivostok, it is located at the intersection of Semenovskaya and Aleutskaya. There is a supermarket on underground floor and one can easily purchase hard-to-find Russian products such as cured salmon, caviar, and Russian cheese. There is a separate sales area dedicated to Vodka bottles and with dozens of Vodka brands, it is a unique experience. Fashion brand stores and children store are located on the 2-3 floors and on the top floor, 5th, there is a food court to fix your hunger.

**Address** Semenovskaya Str. 15 Vladivostok **Telephone** 4232-301-205 **Hours** 10:00–21:00 **Website** www.clover-vl.ru



**The Top Shopping Mall of Bukit Bintang**

**Pavilion** Kuala Lumpur, Malaysia

The most popular shopping mall of Bukit Bintang. It has over 450 shops in the 7 story Pavilion, ranging from luxury brands to budget brands. With so many varieties, one can look around all day without getting bored. Parkson department store and Tangs department store spreads over 4 floors and with many restaurants and café, it is an attractive choice to take care of shopping and dinner all together. There is a food court on Underground 1st floor and with Korean, Hong Kong, Taiwan, Japanese, Italian cuisines at the premise, one can indulge on many different types of cuisine.

**Address** 168 Jalan Bukit Bintang 55100 Kuala Lumpur **Telephone** 603-2118-8833 **Hours** 10:00–22:00 **Website** www.pavilion-kl.com



**The Largest Multi-Complex Shopping Mall of Malaysia**

**Suria KLCC** Kuala Lumpur, Malaysia

The large multi-complex is located inside, the symbol of Kuala Lumpur, Petronas Twin Towers. It is a 6 story shopping centre with Parkson and Isetan department stores along the side of the middle hall. It also has luxury brands such as Chanel, Gucci, Prada inside and other various shops such as Kino Kunia book store. Various boutique brands, foreign licensed brands, budget chain stores, and local brands are represented as well. It also has diverse entertainment space with many global restaurants, café, living, Movie Theaters, and leisure space.

**Address** Lot No. 241, Level 2, Suria KLCC, Kuala Lumpur **Telephone** 603-2382-8448 **Hours** 10:00–22:00 **Website** www.suriaklcc.com.my





**First Department Store in History Hankyu Department Store** Osaka, Japan

Opened in 1929, it is directly connected to the Umeda station, with over daily floating population of 560000 people. After a lengthy 7 year renovation, in 2012, it became one of the biggest department stores in Japan. With the renovation, the 9th floor event hall and underground 1st floor food court made huge transformation. The food court, famous for its exquisite deserts, is so popular that people line up before the store even opens. At the information centre on the 1st floor, you can receive 5% discount if you show them your passport and they even provide interpreters and exchange money for you.

**Address** Hankyu Department Store 8-7 Kakuda-cho, Kita-ku, Osaka **Telephone** 81-6-6361-1381  
**Hours** Sunday to Thursday 10:00~20:00, Friday and Saturday 10:00~21:00 **Website** www.hankyu-dept.co.jp

**The Shopping Mecca of Bangkok Siam Square** Bangkok, Thailand

Siam Square is a concentrated shopping area of the top 3 shopping malls, Siam Center, Siam Paragon and Central World, of Bangkok together. However, the true attraction of Siam Square is the small boutique stores on the other side of the shopping malls. You can find every Asian fashion brand and with the prices lower than the neighboring brand stores, money sensitive backpackers can shop with peace of mind. As the gathering place of Bangkok's trendsetters, there are many unique restaurants and café for your enjoyment.

**Directions** BTS It is directly connected from the Siam station to the Siam Center and Paragon department store. For the MBK Center, exit through the back entrance of Siam Center and cross the pedestrian overpass.

**Hours** Most shopping centers 10:00~21:00



**Top Food Court Hanshin Department Store** Osaka, Japan

Same as the Hankyu department store, it is also directly connected to the Umeda Station. One can find many popular brands with reasonable prices to match. The main star is the underground 1st floor. The food court is notorious for carrying the tastiest food from all over Osaka. From the golden fried dumplings, pretty lunch boxes of all kinds, to sweet deserts promote your appetite. There are small gift wrapped snack, Gouter de Roi's Gateau Rusk is the most popular. It is a tower shaped buttery cookie with sugar sprinkled on the top. The taste is to die for.

**Address** Hanshin Department Store Umeda Main Building 1-13-13, Umeda, Kita-ku, Osaka  
**Telephone** 81-6-6345-1201 **Hours** Monday/Tuesday/Sunday Underground 1st to 9th floor 10:00~20:00 Wednesday~Saturday Underground 1st to 5th floor 10:00~21:00  
**Website** www.hanshin-dept.jp/nshonten

# Upcoming Joint-President of TPO Mr. Kim Dong-Jin



Mr. Kim Dong-Jin, Mayor of Tongyeong city, South Korea

Starting on year 2016, Mr. Kim Dong-Jin, current Mayor of Tongyeong, has been appointed as the next joint-president of Tourism Promotion Organization for Asia Pacific Cities (TPO) for the next 2 years. The city of Tongyeong is a travel destination filled with many attractions and appeals to please everyone. With the beautiful Port of Tongyeong, known as the 'Napoli of the East', jewelry-like islands of Hallyeosudo, and Dongpirang Mural Village, it is the top healing destination in the southern part of the Korean Peninsula by far. With the clear sea was the background, the Tongyeong International Music Festival, commemorating the late composer Isang Yun, and Fringe concerts within the city, the romantic atmosphere of a port city is mesmerizing.

Editor Pictures and References TPO

## Please briefly introduce the city of Tongyeong

Tongyeong, with over 300 years of historic importance of Tongyeong, is the only place given the name 'fortress city' in South Korea, as the sacred place of Admiral Yi Sun-shin's heroics of saving the country. The city is worthy of its name as the home of inherited cultural talents with Tongyeong's traditional heritage of 12 Craft Workshops conserved and the birth place a master musician, Isang Yun, a master in literature, Yu Chi-hwan, Kim Chun-su, Park Kyong-ni and many other cultural artists. The beautiful and mysterious Tongyeong, the land of the sea, has 570 islands to tour and you can enjoy fresh seafood from its clear waters.

## Please specify Tongyeong's tourist attractions and make some recommendations for its visitors.

In order to properly enjoy Tongyeong, you need to visit 'Navy Headquarters of Three Provinces', rich with over 300 years of history, and '12 Craft Workshops', and experience the traditional culture first-hand. Please visit Tongyeong International Concert Hall, a place where you will sink into the beautiful melody of contemporary music, and meet other fields of literature at Cheongma Literary House, Kim Chun-su Exhibition Hall, and Park Kyongni Memorial Hall. The beauty of the coastline, famously known as the 'Napoli of the East', will resemble a beautiful painting and the numerous islands shining on the sea of Hallyeohaesang National Marine Park will make you feel as if you are at real paradise on earth. The islands of Dongbaekseom, famous as the shooting place of the Korean drama 'A Man from Another Star', Jangsado and Somaemuldo are the top tourist destinations of Tongyeong. I would also recommend cable cars overlooking the magnificent view of Hallyeosudo by your feet and newly born Dongpirang Mural Village.

## What is the total number of visitors (domestic-international) to Tongyeong and its economic effect?

Last year, the total number of visitors to Tongyeong is recorded as 5350000. As the number of visitors visiting islands, via passenger ship and cruise ships, have steadily increased and the sales of related types of business have increased accordingly. Tongyeong is rich in marine products and the number of visitors to the fish market and sashimi specialty restaurants are steady. The total number of visitors using accommodations has increased greatly and this has raised the sales of the lodging industry as well. The average travel expense of a domestic traveler is about ₩45000 per person but for visitors of Tongyeong, the average travel expense spent per person has been calculated to over ₩100000, meaning that the tourist industry plays a pivotal role in the economic stability of Tongyeong.

## What are some of the efforts to promote Tongyeong on an international scale, and its effects?

Recently, every major city in the world has focused heavily on welcoming Chinese travelers to their premises. The city of Tongyeong began promoting within China with public relations tourist advertisements about 3 years ago. The tourist officials have actively promoted international marketing strategies by visiting major Chinese cities and hosting various tourism briefing sessions for the public. With these outstanding marketing efforts, we saw a major increase in the number of Chinese visitors, followed by an increase of Chinese press coverage and visits by Chinese tourist companies. Tongyeong is also focusing on marketing our fabulous marine products. The internationally recognized Tongyeong oysters undergoes American FDA tests every 2 years to ensure its quality and food safety, and is currently being exported to US, China, and other countries in the world. Early this year in US, Tongyeong Oyster sampling events took place at the White House, the Department of State, and the Department of Agriculture. 5 H-mart supermarkets (Korean supermarket) in provinces of New York, New Jersey, and Virginia promoted Tongyeong marine products as well.



**Please comment on the importance of the tourism industry for Tongyeong and any future developments planned.**

Historically, economic stability of Tongyeong has rested on the foundation created by the fishing industry, shipbuilding industry, and the tourism industry. With the recent instability and struggles of the shipbuilding industry and the decreasing affect the fish resources, the tourism industry is being seen as the alternative for the future. In order to keep up with the change of times, the city will expand leisure facilities, such as golf courses and Auto-camping grounds, and develop new tourist attractions such as four season sledge parks, cable car parkland, and Stanford hotels. Starting this year, with the creation of a new tourism marketing department, we will accelerate on hosting international visitors, establish relationships with world tourism organizations through TPO and start a new marketing campaigns on tourism service solely focused on prospective customers..

**Please introduce any major events and festivals of Tongyeong.**

The one event that exemplifies Tongyeong is the Tongyeong Great Battle of Hansan Festival, commemorating Admiral Yi Sun-shin, which begins every year in August. Another big festivity is the Tongyeong oyster festival showcasing our exquisite marine products. For other smaller events, we have the Bongsoo Valley Cherry Blossom Festival, Hansando Marine Experience Festival, Yokjido Island Pioneer Festival, Saryangdo Ongnyobong Peak Hiking Festival, just to name a few.



Tongyeong is the birth place of master of contemporary music, Isang Yun, and every year we host the Tongyeong International Music Festival, and per season, different themed Fringe concerts take place all other the city. Every week, at the outdoor stage of the Navy Headquarters of Three Provinces showcase, Seungjeonmu (Victory Dance), Ogwangdae (Mask Dance), Joseon Navy Martial Arts Demonstrations, and other traditional cultural activities such as Tongyeong Theatre Festival and Tongyeong Cultural Festival are prepared.

**Tongyeong has been chosen as the joint-president at the 7th general assembly of TPO. Please describe your determination and future plans.**

I am truly honored to be nominated as the joint-president of TPO for the next 2 year, starting in year 2016. I will build a cooperative system between the members of TPO and revitalizing the tourism industry to the best of my abilities. I plan to actively participate in PATA, UNWTO, and other international summits and tourism events, and expand the activity region of TPO. The future goal is to invigorate the cultural and economical aspect of the tourism industry through interrelationship between member cities and invite other cities to join our cause.

**As the joint-president, any words for TPO and its member cities?**

Please provide absolute support each year, so that we can successfully convey the plans decided at the annual TPO general assembly and develop interrelated information exchange between our members. In order to achieve a sense of belonging for members of TPO and to visitors from other member cities, an introduction of an incentive system is necessary, and its effect needs to be extended to the private sectors of the member cities. Finally, I wish all the participating member cities successful growth and hope that TPO become an influential organization, not only in the Pacific-Asia region, but in the world as well.



## Sanya, China

### The 7th TPO General Assembly Meeting Successfully Held

The Tourism Promotion Organization for Asia Pacific Cities (TPO) (Secretary General Mr. Joo Hwan Myung) successfully held the 7th TPO general assembly meeting at the Shangri-la Sanya Resort and Spa of Sanya, Hainan province of China. At this meeting, bill considerations, topic presentations, and other important discussions took place and became a consolidation of information exchange and cooperation by the representatives from the 35 cities of 10 Asia Pacific countries, including South Korea and China, and private sector members from South Korea's BEXCO and China's CITS as well. First day, the participants arrived at the hotel and registered their seat for the meeting, beginning the 5 days 4 nights of the official event. Second day, at 9 am, Zhang Qi, the representative member of the people's conference of Hainan province and the party secretary of the Sanya city, held a meeting with the participating mayors from other cities. At 9:30 am, breakfast greetings from every mayor from each city began and soon with over 250 representatives taking their seat, the opening ceremonies began. Following the opening ceremony, session #1,2,3 the 26th steering committee of TPO continued. For session #1, Mr. Imtiaz Muqbil, the executive editor of the Travel Impact Newswire, presided the session. Mayor of Busan, Mr. Lee Hae Dong and Mr. John Koldowski , special advisor of PATA, delivered keynote speech on topics of 'Cooperation and Growth Plan of TPO' and 'The Trend of the World Tourist Industry and Necessary Directions for TPO'. After the addresses, Mayor of Tongyeong, Mr. Kim Dong Jin, Deputy Mayor of Guangzhou, Mr. Wang Dong, Deputy Mayor of Kagoshima, Tomio Matsukizono, and Chairperson of Ipoh, Low Leong Sin, all took turns and discussed their thoughts and plans on the future of TPO. For session #2, the member cities presented their successful marketing strategies. Goyang-si and Incheon-si of Korean, Ho Chi Minh City of Vietnam, Sanya city and BBC of China each made their presentations. For session #3, under the presiding by the vice-president of the great china region and the North Asia region, Katy Xu, Chen Yao, Director of Tourism for Hainan province, Professor Walt Jamison from the Thammasat University, and Director of Tourism for Busan, Kim Gwang-hwe, made their presentations on their respective topics. <3 Important Factors of Growth for Vacation Spots>, <Dangers of Developing Sustainable Vacation Spots>, and <Development of a Tourist Complex at East Busan> On the 2nd date of the summit, Round-table conference took place. Later on the day, with about 250 participants looking on, the plenary session of TPO happened. During the plenary session, all eyes were on to the next mayor of 2016. Of the chosen mayor cities, Guangzhou of China was re-elected as the mayor city and first timers, Tongyeong of South Korea and Cheungdu of China were elected as the deputy mayor cities. Busan of Korea was re-elected as the deputy mayor city as well. The elected mayor and deputy mayor cities, for the next 2 years, will host various meetings, and as the representative of TPO, attend international summits, and build working relations with other organizations.

## Sanya, China

### TPO 2015 Best Award Winners

At the 7th TPO General Assembly Meeting, outstanding members of the tourism industry were awarded TPO Best Award for their excellence. The winners were:

Award Category	Awarded Members
Best Marketing Campaign	Dalian , China
	Tongyeong, Korea
Best Print Advertisement	Tainan, Chinese Taipei
Best Broadcast Advertisement	Sanya, China
Best Festival/Event	Guangzhou, China
	Andong, Korea
Best Promotion CD	Zhengzhou, China
	Jung-Gu Busan, Korea
Best Tourism Brochure	Incheon, Korea
Best Website	Penang, Malaysia
	Yantai, China
Best Destination Manager	Dato' Haji Abd Rahim Bin Md Ariff, Mayor of Taiping, Malaysia
Best Tourism Industry Leader	Mr. Gu Xun-Cai, President of CITS Guangdong Co., Ltd, China
Best Public Relations Campaign	Changwon, Korea





## Zhangzhou, China

### Secretary General of TPO, Mr. Joo Hwan-myung, visited Zhangzhou

TSecretary General of TPO, Mr. Joo Hwan-myung visited Zhangzhou, China, on April 15 and discussed invigoration of TPO and further growth of tourist industry in Zhangzhou with the deputy mayor, Mr. Ryu Dong. Deputy Mayor Ryu Dong, representing the Zhangzhou government, welcomed Mr. Joo Hwan-myung and his associates, and explained the current status of the tourism industry. As the cradle of the Yellow River culture, it cultivated many important cultures, such as Peiligang culture, Emperor Culture, and business morality culture. Zhangzhou has significant importance in Chinese history. Over the last few years, the tourism industry of Zhangzhou showed rapid increase and for 2014, over 70000000 domestic and 450000 international travelers visited. Deputy Mayor Ryu Dong said "In the total number of visitors, international portion is not that high. However, with further cooperation with TPO and cultural exchanges with its members, we look forward to welcoming more international visitors to Zhangzhou." Secretary General Joo Hwan-myung toured the Zhangzhou Tourist Information Service Center, along with Jang So Young, vice-chief of anticommunism office of Zhangzhou, diplomatic anticommunism office vice-chief Jangg Soo Sung, and China National Tourism Administration chief Ryu Hae Chung.



## Bangkok, Thailand

### Bangkok, Voted #6 Best Tourist City in the World

According to the <Travel+Leisure>, Bangkok was voted as the 6th best tourist city in the world. Bangkok became the third Asian city to be listed, along with Kyoto, Japan and Siem Reap of Cambodia. The vitality of the streets, qualities of the street food, and harmony of the ancient and present cultures resonated strongly with the readers. Bangkok in fact, was voted #1 in <Travel+Leisure> ranking from 2010 to 2013. This year, Kyoto of Japan was voted #1. After Kyoto, Charleston of South Carolina, USA, Siem reap of Cambodia, Florence of Italy, and Rome of Italy followed suit.

## South Korea

### Korea Grand Sale

Korea Grand Sale will take place on August 21 to October 31. On August 3, the Visit Korea Committee released a statement, saying, "The opening date of Korea Grand Sale has been forwarded than the usual opening date in winter, in order to stimulate the slumping tourist industry." This announcement is to recover the weak tourism demand and stimulate the domestic economy. On its 6th anniversary, Korea Grand Sale is a shopping event, aimed at drawing international visitors, that offers discounts through partnership with department stores, discount stores, hotels, and restaurants and range from tours, accommodations, transportation, food, cosmetic products, entertainment, and etc. The numbers of this year's participants are 205 companies (on July 31) and 20386 stores, from department stores, duty-free stores, airlines, hotels, concerts, transportations, theme parks, and other various types of businesses.



## Japan

### Japan Records 9140000 International Visitors or the First Half of the Year, the Highest Number Ever

The number of international visitors for Japan, during the first half of the year, was at an all-time high. According to the reports published by the Japan National Tourism Organization (JNTO), the number of international visitors was 9140000, an increase of 46% (2880000) and breaking the previous record set from the same period last year. There was noticeable increase of international visitors for many Asian countries, South Korea (42.6%), China (116.3%), Taiwan (28.9%), Hong Kong (64.2%), Thailand (28.1%), Singapore (32.8%), Malaysia (14.9%), Indonesia (28.4%), Philippines (50.8%), Vietnam (58.3%), and India (17.5%). The increase for Japan has been analyzed as the outcome of the low exchange rate of the yen, as travelers felt less financial pressure and took advantage of weak yen to go on a shopping spree. For the second half of the year, with over 40 East Asian cruise ships scheduled for a visit and the World Tournament of Boy Scouts (approx. 25000) taking place, the overall number of international travelers visiting Japan looks to be way above last year's total of 13410000 visitors.





Kumamoto, Japan | September 1 ~ October 31

**Kumamoto Fall Festival**

Area Kumamoto Castle

One of the 3 well known castles of Japan, Osaka castle and Nagoya castle, an exciting fall festival happens at Kumamoto castle. During every spring and fall festival season, Kumamoto becomes alive with visiting tourists. Various cultural performances, including a drum session, happen from October 10th to 12th. From the 10th to 11th, the famous lantern festival, Mizuakari festival takes place. It presents a grand sight as 54000 candles and lanterns, made from local products such as bamboos, water, candles, and fire, lit up the castle.



Gyeongju South Korea |

October 9 ~ October 12

**Silla Sori Festival – Emille 2015**

Area Grass Square, Gyeongju Observatory

Starting October 9 to 12, a four day 'Silla Sori Festival' celebrates the birth of 'Bell of King SeongDok' at the historic Gyeongju-si. Hosted by Buddhism Broadcasting System and sponsored by Ministry of Culture, Province of Gyeongsangbuk-do, Gyeonju-si, Bulguksa Temple, and many others, this year's festival is being at the Grass Square of Gyeongju-si Observatory. There will be many fascinating events for its visitors, a 6t replica of Emille Bell, Samul Hitting Experience, Silla Cultural Experience, Silla Gandeung Reenactment, and etc. The Emille bell is, by far, the most pure and beautiful bell in the world. Once you visit Silla Sori Festival, you will understand the values and philosophy of the 'Bell of King SeongDok' and the ways of the Korean life.

Fukuoka, Japan | October 8 ~ October 9

**Nakasu Festival**

Area Nakasu Area

A traditional festival that happens every year at Nakasu, the busiest part of Fukuoka. It is celebrating its 40th year anniversary this year. It is a female focused festival where you can find many female participants wearing the traditional Happi dress and Onnamikosi. The main event is the uniquely decorated palanquin parade that stretches to all parts of Nakasu. Each team showcases their original customizations, clothing, and make-ups to entertain every bystander. There are also Taiko drum performances, Yosakoi dance shows, Nakasu beauty pageant, and other interesting events. During the festival, every woman can enjoy clubs and bars of Nakasu at a 1/2 discount.



Surabaya, Indonesia | October 22 ~ October 25

**20th Surabaya International Jewelry Exhibition 2015**

Area Shangri-La Hotel, Surabaya

The biggest jewelry exhibition in East Indonesia. The exhibition, fittingly, opens at the hub of commercial, trade, industrial, and the biggest city in East Indonesia, Surabaya. Surabaya is the perfect city for a jewelry exhibition with many local jewelry shops and the wealthy population to support its industry. The exhibit showcases quality gem stones and the latest design, and is an excellent business opportunity for jewelry designers and distributors. You can purchase diamonds, gold, silver, pearls, and other gemstones, plus gemstone cutting machines, tools, and packages as well.



Ho Chi Minh City, Vietnam | October 8 ~ October 10

**Ho Chi Minh Oktoberfest 2015**

Area Windsor Plaza Hotel, Ho Chi Minh

A 23rd year of celebration for Ho Chi Minh Oktoberfest. Created to promote cultural exchange between Vietnam-Germany, it is modeled after the Oktoberfest of Germany. Ho Chi Minh Oktoberfest is the biggest Oktoberfest in Southeast Asia, but is 10th biggest Oktoberfest in the world. This year, about 20000 visitors are expected at Ho Chi Minh and Hanoi area, making it the most popular festival of Vietnam. There will be German sausages, Pretzels, other German foods and many types of German beers for the guests to enjoy. Last year's successful Anton Show band will be back this year to continue last year's hot opening.



Busan South Korea | October 23 ~ October 24

**The 11th Busan Firework Festival**

Area Gwangalli Beach

The Busan Firework Festival, on its 11th year of creation, opens at Gwangalli Beach. On the first day of the festival, the 23rd, 'Night Concert', hosted by Hyundai Motors, many popular Korean singers will perform. The original firework display will be 35 minutes, down from previous 50 minutes, in order to showcase various international performances. With the expansion of the performance stage, changes to the festival programs, and Busan International Film Festival, Busan is expected to draw more tourists than ever before.

Masan, Changwon, South Korea | October 30 ~ November 8

**15th Masan Gagopa Chrysanthemum Festival**

Area Dock #1, Masan Port

The largest Chrysanthemum festival in South Korea. Masan port is expected to be filled with Chrysanthemum flowers once again. Created with the purpose of demonstrating the excellence of Chrysanthemum to the public, the festival is now celebrating its 15th year anniversary. Starting with an event on the eve of the festival, the 29th, the festival offers variety of programs to captivate the eyes and nose of the visitors. With lots of performances, exhibition, and experience activities, the 10 day festival will offer precious experience to many family tourists and couples.



Daejeon, South Korea | November 18 ~ November 22

**Korean International Youth Film Festival**

Area Woosong Art Center

Celebrating its 15th year anniversary, Korean International Youth Film Festival welcomes cineaste from all over the world. Created on 2001 in order to discover and foster youth cineaste, Korean International Youth Film Festival has supported and promoted dreams of less fortunate youths, such as child patriarchs and students with disabilities by showcasing over 200 movies and many independent films. This year's festival is planning various events such as forums with movie academies, workshops, open studios, media experience, movie showings, and etc.



Kagoshima, Japan | November 2 ~ November 3

**Kagoshima Ohara Festival**

Area Kagoshima Area

The representative festival of Kagoshima that began since 1949. The Ohara festival begins from November 2~3. The biggest fall festival of South Kyushu, the Ohara festival showcases a dance parade by 20000 residents of Kagoshima. The dancing of 'Oharabushi' by the residents at Tenmonkan is a must see. The dance parade can be participated by anyone and therefore offer a special chance for a tourist to participate in a traditional Japanese cultural event.



Kumamoto, Japan | November 22 ~ November 23

**Yatsushiro Myoken Festival**

Area Yatsushiro Area

A traditional festival that occurs every November in Kumamoto, Yatsushiro. With over 400 year old history, designated as Japan's Important National Cultural Property, Yatsushiro Myoken Festival is one of the top 3 Festivals of Kyushu, including the Hojoya Festival at Hokozakigu Shrine of Fukuoka and Suwayama Shrine Okunchi of Nagasaki. A two day festival, the first day showcases 'Okudari' march, a god's parade from the Moyken castle to the village, and on the second day, 'Onobori' march, a parade from the village to the Myoken shirine with escorts from the village people. With beautifully decorated palanquins and showcasing of 'Kame', a fantasy monster in Japanese literature, Yatsushiro Myoken Festival promises dynamic experience for its visitors. Traditional Kumamoto foods are available for your tasting as well.

Da Nang, Vietnam | November 16 ~ November 21

**2015 East Asian Sea Congress and 15th Cabinet Ministerial Level Forum**

Area TBA

5th year East Asian Sea Congress takes place at Da Nang, Vietnam. East Asian Sea Congress, which takes place every 3 years from 2003, aims to promote interrelationship between high-ranking government officials from various countries and academic professors. This year's meeting draws more attention as one of the integrated coastal zone management areas, Da Nang, is named as the host after 15 years. It will be an excellent opportunity to witness the outstanding progress of Da Nang.



Busan Junggu South Korea | November 28 ~ January 3

**The 7Th Busan Christmas Tree Cultural Festival**

Area Busan Metropolitan City, Kwang-Bok Ro Area

The 7th Busan Christmas tree cultural festival will light up Kwang-Bok Ro with colorful lighs at end of November. Busan Kwang-Bok Ro was the biggest main street of Busan between 1970 to the 80s and with additions of sight-seeing and festival, it has become the primary tourist attractions of Busan. With the Christmas tree cultural festival of Kwang-Bok Ro earning the gold award from International Festival Association and as the winner of main prize from the Asian City Scenery Awards, it offers world renowned spectacle. Starting from November 28's opening lighting ceremony, the festival offers many fun experience for its visitors with daily concerts, citizen participation programs, movie screenings, Christmas musicals, and etc.





Taizhong, Chinese Taipei | November 7 ~ December 6  
**2015 SinSeo Taizhong International Flower Tapestry Festival**

Area Sinseo Area

A festival that opens between November and December of every year, it is a festival of 350000 m<sup>2</sup> of conservation area of nature. With sunflowers, golden field of reeds, and cosmos field welcome the visitors. Diverse combination of colors and the 3D flower garden draws the most expectation.



Ulsan South Korea | December 31 ~ January 1

**Ganjeolgot Cape Sunrise Festival**

Area Ganjeolgot Cape Area, Seosangmyun, Ulju-gun, Ulsan

The Korean Ulsan metropolitan city opens a year-end 'Ganjeolgot Sunrise Festival' from December 31 to January 1. Famous as the area to have the earliest sunrise in all of Asia, Ganjeolgot Cape draws many visitors hoping to catch the infamous sunrise. This year's festival offers previous-night's cultural event, year-end concerts, fireworks, New Year's rice cake event, New Year's celebration and other interesting events. In accordance with the sunrise festival, public promotion by the Ulsan city, agriculture exhibit, New Year's fortune telling, and other booths invite your presence. Also you can enjoy the Milky Way and night starts as well.



Chengdu, China | December 18 ~ December 22

**2015 Chengdu Home Expo**

Area #3,4 Hall of Segi Castle New International Exhibit Center

The 18th Chengdu Home Expo is opening from December 18 to December 22 at the Segi Castle New International Exhibit Center. There will be about 800 booths in over 30000 m<sup>2</sup> of exhibition ground. With hundreds of famous Chinese brands participating, visitors will receive special discounts and participate in roulettes and drawing lots. The participating companies can use the official micro channel platform of Home Expo and have 1:1 meeting with a customer before the exhibit.

Sanya, China | December 19

**The 65th Miss World Pageant Finals**

Area Sanya Beauty Crown Hotel

Starting on August this year, Miss World Organization and Beauty Crown Hotel has coordinated their efforts to launch 2015 Miss World Pageant at Sanya. Miss World is on par with the world-famous Miss Universe Pageant and is one of the most influential pageants in the world. This years pageant promise to be one of the best ever with performances by international superstars.



Yogyakarta, Indonesia | December 7 ~ December 12

**Yogyakarta Documentary Film Festival**

Area TBA

The first-ever documentary film festival of Southeastern Asia, that began on 2002. It is hosted every year on December and hopes to improve public's awareness on documentary movies and to promote Indonesia's documentary movie industry. During the film festival, you can watch documentaries of various topics and award high quality documentary works. The festival especially supports youth documentary makings and has created to Teen Documentary awards to promote such. It will be an excellent opportunity to learn about documentary industry of Indonesia and the Southeastern documentary status.



Geoje, South Korea | December 31

**Year-End Fireworks Festival**

Area Jangseunpo Harbor Area

A year-end fireworks festival that happens every year at December 31 at Jangseunpo Harbor, Geoje. In addition to the fireworks festival, various events, such as concert by local artists and peace letter writing takes place. Starting at 4pm, tasting event occurs, and cultural play experience and singing competitions, and variety of local food are showcased. The highlight of the festival, the fireworks, happen after the year-end countdown. As the biggest fireworks event of South Korea, it illuminates the sea of Geoje with beautiful colors for 20 minutes.

# TPO Members

75 city members, 38 industry members

## CITY MEMBERS

### CHINA

Chengdu Urumqi  
Qingyuan Weihai  
Dalian Yantai  
Foshan Zhangjiajie  
Guangzhou Zhaoqing  
Hangzhou Zhengzhou  
Qingdao  
Sanya  
Shanghai  
Shaoguan  
Shenyang  
Suzhou  
Tianjin

### CHINESE TAIPEI

Kaohsiung  
Taichung  
Tainan

### THAILAND

Bangkok

### VIETNAM

Danang  
Hai Phong  
Hanoi  
Ho Chi Minh

### MALAYSIA

Georgetown  
Ipoh  
Kota Bharu  
Kota Kinabalu  
Kuala Lumpur  
Melaka  
Taiping

### KOREA

Andong  
Busan  
Busan Haeundae-gu  
Busan Jung-gu  
Buyeo  
Changwon  
Chuncheon  
Daegu  
Daejeon  
Donghae  
Gangneung  
Geoje  
Gimhae  
Goyang  
Gunsan  
Gwangju  
Gyeongju  
Hadong  
Iksan  
Incheon  
Jeonju  
Namhae  
Pohang  
Sokcho  
Tongyeong  
Ulsan  
Yeongju

### RUSSIA

Vladivostok  
Irkutsk

### JAPAN

Fukuoka  
Kagoshima  
Kitakyushu  
Kumamoto  
Miyazaki  
Osaka  
Shimonoseki  
Takeo

### PHILIPPINES

Manila

### INDONESIA

Jakarta  
Surabaya  
Yogyakarta

## INDUSTRY MEMBERS

### CHINA

Guangzhou Garden Hotel  
Guangzhou Star Cruises Co., Ltd.  
GZL International Travel Service Ltd.  
Shandong Channel International Travel Service Co., Ltd.  
China Travel International (Xinjiang) Ltd.  
China Comfort Xi'an International Travel Service Co., Ltd.  
Dalian Gulian International Travel Service  
CITS Guangdong  
China Travel International Sanya Co., Ltd.

### JAPAN

Kagoshima Convention & Visitors Bureau  
Fukuoka Convention & Visitors Bureau  
JTB Corp. Fukuoka Office

### KOREA

BEXCO  
Busan Tourism Association  
Arum Travel Service Co., Ltd.  
Cheongsong Travel Service Co., Ltd.  
Road ABC Media Co., Ltd.  
TourJapan Co., Ltd.  
Intravel Ltd.  
Haeundae Centum Hotel  
Daegu Tourism Association  
Lee Convention  
Busan Tourism High School  
The Korea Academic Society of Tourism and Leisure  
Solar Travel Agency  
BS FunTour  
Benikea Jeonju Hansung Tourist Hotel  
Sky Tour  
JB Tour  
PANWORLD Dream

### MALAYSIA

Taiping Tourist Association

### MONGOLIA

Ancient Nomads Tour Agency

### RUSSIA

Gavan Tour-center Co. Ltd

### U.S.A

MCM Group Holdings Ltd.

### VIETNAM

Haiphong Vanhoa One Member Limited Corporation  
Haiphong Vocational College of Tourism



**Tourism Promotion Organization**  
**for Asia Pacific Cities**

**TPO Contact Information**

Address. TPO Secretariat, No.7 Jonghabundongjang-ro, Yeonje-gu, Busan 47500, Korea

TEL. +82-51-502-2984~7 FAX. +82-51-502-1968

E-mail. secretariat @ aptpo.org

Web Site. [http: www.aptpo.org](http://www.aptpo.org)