

TOURISM



TOURISM SCOPE



SCOPE

- China >> Shanghai
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2010 Volume 18

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**Tourism Promotion Organization
for Asia Pacific Cities**

Tourism Promotion Organization for Asia Pacific Cities

TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism.

It serves as a centre of marketing, information and communication for its member cities.

Its membership includes 65 city governments and 36 non government members representing the private sector, educational institutions and other tourism authorities.

TPO is committed to common prosperity of Asia Pacific cities geared toward sustainable tourism development.



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All About Shanghai

Shanghai established itself as an international city icon with the successful host of the 2010 Shanghai Expo which had lasted for 184 days since last May. Shanghai is a representative city of China in various areas including culture, commercial, finance and communications; by contrast it cherishes traditional cultures having traces of time intact. Let's set out on a trip to the charm of Shanghai where past, present and future exist horizontally. This is Shanghai!



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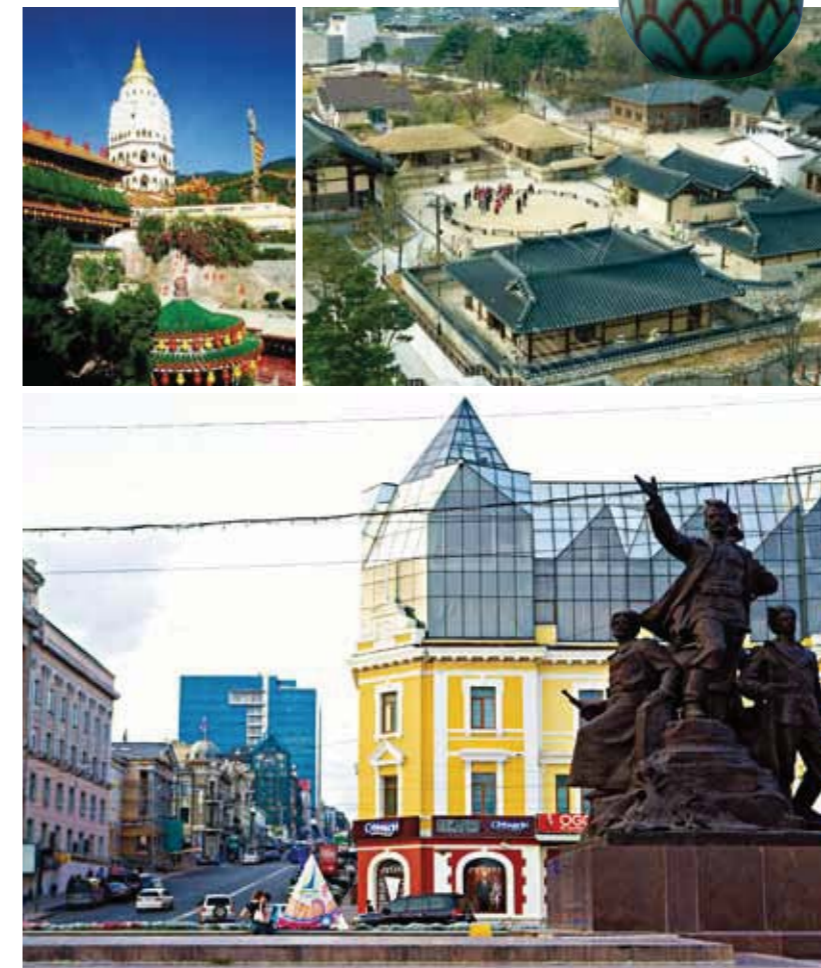
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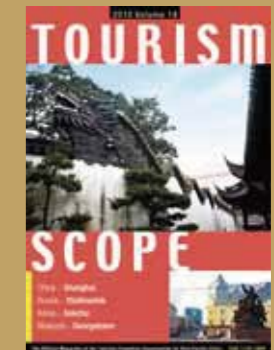
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Finding New Osaka

Osaka, Japan

One of the typical images representing Osaka must be the imposing Osaka Castle. As famous as the castle to our tourists should be Dotonbori, where, besides the famous advertising signboards of Glico's running man and a huge crab, the hustle and bustle of a big city and its energetic yet soft-hearted people also await you. Full of the original expectations of finding 'new famous places', we instead found a new and different side of the city.



A 'Kind City' of Osaka

'City Slickers' is how we typically describe city dwellers. But the people of Osaka are a lot different in that regard. They are very straightforward, emotional and are full of energy. Rather than being individualistic, they are kind-hearted and tend to meddle in others' job in a loud-voice but well-meant manner. One Osaka citizen told me. "Just spread an Osaka map somewhere near a subway station and make a perplexed expression. Within several minutes, someone would come close to you and ask if you need any help." Another Osaka resident told me another interesting story. "When I was walking down Dotonbori yesterday, I found a traveler wandering about in the street. He said he didn't know the coin locker where he put his belongings the other day. So I helped him find them before going home." What made her story more interesting was that she was almost ignorant when it comes to a foreign language. A metropolis where you can feel for humanity. If you are planning to visit Osaka anytime soon, you may get a warm helping hand 'a Kind Osaka' offers to you.

Kitahama - Sharing with the memories of those good old days

The streets in Nakanoshima and Kitahama linger by far longer in our memories than the glittering and showy signboards in other downtown area, and they are still seldom known to many travelers. When we walk along the riverside, imposing stone or brick buildings continue to emerge between lush trees and bushes and, once across the bridge where the stone statues of brave lions stand guard, visitors are ushered into the British-style tea rooms and Japanese traditional wooden houses which look simply ignorant of the passage of time. If you want to go back 100 years and vividly see the elegant images of Osaka when the land prices of the city were among the highest in the entire nation, your first

destinations should be Nakanoshima and Kitahama.

Karahori - The essence of the Japanese feel and craftsmanship

Near the Karahori commercial district where business has been in full swing from the Edo era is Len (練), a multi-purpose complex rebuilt to the modern senses from the old buildings. If the streets in Kitahama are of the Western resto style, those in this district are of the Japanese retro style. Visitors can see a variety of small craft shops, stores, restaurants and parlors. You better not expect to find the mass-produced goods here, though. As the district is a place where people meet each other in their own style and philosophy, your experience must be a very unique one that feels continuously fresh and extraordinary.



Sumiyoshi - Where the ancient gods meet everyday living of the modern times

Sumiyoshi(住吉) is a Japanese ancient god that is as much important in the Japanese culture as Buddha. On the place where the god was alleged to have descended from above more than a thousand years ago was built Sumiyoshi-taisha, one of Japan's most important Shinto shrines. Visitors entering the shrine can see the steeply-sloping red bridge built in an arch shape, Japanese traditional miniature pond (made in the shape of '心' or the heart), and the vermilion-painted traditional ancient buildings, and those sky blue-clad pious Shinto members.

The Trams - An enchanting retro experience

The tram lines are another piece that help the visitors appreciate the old sweet memories of Osaka. The conductor with a small body frame, the tram running at a delicate speed that is not too fast but not too slow. A relaxing feeling that you can never experience on the subway train, housewives going shopping and students in school uniform. The Osaka Hankai tram lines are all the more attractive as they pass through the residential areas in the suburbs.

Discover Ulsan Sightseeing & Attractions

Ulsan, Korea

Ulsan, a world leader in shipbuilding and offshore oil & gas energy industries, is widely known as Korea's No. 1 industrial city. However, few people are aware that Ulsan is a great place to tour around with a beautiful harbor, scenic seashore, charming hot springs and fascinating hiking course. Here are the unknown charms and delicacies of Ulsan.

Must Visit! Ulsan's Hot Spot Four Seasons of Gajisan Mountain

With scenic four seasons, the magnificent Gajisan Mountain (1,240m above the sea level) is designated as one of the Twelve Scenic Beauties of Ulsan. In particular, Ssalbawi Rock is one of the most famous spots for rock climbing in Korea. Don't miss to visit a log cabin or restaurant in the mountain and try traditional Korean foods such as Sanchae Bibimbap (mountain vegetable Bibimbap) and Hanu Bulgogi (Korean beef Bulgogi). It is also recommended to get rid of the fatigue from a long trip at a hot spring and natural recreation forest.

Address Deokhyeon-ri, Sangbuk-myeon, Ulju-gun, Ulsan **Tel** 052-258-8830

Ganjeolgot Cape - The Most Beautiful Sunrise in Korea

Ganjeolgot Cape is a must-visit tourist destination in Ulsan. If you want to observe the most beautiful sunrise, go to Ganjeolgot Lighthouse. The 3-roomed Ilyeongjeong Shelter in the lighthouse faces the ocean. Thanks to a breathtaking view and clean and modern facilities, it is always booked. It is available during the summer (July-August) and winter (December-January) seasons only. Advanced reservations are essential. For reservation, visit the website (<http://ulsan.momaf.go.kr>).

Address Daesong-ri, Seosaeng-myeon, Ulju-gun, Ulsan **Tel** 052-229-7000

Gangdong & Jujeon Pebble Beach

While most beaches in Korea have sand, Gangdong & Jujeon Beach has dark blue pebbles. Besides the beautiful pebbles, it is famous for the precipitous Jusangjeolli Cliff (Ulsan Monument No. 44). It is the oldest among the Jusangjeolli cliffs in the East Coast, which were formed when lava from erupting volcanoes had met the ocean about 20 million years ago. On weekends, this beach is crowded with many tourists. **Address** Jeongja-dong, Buk-gu, Ulsan

Pampas Grass Field in Sinbulsan Mountain

Sinbulsan Mountain is designated as one of Korea's top 100 mountains by Korea Forest Service. In particular, the pampas grass field which stretches 4km along the ridge from Sinbulsan Mountain to Chwiseosan Mountain shows off its breathtaking beauty. At the peak, you can enjoy extreme sports such as paragliding. In addition, the natural recreation forest promises great rest and relaxation throughout the four



seasons. If you are tired of a long trip, you can get rid of all your fatigue at Deungeok Hot Spring at the entrance to Sinbulsan Mountain. The mineral water flowing out from the 600m-deep underground is good for neuralgia, digestive diseases and skin care. It is so clean that it could even be used as drinking water. **Address** Sangbuk-myeon, Ulju-gun, Ulsan **Tel** 052-2299-6350

Must Try! Ulsan's Taste

Eonyang Hanu Bulgogi

Eonyang Hanu Bulgogi (Korean beef Bulgogi) is one of the most famous delicacies of Ulsan. It is grilled Korean beef with salt only. It is usually served with water parsley. The perfect balance between acidic beef and alkaline water parsley helps you get rid of fatigue and regain your stamina.

Jangsaengpo Whale Meat

We can utilize every part of whale meat. In fact, whale meat is known as one of the most esteemed dishes among epicures. Once you taste whale meat even though it would not be easy, you will be fascinated with its savory taste. It is cholesterol-free, high-protein food. You can grill fresh whale meat with salt or light sauce.

Ulsan Seaweed

Don't miss to taste the famous Ulsan Seaweed. The natural environment such as temperature, solar flux and tide is perfect for seaweed farming. High-quality laver and sea mustard are farmed. Compared to seaweed from other regions, Ulsan Seaweed is more sweet and savory with strong scent of the sea. It is good for anemia, obesity, and blood circulation.

Sang Taek LIM

Chairman of the Board Asia Pacific Tourism Association



Since its establishment in 1995, Asia Pacific Tourism Association(APTA) has played a pivotal role in the development of tourism industry in Asia-Pacific region by hosting various conferences, research, and academic seminars. It successfully hosted 2010 Conference in Macau last August. We interviewed

Professor Sang Taek LIM, the representative of APTA to ask about the current address and future vision of APTA.

Please explain about the roles and past activities of Asia Pacific Tourism Association (APTA).

We live in a world of nations and borders, but tourism is an international activity. In order for tourism to grow and thrive, it's important that scholars and experts from across the Asia Pacific region have opportunities to meet, share, and push tourism to ever higher levels. APTA's mission is to create those opportunities. Every year we host a major international conference with hundreds of participants, we sponsor other organization's meetings and events, and we publish a research journal (the Asia Pacific Journal of Tourism Research) that publicizes the best new hospitality research from across the region.

What was the first motivation for establishing APTA in 1995? Compared to 15 years ago, what is the most dramatic change now?

What has changed most is the scale of our operation. When we held our first APTA conference in 1995, it was in our headquarters in Busan, Korea. Since then our conferences have spread across the region; we've been to Beijing, Sydney, Phuket, Hong Kong, Nagasaki, and numerous other locales. Also, the Asia Pacific Journal of Tourism Research, which started quite humbly, has greatly expanded. We now offer four issues per year, and soon that number will be six. Cabell's Directory now ranks the APJTR among the top half-dozen tourism journals in the world, and we are on track for acceptance into the Social Sciences Citation Index. My point is that by improving the quality of our conferences and the reach of our journal, APTA is better able to accomplish its core mission: building an ever stronger network of tourism research and practice throughout the region.

In last APTA 2010 Conference in Macau held in July, Jo Gi-woong, a high school student from Korea, presented his paper and became the talk of town.

It's a truly surprising story. APTA is made up of expert scholars and industry leaders, but it has also always been a warm and welcoming place for the younger generation. We sponsor APTA scholarships at the institutions that host our conferences, we encourage graduate students to present and publish their work with APTA, and we rely on student volunteers to help us at many stages. This is the first time, however, that I know of a high-school student presenting research at an



academic conference. In this case, Dr. Joo Nami, a professor of food and nutrition at Sookmyung Women's University, co-wrote a paper with her son, Jo Gi-woong. While they both attended our

2010 conference in Macau, it was Mr. Jo who presented the paper; very successfully, I am told. I think it was a great experience for him, and it really highlighted APTA's openness to quality research and commitment to encouraging the next generation of hospitality scholars.

Please tell us about how you came to participate in TPO Forum and your feelings about it.

I was overwhelmed with joy and satisfaction seeing how the tiny seed has grown into a vibrant and mighty tree! From the very beginning, the dream was that TPO would be a forum where officials from many countries could meet and act as an international governing body to ensure that tourism continued to thrive across the region, and participating in TPO 2010, I felt like that dream had come true.

What is the main research theme in APTA now? Please tell us if you have anything to share with TPO.

APTA's goals and TPO's goals are almost perfectly aligned. While TPO is working to bring governmental and regulatory officials together to streamline tourism development, APTA is doing very much the same thing with tourism researchers. Right now, a top objective for both our organizations has to be getting together so that our members can compare ideas and move forward in sync. When industry, academia, and government synergize, tourism development really knows no bounds. To that end, I am eagerly looking forward to a joint APTA/TPO international conference in the near future.

What is the ultimate vision of APTA? Please tell us about your plans in 2011.

APTA's ultimate vision is an Asian Pacific in which anyone interested in tourism—whether tourism researcher, tourism entrepreneur, tourism official, or so on—can move and work and thrive anywhere within the region. We are striving for a world of 'tourism unbound'. That's always a tremendous challenge.



Hiroki Nakazono

Director of Tourism Affairs Department, Kagoshima City Hall



Kagoshima, located in the southernmost tip of Kyushu Island in Japan, is a city famous for representing Southern Kyushu and for its hot springs. Above all, Sakurajima, standing on Kagoshima bay and consistently spurring volcanic smokes to the sky, is the symbol and the popular touristic attraction of Kagoshima. We discovered the hidden charms of Kagoshima thanks to Hiroki Nakazono, Director of Tourism Affairs Department from Kagoshima City Hall.

How would you describe the attractiveness that Kagoshima has as a tourist destination?

Kagoshima boasts unique history and culture which served as the foundation for modern Japan, and scenic natural attractions like Sakurajima (桜島), the magnificent active volcano consistently spurring volcanic smokes into the sky, and peaceful Kagoshima bay. It is home to the variety of authentic gourmets like sake and black pigs.



Many tourists visit Fukuoka and Kumamoto along with Kagoshima. What do you think of this tour pattern? Do you consider it positively?

When Kyushu Shinkansen opens on March 12, 2011, Fukuoka and Kagoshima will be connected in 80 minutes distance. This will allow tourists to conveniently enjoy shopping in Fukuoka, visit Kumamoto castle in Kumamoto, discover Sakurajima and enjoy hot springs and delicious gourmets while travelling Kyushu.

Could you recommend a new ideal travel route?

This year, we will operate 'Yorimichi Cruise', which will enable tourists to discover the beauty of Sakurajima and Kagoshima bay on the sea. Tourists will enjoy the hidden beauty of Sakurajima on the cruise. Also, Hirakawa Zoo, located at Southern-Kagoshima, is currently undergoing renewal process until 2015. When the renewal is finished, tourists will be able to watch animals while enjoying food and foot spa.

What is the main purpose of travelers visiting your city?

According to the survey that the city government conducted in 2009, the first



reason for visiting the city was 'nature' such as Sakurajima and Kagoshima Bay, the second was 'Hot Springs', the third was 'Gourmets' like sake and black pigs. We are doing our best to make our city more attractive by improving these tourist resources.

What is the biggest attraction of Kagoshima as a tourist destination?

Sakurajima, without doubt, is the biggest tourist attraction. We are utilizing our unique resources such as the picturesque beauty of Sakurajima standing on Kagoshima Bay, hot springs that are blessings from volcanoes, and 'Sakurajima Raddish' - the biggest raddish in the world to attract more tourists. Also, we are promoting the beauty of Sakurajima by repairing foot spa in Sakurajima Nagisa Foot Bath Park, Yunohira observatory, and Akamisu Observatory Square.

What kind of vision do you have for Kagoshima as a tourism city?

We are waiting for the full opening of Kyushu Shinkansen on March 12, 2011, and are reinforcing our beauty and presence by improving unique resources like nature, history, gourmets, and hot springs. After Kyushu Shinkansen's opening, we will actively promote in Japan - Osaka, Hiroshima, and Fukuoka, and in other countries - Korea, China, Hong Kong, and Taiwan, and consistently increase our capacity.

For the first time, Kagoshima City participated in the TPO Forum 2010 as newly approved executive committee members. Let us know if you have any suggestions or project in your mind for tourism promotion in Asia Pacific Cities and development of TPO.

Thank you for acknowledging our city as a member of executive committee in the 17th executive committee meeting held in Vladibostok this August. We will actively participate in various projects of TPO, and do our best to promote the attractiveness of our city. We will put our efforts in communicating with other members, and promote the development of tourism in Asia-Pacific region.

Tourism Industry is Blooming

In August, Vladivostok, the biggest Russian port city, drew great attention from Asia-Pacific cities by hosting the 4th TPO Forum. Under the topic of 'How to Overcome the Economic Recession in Tourism Industry', the forum attracted over 100 participants from 19 cities in 8 countries and corporate members. Vladivostok has also been chosen as a venue for the APEC 2012 Summit. We invite you to the heated TPO Forum here in fast-growing Vladivostok.

Editor Jin-Joo Shin Photo Choong-Keun Oh



DAY 1 August 25, 2010

Opening Ceremony

With the attendance of participants from member cities, the TPO Forum in Vladivostok began with Mayor of Vladivostok City Mr. Igor Pushkaryov's welcoming and opening speech. In his speech, he said that he was very honored and pleased to host TPO Forum and made a wish for the success of the forum. Then, a gratitude address was delivered by Mr. Hwan Myung Joo, Secretary General. He thanked Vladivostok for its great hospitality and hoped that TPO would play an important role in development of tourism in member cities around the world. He also expressed a great expectation about the fast growth of Asia-Pacific tourism industry.

The biennial TPO Forum aims to actively discuss joint projects for development of inter-city tourism and build progressive friendship among TPO member cities. Some participants shook hands and hugged each other and had a brief talk about TPO joint projects because they already knew each other from the previous forum and the general assembly. Since Asia-Pacific cities have recovered from the world economic slowdown faster than any other cities in the world, many participants had a great expectation and interest in this forum. Their passion and enthusiasm lasted throughout the forum.



He said, "TPO Forum is a great opportunity to promote tourism industry. It is very important to share good information and know-how each other and discuss which direction the industry should be headed for. In particular, the joint project among TPO member cities is a key factor." He hoped that all participants would actively engage in fierce debate during the forum.

Keynote Presentation I

The forum started with the presentation by Mr. Sang Taek Lim, chairman of Asia-Pacific Tourism Association (APTA). He was introduced by Mr. Manuel Menendez III, CEO of MCM Group Holdings. The Korean speaker said 'Good Morning' in different language to the participants from 19 member cities in 8 countries. He started his presentation under the topic of 'Tourism's Importance to Global and Local Economy'. APTA is an association comprised of experts in various sectors such as academics, researchers, industry professionals and city/government officials. It was organized in 1995.

While TPO focuses on the projects which target practical development of tourism industry, APTA concentrates on academic development such as research and education. In his presentation, he reviewed the possibility of tourism industry and its impact on world economy in the future and proposed some ideas. He emphasized that it would be important to attract different types of tourists and satisfy their diverse needs and demands. He also insisted the necessity of human resources education and development for promotion of local tourism and development of urban tourism.

Forum Session I

In Forum Session I, 'How to Overcome the Economic Recession in Tourism Industry' was discussed from a more practical approach. Dr. Sergey Dubovitskiy, Director of International Tourism and Hospitality Institute at Far Eastern National University, delivered a lecture under the topic of 'Strategies to Develop Tourism Industry in a Global Recession'. In particular, he revealed Russian travel industry which has been relatively unknown to the world with statistical data. According to his presentation, many Russians gave up their summer break in 2009 because of economic reasons such as lack of money (42%), no job (27%) and the crisis (23%). The statistical research was conducted by the Russian research firm ROMIR in June 2009. Even though he insisted that it was necessary to develop new tourist products and contents, he said that the financial support from the government would be unlikely. However, he expected some good signs such as increase in the number of tourists from the hosting of international events such as APEC Summit. It was a great time to understand the tourism industry of Vladivostok.

Panel Discussion

Then, there was a panel Q&A session. Mr. Sang Taek Lim (Chairman of APTA, Korea), Dr. Bruce Prideaux (James Cook University, Australia), Prof. Bong-Gyu Park (Dong-Eui University, Korea) and Dr. Sergey Dubovitskiy (Director of International Tourism and Hospitality Institute, Far Eastern National University) participated in the panel discussion. George Town in Malaysia, Ho Chi Minh City in Vietnam and Yogyakarta in Indonesia were mentioned in the discussion. In particular, there

were many questions about how to promote tourism. In response, the importance of public relations was emphasized often. It was also agreed that it would be urgent for the cities which are relatively unknown to create and advertise a city brand through the internet or social network. Many participants in the panel discussion also said that it would be essential to continue PR activities using the mass media such as TPO, travel magazine or newspaper and a joint program with other cities.

Forum Session II - Presentation by Member Cities

This session is organized for TPO member cities only. Under the topic of "Direction on How the TPO Member Cities are Supporting the Private Sector to Boost the Tourism Industry", officials from George Town, Ho Chi Minh City, Jakarta and Vladivostok made a presentation. In case of George Town which would be called 'Pearl of Orient Primarily' during the 1970s, it has created its own brand titled 'Heritage Cultural Capital' and actively promoted public relations. Ho Chi Minh City, the capital of Vietnam, has also attempted to change into a tourist city with various festivals and interesting campaigns such as 'Night at Five Star Hotel'. Jakarta with population of 120,000 has been very active in attracting tourists as well with premium tourist products such as golf, spa and marine tour. Vladivostok known as 'The only Unfreezing Land in Russia' also introduced

a lot of fascinating tourist items. It planned to construct a new airport, Primorsky Aquarium, Bridge across the Golden Horn Bay and Bridge to Russky Island and designate and build a special economic zone before the 2012 APEC Summit.

Welcome Reception

Participants had the forum with little tension and nervousness on the 1st day. On the following day, a welcoming party was held at the sky lounge of Frand Café located across from the Vladivostok Train Station in a relaxing and comfortable atmosphere. The sky lounge offers a great view of ships at anchor in the harbor with the backdrop of beautiful ocean. At sunset, the city looked more beautiful. After the welcome address by Vladimir G. Saprykin, Head of Russian Federation City of Vladivostok International Relations and Tourism Department, there was a ceremony to hand over gifts and plaque of appreciation prepared by the TPO to Vladivostok City. After the last welcome address by Mr. Chul Hyung Lee, Director General of Culture, Sports and Tourism Bureau of Busan Metropolitan City, the welcoming party started. The party reached the climax when a Russian performance team in traditional costume appeared. Participants had a great time, dancing Russian folk dance on the floor and drinking vodka.



Special Event of TPO Forum



Korea-Russia Travel Trade Meeting

There was a Korea-Russia Travel Trade Meeting in the middle of the TPO Forum Vladivostok. 2010 was the 20th anniversary of diplomatic relations between the Republic of Korea and Russia. The meeting was held to promote tourism between the two countries. About 15 Russian travel-related businesses have participated in the meeting. Mr. Chul Hyung Lee, Director General of Culture, Sports and Tourism Bureau of Busan Metropolitan City, also attended the meeting.

Vladivostok City Tour

At the last day of the TPO Forum, the officials from TPO member cities toured around Vladivostok. They visited Vladivostok Train



Station which is the beginning and end of the Trans-Siberian Railway, Vladivostok Central Square, Orlineo Gnezdo and C-56 Submarine Museum. Then, they toured around an old lighthouse and port in a ferry and strengthened their friendship.

Farewell Reception & TPO Best Award

The two-day forum in Vladivostok was over. It was a great chance to share information and discuss joint projects among TPO member cities. In addition, Mr. Li Zhixin, Chairman of Executive Committee Member expressed special thanks to Vladivostok for its great support and exquisite hospitality. At the farewell reception, a toast was proposed by the City of Vladivostok. Mr. Li Zhixin announced and awarded the TPO Best Award winners. The TPO Forum in Vladivostok ended with great success, pledging to meet again in the 5th General Assembly in Sept. 2011.



DAY 2 August 26, 2010

Keynote Presentation II

On the 2nd day, people were busy as usual in the morning. There was keynote speech by Dr. Bruce Prideaux from James Cook University, who participated in the panel discussion on the 1st day. In his 40-minute-long speech, he explained key points for successful destination marketing and emphasized 'Essentials for Preparing' for future market under the topic of 'Tourism Forecasting and Marketing'. Mr. Manuel Menendez III, CEO of MCM Group Holdings, was the moderator.

Case Study Presentation by Member Cities

TPO member cities revealed and shared PR methods and strategies each other. The first keynote speaker Mr. Li Zhixin, Deputy Director General from Guangzhou, introduced the active PR activities and marketing methods of Guangzhou. He has participated in various international events to advertise Guangzhou 2010 Asian Games and opened Guangzhou Tourism Marketing Center in Australia, New Zealand, Tokyo and Busan. Then, George Town designated as World Cultural Heritage City by UNESCO, Jeonju known as the city with the traditional beauty of Korea and Yogyakarta in Indonesia made a presentation in order. It was a great chance to learn

and understand various marketing techniques such as connection-based programs and contents development through information sharing among member cities.

TPO Members' Session

In this session, TPO Joint Project Proposal was introduced by Mr. Hwan Myung Joo, Secretary General. So far, TPO has accomplished various achievements through the TPO Overseas Joint Marketing Project. For example, TPO Travel Trade 2010 was held for 6 days in Guangzhou, China in March. In April, Southeast Area Familiarization Tour was held in Korea. In June, the TPO Travel Trade 2010-Japan was held in Fukuoka and Tokyo. These events were effective in advertising TPO member cities. In 2011, TPO Travel Trade is slated to be held semiannually. In this session, the following projects were also introduced and reviewed; TPO Student Travel Exchange Project (STEP), TPO Travel Card Project (TTC), TPO Friendship Cruise Project, Project of Operating IPTV Channel and Project of Building an Integrated Management System of Members' Tourism Statistics.

Presentation

Bong-Gyu Park, a professor at Dong-Eui University, made a presentation on the

statistical information development system, one of TPO joint projects. He emphasized the importance of the statistical system for development of urban tourism under the topic of 'Tourism Statistics Network Project for Destination Marketing of TPO Membership Cities.' He insisted that we could analyze and forest tourism industry and make a big contribution to the development of urban tourism by sharing the statistical systems such as JTB Report, WTTC Index and WTO Report each other among member cities. For this, however, a long-term academic research should be conducted. In addition, it will be hard to secure sufficient budget.

Concurrent Session for TPO Members

In this session, there was a practical discussion on TPO joint projects including the two new projects (Project of Operating IPTV Channel and Project of Building an Integrated Management System of Members' Tourism Statistics) among TPO member cities. The discussion was divided into two zones; English-Chinese Zone and Korean-Japanese Zone. There was a fierce debate on the various joint projects. Some cities promised active participation and support on the joint projects while some others raised doubts about their performance, efficient management and discrimination. However, all member cities agreed that a close cooperation is necessary to promoting marketing.

17th Executive Committee Meeting

The 17th Executive Committee Meeting was held at Hyundai Hotel. Including Mr. Hwan Myung Joo, TPO Secretary General, TPO executive committee members from Guangzhou City (China), Busan City (Korea), Fukuoka City (Japan), Ho Chi Minh City (Vietnam), Jakarta City (Indonesia), Vladivostok City (Russia), MCM Group Holdings, Ltd. (U.S.A.) and Sanya City (China) gathered here.

In addition, Kagoshima City (Japan) and Jeonju City (Korea) attended the meeting and were approved as new executive committee member. In the meeting, the approval of account settlement for 2009 and activity plan for 2011 were the major agendas. With regard to the approval on account settlement for 2009 the audit report submitted by the chairman of MCM Group Holdings Manual C. Menendez III who was designated as an auditor at 16th Executive Committee Meeting has been approved unanimously. The activity Plan for 2011 proposed by the TPO has also passed the review. The 18th TPO Executive Committee Meeting is expected to be held in April 2011, and the venue is undecided yet.

12 Dec



Georgetown, Malaysia



Shanghai, China



Surabaya, Indonesia



Ho Chi Minh, Vietnam



Incheon, Korea



Donghae, Korea

Georgetown, Malaysia

Dec. 2 to 5

Penang Island Jazz Festival 2010

In December 2010 Penang will come alive with 'the 7th Penang Island Jazz Festival.' None other than Tommy Emmanuel will be playing this year! Catch Tommy Emmanuel Live in Penang at the Penang Island Jazz Festival on Sunday, the 5th of December 2010. feature more than 190 musicians on one Main Stage, four Fringe Stages and the Big Band programme. The place that festival is held Bayview Beach Resort is located on the beach front on the North-West coast of Penang Island. The resort overlooks the tranquil and scenic bay of the 'Foreigner's Rock' or Batu Ferringih. In Georgetown you can feel the soft sound of jazz.

Shanghai, China

Dec. 5

2010 Toray Shanghai International Marathon

The marathon is made up of original course marathon (42.195 km), half marathon (21.0975 km), and health race (4.5 km). Anybody with a health certificate and a valid ID document, regardless of nationality, may register for the race. To participate in the marathon or half-marathon, you must be at least 20 years old or 16 years old respectively, have been practicing long-distance running on a regular basis, and provide a health certificate issued by a registered medical institution, certifying that you are physically fit to run the race. To participate in the health race, you must be at least 10 years old and in good health. The total number of participants for each race is limited. Registration will close when the limit is reached. Don't hesitate to participate this keeping health opportunity!

Surabaya, Indonesia

Dec. 7

Sedekah Bumi

Venue : Sambikerep, Surabaya

This is done by village residents in Made, Sambikerep, Sawo, Bringin, Kuwukan, Jidro, Kalijaran, sub-district of Sambikerep, West Surabaya. This activity is a form of gratitude for favors that have been granted by God. Sedekah bumi is gratitude of society to be given sustenance to us all and also for the salvation village. This activity is held every year hereditary in Suro (Javanese calendar) or Muharram (Islamic calendar), exact date of 7 December 2010. Normally in this 'Sedekah Bumi', traditional puppet show is held in the afternoon and evening. Cone is also provided which would be distributed to residents who awaits around the place.

Changwon, Korea

2010 Dec. 17 to 2011 Mar. 1

Happy Winter Festival

An exciting winter festival is to be held in Changwon. Happy Winter Festival was organized so that children and parents can enjoy winter holidays and make unforgettable memories. Parents will have an opportunity to reminisce about their past memories, and children will have a chance to make unforgettable memories that will positively influence their mental development in the future. Visitors can sledge, ride Bounce – the biggest slide in Korea, ride mini trains, and boats, and play various block games without going out in the cold winter and safely staying indoors. Visitors will be able to enjoy their winter in Changwon, where various winter games will be organized under the theme of Riding, Playing and Sliding.

Ho Chi Minh City, Vietnam

2010 Dec. 26 to 2011 Jan. 2

Taste of the World Food Festival 2010

Venue : September 23 Park

The fifth annual 'Taste of the World Food Festival 2010' is organized to create a chance to exchange culture, promote international cooperation and build a culture-tourism event to honor Vietnam's and other country's culinary culture. The festival this year will introduce fine cuisines from 30 countries to a large number of citizens and foreigners. The food festival is the opportunity for visitors to get a deeper insight into the essential characters of culinary cultures of Vietnam as well as of other countries. Activities including street parade, international folk music performances, cooking challenge, bartenders' skills performance.

Incheon, Korea

Dec. 31

2010 Sunset Festival

A special sunset festival is to be held on Wangsan Beach in Eunwang-dong, Incheon. The beach is located just across the Incheon Bridge, which connects Incheon Songdo International City and Incheon International Airport. There will be many things to see, eat, and enjoy in '2010 Sunset Festival'. Let's enjoy the last moments of year while watching sunset. There will be diverse events like fireworks, sunset countdown, and seashore concert, and other supplementary events like tarot, horoscope, eating roasted sweet potatoes from Ganghwa. It will be a meaningful event where people can close the year 2010 and welcome the new year at Wangsan Beach.

Donghae, Korea

2010 Dec. 31 to 2011 Jan. 1

Donghae Sunrise Festival

In this festival, visitors can close the year and watch the first sun of new year coming up from the East Sea of Korea. It establishes the local tourism infrastructure by providing tourists with diverse attractions, amusements, gourmets, and opportunities to think about new wishes and visions while watching the sunrise. Donghae Sunrise Festival, held on Chooam Beach and Mangsang Beach along the deep blue East Sea of Korea, will consist of various cultural events. On Chooam Beach, there will be wish-making ceremony, raising the national flag, lighting the torch of New Year's wish, watching movie, candle-light festival, and firework show. On Mangsang Beach, there will be the crane dance performance, Janggju dance, Drum dance, and poetry-reading. It will be a festival in which visitor can enjoy culture and nature at the same time.

Jeju, Korea

2010 Dec. 31 to 2011 Jan. 1

Seongsan Sunrise Festival

Sunrise Festival, held on the first day of New Year, is a natural festival that aims to promote and shed new light on the natural value and picturesque scenery of Sungsan Ilchul Bong, the World Natural Heritage. It is a wishing festival that closes the old year and greets the new year, and also a cultural and tourist festival where tourists can enjoy and join in together under the theme of traditional culture and art tourism. There are many citizens and tourists participating in the Sunrise Ceremony in Seongsan. This festival, where you can make a New Year's Wish, will be the unforgettable highlight of Jeju trip with its magnificent sunrise.

Ulsan, Korea

Jan. 1

Ganjeolgot Sunrise Festival

Ulsan Ganjeolgot became widely known to have the first sunrise of New Year in Korea. It is one of the twelve beauties of Ulsan, boasting the harmonizing scenery of dense pine forests and oddly formed rocks. Also, there are scenic nature and diverse attractions located around Ulsan Ganjeolgot. Ganjeol was named so because the place looks like Gangjittdae (a long pole) viewed from the shore. Every year, Ganjeolgot Sunrise Festival, consists of folk events like Neolltwigi and kite-flying and performances by singers, prays for the happiness and success of citizens and tourists. There are many sunrise spots in Korea, but Ulsan Ganjeolgot, where you can greet the very first New Year's Sun in Korea, is a special sunrise viewing location.

Andong, Korea

Jan. 1 to 23

Andong Amsan Ice Festival.

Andong Amsan Ice Festival is a winter tourist attraction that utilizes ice of Miceon near Amsan amusement park, Andong, in which the scenic nature, history, and culture harmonize together. The festival, opened together with Jangbingje, a folk festival, and ice sports competition every January, attracts approximately 300 thousand tourists. It is contributing to promoting tourism industry during the off-season, increasing income of farming households, and activating the local economy. Main events are trout-fishing experience, trout-fishing with bare hands, ice sled, snow sled, ice sculpture, and ice soccer; exhibition events are the installation of ice wall and ice cave.

Osaka, Japan

Jan. 9 to 11

Toka Ebisu Festival

Osaka has been traditionally known as the merchant capital of Japan. Therefore, the significance of the Toka Ebisu Festival in Osaka resonates especially strong with the people of the city. Toka Ebisu Festival in Osaka nicknamed Hon-Ebisu (the central day of Ebisu) and Nokorifuku (Lingering Luck) means the Tenth Day Ebisu. During this annual festival many people through this annual Toka Ebisu Festival in Osaka to pray for prosperity to Ebisu. Ebisu is the patron of wealth and one of the 'Seven Gods of Good Fortune'. He is the patron saint of those in business and commerce. It is usually portrayed carrying a fishing rod and a large fish-a symbol of abundance. Those in business never fail to make an annual visit to the Ebisu Shrine during Toka Ebisu Festival in Osaka.

Georgetown, Malaysia

Jan. 16

Penang Annual Offroad Buggy Challenge 2011

Venue : Bayan Mutiara Offroad Track

In Georgetown you meet the dynamic racing! Remote control Buggy racing beats the odds of brave drivers who risk their life behind the wheels of real car racing. Come and see this real racing of 4 wheel drive, internal combustion engine and exciting skills of remote control drivers conquering 20 foot jumps, table top, hoops and amazing straight line speeds all on dirt tracks. This racing car is not plaything but exciting real car!

Ho Chi Minh City, Vietnam

Jan. 31 to Feb. 6

Spring Flowers Festival

Spring Flowers Festival is held at Tao Dan Park in Ho Chi Minh City. This festival is the biggest in the park so far with 8,000 objects from more than 800 Vietnamese and foreign artisans and flower clubs on display. Displays at the festival include flowers, bonsais, precious stone and wood sculptures many displayed for the first time in Vietnam. There is also a huge stage with singing and dancing performances. The festival is a major Tet cultural event for city dwellers, a festive day for flowers from different regions of the country. The Flower Festival is also a competition rendezvous for gardeners and ornamental-plant artisans from the city and other locales countrywide.

Kaohsiung, Chinese Taipei

Jan.

Lantern Festival

On the night of the festival, decorative lanterns depicting birds, beasts, historical figures, and any one of a number of different themes are carried by children or adorn temples. The Lantern Festival is further enriched by the customary lantern riddle parties that are held on this night. In addition to displaying and appreciating lanterns, Lantern Festival is also celebrated by eating Tang Yuan, an important custom symbolizing family unity and indispensable to the day's festivities. The varied festivities and customs practiced on Lantern Festival not only provide celebrants with rich entertainment, like the historical-theme lantern displays and riddles, but are also instructive by their expression of ancient wisdom. The variety of splendid lantern features different folk art techniques, impressing these arts deep in the hearts and minds of the people

Irkutsk, Russia

Jan.

Education of Irkutsk City

The city educational forum 'Education of Irkutsk city' which is traditionally held in the middle of January is a large-scale project, its receptivity to citizens' requests for education of quality. The forum is a whole complex of social and important activities. The forum traditionally demonstrates the achievements of the municipal educational system, introduces results of activities and innovate experience of educational institutions over the past year to the public, shows the perspectives of development of the city educational system, provides with an excellent opportunity to discuss an experience of the best institutions and teachers of the city with the purpose of supporting and promoting the activities of educational staff and creatively working teachers. Participants of the educational forum arrive not only from cities of Russia, but also from other countries – China, Sweden, Italy.

Bangkok, Thailand

Jan.

Bangkok Fringe Festival

There are many fringe festival in the world. But Bangkok's Fringe Festival is more fantastic and fun. The Festival is a performing arts festival organized and sponsored by Patravadi Theatre since 1999. It is a festival where Thai artists benefit from the exchange of experience, while visiting companies promote their various cultures to Thai audiences. In Bangkok Festival you can meet Thailand's hidden cultural aspect.

Jan 01



Ulsan, Korea



Andong, Korea



Georgetown, Malaysia



Ho Chi Minh, Vietnam



Kaohsiung, Chinese Taipei



Irkutsk, Russia

02 Feb

Ho Chi Minh City, Vietnam

Jan. 31 to Feb. 6

Nguyen Hue Flowers Street

Venue : Nguyen Hue and Le Loi Boulevard
 'A Garden Street' filled with well-shaped flowers, fruits and ornaments from all regions arranged in a magnificent and imposing manner in the heart of the city. This charm is a strong boon for local and international visitors in the time of Tet- Vietnamese New Year. If you visit Nguyen Hue street during festival you will be lost in the fragrance of beautiful flowers.



Ho Chi Minh, Vietnam

Georgetown, Malaysia

Feb. 17

Chap Goh Meh Celebration 2011

Venue : Esplanade
 Chap Goh Meh is celebrated on the 15th night of the Lunar New Year. The Penang State Government is organizing the celebration with several cultural performances including a Baba Nyonya performance. The festival is held at Esplanade. The Esplanade separates the Padang from the beach and stretches from the city hall at one end to a municipal outdoor market at the other.



Jeju, Korea

Jeju, Korea

Feb. 17 to 19

Jeju Jeongwol Daeboreum Fire Festival

Venue : Saebyeoloreum, Bongseongri, Aewoleup, Jejusi
 Jeju Jeongwol Daeboreum Fire Festival, has opened since 1997, modernly inherited and developed the ancient ranching culture of Jeju. With every Jeongwol Daeboreum as the starting point, the festival has used Saebyeoloreum as the location since 2000. The 15th festival will be opened in 2011. The land with the size of 730 thousands m^2 is being used as the festival site - with 380 thousands m^2 of Saebyeoloreum festival site and 350 thousands m^2 of square and parking lot. Visitors can make a New Year's Wish while watching the magnificent view of fire lighting up Oreum in the square. Jeju is the only place in Korea hosting Jeju Jeongwol Daeboreum Fire Festival, and the average of 300 thousands tourists visit the festival every year. In 2009, Jeju Jeongwol Daeboreum Fire Festival ranked No.7 among 20 hot festivals in Korea.



Namhae, Korea

Namhae, Korea

Feb

Sangju Welcoming the First Moon Festival

Sangju Welcoming the First Moon Festival, a festival filled with colorful and exciting music, is held in Namhae every year. When the full moon rises up in the sky, Pungeoje, a ceremony praying for the big catch throughout the year, is opened as a starting ceremony, followed by Sangju Maegu Group's Jishinbalgi. The festival starts at 10'o clock in the morning, and the happiness wishing festival that wishes the happiness at 6'o clock in the evening on the 15th of January by the lunar calendar. The festival lights up the night with diverse events like Samulnori, folk music performance, Neolltwigi, Pungmul Hanmadang. The highlight of First Moon Festival is Daljip burning - camp fire. Daljip burning is followed by fireworks and candle light parade. Sangju Welcoming The First Moon Festival, rarely held in other locations, is being continued in Jeju. The deep blue sea and silver sand on Sangju Beach add to the mood of festival.



Bangkok, Thailand



Nagasaki, Japan



Chengdu, China

Bangkok, Thailand

Feb.

Nakhon Pathom Food and Fruit Fair

Late February, with plenty of local Thai produce and cuisine available from the stalls gathered around the enormous Phra Pathom Chedi statue, in Nakhon Pathom, near to Bangkok itself. Nakhon Pathom has been the province where Buddhism began. Among some of the places of interest within the vicinity are the Buddha Monthon, a large park dedicated to the advancement of Buddhism, the Rose Garden, the Samphran Elephant Ground and Zoo that hosts amazing elephant and crocodile performances. Every year, there comes a time when every food lover's wildest fantasy becomes reality. Blessed with just the right combination of conditions for farming, agriculture and fisheries the abundance of produce is the pride of this province.

Nagasaki, Japan

Feb.

Nagasaki Lantern Festival

The city of Nagasaki celebrates a number of festivals throughout the year, many of which are focused on the family, as well as flowers and other symbols of Japan. The Nagasaki Lantern Festival is another firm favourite, where lanterns are placed outside houses and shops, illuminating the city. Lantern Festival marks the beginning of the Chinese New Year according to the lunar calendar. The date changes every year, but the festivities remain the same. Processions are led through the streets, with one of the most popular being the Kotei Parade, where locals dress in traditional Japanese costumes and march around areas of central Nagasaki. Festivities usually last for two weeks and also include dragon dances and firecrackers

Chengdu, China

Feb.

Chengdu Lantern Festival

China celebrates the first full moon of the year by stringing up rows of delicate orb-shaped lanterns. The Chengdu Lantern Festival in the Cultural Park boasts impressive light displays-including a dragon-shaped lantern with fireworks sparking from its mouth. Over a million visitors flock to the Chengdu Lantern Festival, held each year on the 15th day of the first lunar month. Under the glowing canopy of lanterns, visitors also enjoy performances of folk music and acrobatics. If you get hungry, there are always plenty of food stalls where you can fill up. Locals traditionally feast on Yuanxiao (small dumplings) during the Lantern Festival.

Hangzhou, China

Feb.

Hangzhou Spring Festival

Venue : Song Dynasty Town
 The whole year's work depends on a good start in spring. Hangzhou's locals mark the beginning of the new lunar year with the same traditions that are observed across the country. Gifts are exchanged between friends and family and festive activities take place in streets across the city. Firecrackers numbering in their thousands are let off by young and old alike and festive cuisine such as Jiaozi (rice dumplings) are prepared and enjoyed. During the Spring Festival in Song Town, tourists can enjoy being with 'Song Emperors', praying for blessings and worshipping the gods while wishing for the prosperous future. It is an interesting experience to learn about 1000-years-old Song culture.

Jakarta, Indonesia

Mar. 4 to 6

Jakarta International Java Jazz Festival

Venue : Jakarta International Expo(JIExpo)
 It is extra special as the festival took place in a brand new and larger venue, JIExpo Kemayoran. The year of 2011 were treated with incredible performances by: John Legend, The Manhattan Transfer, Toni Braxton, Jane Monheit, Breakestra, Christian McBride, Diane Warren, Due Voci(Kelly & Taylor) ect. It was truly an event which accomplished the mission of 'Jazzin' up Remarkable Indonesia'. This is not only intended to treat the public with a feast of international talents, but it is an opportunity for international artist to see the talent of Indonesia's jazz musicians, as well as jazz improvisations paired with Indonesian traditional music and also arouse collaborations on JIF's stages.

Georgetown, Malaysia

Mar. 5

Penang X-Jam 2011

Venue : Youth Park
 Be dazzled by young athletes as they ollie, shove-it(skill of skateboarding) and kick-flip 30 feet in the air when they go against one another at Penang's top skate park. If you are interested in extreme sports, you may want to check out the event going on at the Youth Park. In the park you can see the interesting exciting sports.

Surabaya, Indonesia

Mar. 24

Karapan Sapi(Bull Race)

Karapan Sapi or Bull Race is one of tourism attraction object which has been inherited heredity from generation to generation. The existence until today has become the Maduranese's pride. Bull Race is a race of some pairs of bulls that is ridden by a jockey. We can see in this tournament people who stir two cows on a stalk of wood. You will see how interesting this tournament is. Many competitors come to place where they can make danger effort to become the winner. This is an attractive culture tourism presentation object with its special characteristic traditional dance and attractive dancers dressed up in colorful costume which will cheer up the tournament. The bulls are also decorated beautifully with some ornaments by their owners. So this is the combination of the beauty of bull's costume, bravery and speed.

Guangzhou, China

Mar. 24 to 26

Guangzhou International Travel Fair 2011

Venue : Guangzhou Jinhua Exhibition Centre
 Initiated in 1993, Guangzhou International Travel Fair, the first international Travel Trade Fair in China, has been held successfully for 18 editions. It has grown into an important tourism event for promoting, branding and reaching business deals. Guangzhou International Travel Fair has been recognized as one of the most significant annual international travel fairs in the Asian-Pacific Region for its extensive influence up the tourism industry and related industries at home and abroad. Exhibitors include airlines, hotels, serviced apartments, rail operators, car rental, online booking companies, business travel agents, air charter, airports and many more. Emerging out as an imperial exposition, the fair is expected to welcome more than 1,00,000 visitors from all over the world.

Hadong, Korea

Mar.

Hadong Korosoe Festival

Hadong Korosoe water is considered to have the best quality in Korea. Korosoe tree, which lives high in the Jiri Mountains, is differentiated from others thanks to the rocky formation, humid and warm climate conditions of Hadong. Korosoe water, known as the mysterious mineral water with its sweet taste and effectiveness, is gathered from holes made on Korosoe tree around Gyeongchip (the day on which insects appear from their holes in the earth) in Hadong-gun. Korosoe festival, held around Hwagae market in the early March, makes an altar and performs ancestral rites to the god of Mountain, praying for the gathering of abundant Korosoe water in the Jiri Mountains. Korosoe Festival, which is held at the very beginning of spring, consists of various events like Korosoe water tasting, Korosoe water drinking competition, and singing competition.

Ho Chi Minh City, Vietnam

Mar.

My Hometown Festive Day

Venue : Van Thanh Tourist Park
 Attending 'My Hometown Festive Day' visitors will have a chance to indulge themselves in a festive atmosphere typical of Vietnamese traditions as well as to enjoy food specialties of the three regions and participate in fun folk games. Highlight of the event is the rural markets genuinely depicted with plain sales pitches from vendors' stalls.

Fukuoka, Japan

Mar.

Fukuoka Castle Cherry Blossom Festival

Fukuoka Castle Ruins(now also called Maizuru Park) attracts a volume of visitors every year around cherry blossom season. It is also of a great historic value, having been the center of the city function throughout the history. There are ruins of the ancient guest palace Kohrokan, the former feudal Lord's Fukuoka Castle, and also the recent Heiwadai Baseball Stadium. The Fukuoka Castle Cherry Blossom Festival started in 2010 to enhance the area's environment for citizens who gather to enjoy some 1000 of cherry trees blossoming for a short period of time. During the period, major scenic spots of the area are illuminated to highlight blossom along the moat, over the rock work of the castle and in stunning contrast with white wall of the National Important Cultural Asset 'Amomrou Turret'. We aim to enhance the attraction of valuable tourism resource Maizuru castle, which is in walking distance from the city's central area, especially during the period of cherry blossom viewing.

Tongyeong, Korea

Mar.

Tongyeong International Music Festival

Tongyeong International Music Festival was first held in 2000 by Tongyeong Cultural Foundation and International Yun Isang association to commemorate the composer Yun Isang. The festival is the representative music and art festival in Korea. Among various musical genres, Tongyeong International Music Festivals based on Western music, hosting various musical performances such as modern music, classical music, romantic music, symphonic music, chamber music, opera, and musical play. Tongyeong International Music Festival, though pursuing the diversity of music, mainly focuses on modern music. Visitors will be able to experience the vital world of music in the early spring.

Mar 03



Georgetown, Malaysia



Surabaya, Indonesia



Guangzhou, China



Hadong, Korea



Fukuoka, Japan

Penang State Minister For Youth & Sports, Women, Family and Community Development

Lydia Ong Kok Fooi



It is the capital of Penang, the island located north-east of Malaysia, and is also a complex city where diverse cultures exist together. As the city developed into the representative trade port in the late 18th century, there was the large inflow of settlers from China, India, and Indonesia. We met Ms. Lydia Ong Kok Fooi, Penang State Minister For Youth & Sports, Women, Family and Community Development of Georgetown, which is transforming into the international tourist city in an incomparable speed based on its unique culture.

Could you introduce us about Georgetown? What kinds of efforts are made to make it a tourism city?

Georgetown is capital city of Penang, a northern state in Malaysia. Georgetown was named after Britain's King George III, Georgetown is located on the north-east corner of Penang Island. The inner city of Georgetown is a UNESCO World Heritage Site. It was listed as a world Heritage Site on 7 July 2008.

Among the effort the Penang State Government include the close cooperation with private tourism players to jointly promote the city of Georgetown and the state of Penang which encompasses the food, culture, heritage and eco-tourism products as a whole at local both level and international levels. We also work closely with sports organizations and NGOs to promote mass sports and international sports events in Penang.

The number of tourists to Georgetown has annually increased. What is the main purpose of travelers visiting your city?

There are plenty to see, touch, taste and experience in Penang. One of the main reasons for Penang to have so many travelers is partly because there are a lot of interesting places to visit in Penang located around Georgetown



and Seberang Perai and furthermore, Penang itself is known as the Food Haven not just in Malaysia but also in the Asian region due to our rich multi-cultural heritage and history. Because of our rich heritage and multi-cultural society, we are never short of festivals and celebrations all year round. For the sports enthusiasts, we have a calendar full of participative sports events which caters for the community all year round.

The number of tourists visiting Penang was at 5.18 million in year 2007 and it leaped to 6.30 million tourists in 2008 after Georgetown became a UNESCO Heritage Site. That leap had improved Penang state's standing from fourth place to third placing among 13 other countries in Malaysia. Last year (2009), the figure dropped a little to 5.96 million tourists visiting Penang but despite the slight drop Penang state maintained its position ranking third in numbers of tourists in Malaysia.

What is the biggest attraction of Georgetown as a tourist destination?

With Georgetown listed as a UNESCO World Heritage Site, the inner city of Georgetown which is the UNESCO World Heritage Site itself has attracted more visitors especially those who come to appreciate the heritage buildings and living heritage and well preserved culture that have withstood the test of time and modernization. Other attractions include the wide array of food ranging from street food to traditional cuisines that has given Penang the title the "Food Haven" of Malaysia.

Georgetown is famous for Peranakan Cuisine. What is Peranakan and Peranakan culture?

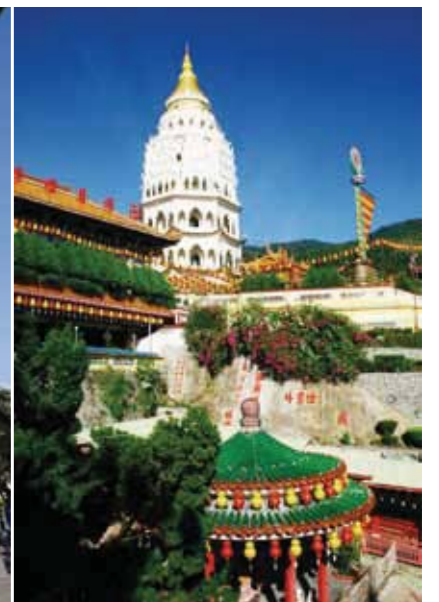
Peranakan culture, though largely originated from Malacca which is another state in Malaysia, is also found in Penang and Singapore where Chinese male traders married local women, some of whom were of Burmese, Thai, Vietnamese and Acheh origins. They embraced the local customs, while still retaining some degree of their ancestral culture.

The Peranakan loves spicy dishes and condiments and there is one particular dish, very popular in Penang, which has its origin from the Peranakan Culture. This particular dish is called laksa. This dish is prepared with thick round rice noodles in a spicy and sour tamarind-based fish soup. The dish is garnished with mint, cucumber, onions, shredded lettuce and pineapple.

Laksa is one of the many varieties of Penang cuisine that has made Penang a food haven. It is the result of a multicultural society of Penang. Most of these cuisines are sold at roadside stalls and are known as "hawker food" or street food. Penang food encompasses Chinese, Malay, Indian and Nyonya (Peranakan) food. Famous Penang food include the fried koay teow, hokkien mee, ice kacang, chendul, popiah, nasi kandar, mee goreng and much more.

From the viewpoint of a Georgetown citizen, what are the tourists spots in Georgetown that you would like to recommend to our readers?

I would definitely recommend the readers to visit the inner city of Georgetown - a UNESCO World Heritage Site. However, there are plenty of places of interest to visit both on the island and on the mainland as Penang comprises an island where Georgetown is and a mainland which is connected to the island by the Penang Bridge, an icon of Penang.



Other means of traveling to and from the island to the mainland and back is via the ferry service. The Penang ferry is also another icon of Penang not to be missed! On the island, there are many places outside of Georgetown city itself that are interesting to visit such as the Penang Hill, Batu Ferringhi Beach, Kek Lok Si Temple, the Penang National Park, the Penang War Museum, the Penang Botanical Gardens, the Penang Youth Park and many more places.

On the mainland, there are interesting places to visit such as the Bukit Mertajam Recreational Forest, Bukit Panchor State Park, the Penang Bird Park and more. Firefly watching along Sungai Krian at Nibong Tebal is also an experience that travelers should not miss when visiting the mainland.

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

Aside from aggressively promoting the food, culture, living heritage, multicultural

diversity, sports tourism, medical tourism and eco-tourism, the Penang State Government is working at building a centralized international convention center to cater for more MICE (meeting, incentives, conventions and events) programs. Recently, Georgetown along with Melaka and Kota Kinabalu have recently had a trilateral round table discussion with tourism board representatives from Thailand and Yogyakarta on joint tourism promotions via a series of events namely Battle of The Chefs Among Asian Cities and an Intercity Golf Tournament next year. The aim of the discussion was to compliment each other and create a working relationship beneficial for tourism industry of the cities involved.

As Penang is also an ideal venue for sports events of international standards and with Georgetown's geographical landscape, we are eager to promote bikecation, a term I have coined out for vacationing and cycling, around Georgetown - in line with the State Government's effort for a Cleaner and Greener Penang.

In what field do you think TPO should make more efforts so as to develop the organization into a leading tourism organization in the Asia Pacific region?

TPO could look into organizing more joint tourism promotion efforts via fairs with a specific theme annually. The venues of these joint promotions could be held at different TPO member cities each year and it could involve the local

tourism industry players of the host city.

What kind of vision do you have for Georgetown as tourism city?

Seeing the potential and well preserved treasures of Georgetown, and the developed city infrastructure and competitive cost of living, the Penang State Government envision Penang to be an international city whilst retaining its identity and heritage not just for tourists to visit but also a place where its people will prosper!

How can you describe Georgetown in a word?

Home. Reason for this is that when our tourists visit Penang, we want them to "Come home to Penang", to be greeted by friendly Penangites, to be enveloped by the warmth and hospitality we offer because home is where the heart is.

All About Shanghai

This is Shanghai!

Shanghai, the third largest financial center after New York and London, established itself as an international city icon with the successful host of the 2010 Shanghai Expo which had lasted for 184 days since last May. Shanghai is a representative city of China in various areas including culture, commercial, finance and communications; by contrast it cherishes traditional cultures having traces of time intact. From an exclusive industrial zone where high-rise buildings are packed including the Oriental Pearl TV Tower, a landmark of Shanghai to Lao Cai where you can take a look at old streets of Shanghai including Pudong, let's set out on a trip to the charm of Shanghai where past, present and future exist horizontally. This is Shanghai!

Editor Jin-joo Shin Words Ji-ah Sim Photo Seul Lee
Cooperation Planet China Tour www.planetchinatour.com



Photo Gallery



01



02



07



03



05



08



04



06



09



10

- 01 Since the region was designated as a special economic zone in 1999, Pudong has been transformed into a financial hub with skyscrapers.
- 02 Zhujiajiao, The oldest riverside village in Shanghai, is an exotic village about one-hour away from the downtown
- 03 Yuyuan Garden was built during the Ming Dynasty, 400 years ago. The detailed and delicate sculptures on the tiles and walls are very impressive.
- 04 You can often see beautiful paintings on the walls on the Tianzi Fang of Taikang Road known as Soho of Shanghai.
- 05 Antique and nostalgic narrow street in the back of modern skyscrapers
- 06 The unique door handles with fascinating Chinese patterns make Shanghai more attractive.
- 07 Adorable children with a big smile on their faces
- 08 Nanjing Road is the center of Shanghai. This huge road is divided into East Nanjing Road and West Nanjing Road.
- 09 A variety of exotic souvenirs are available in Shanghai Old Street.
- 10 Chinese policemen you can bump into on the street are strange but interesting.

My First Shanghai

Facing with old low tin-roof shacks on the water in the 1940s like you have seen in the movie <Lust, Caution, 2007> by a Chinese movie director, Lee Ang, suddenly you are overwhelmed by high-rise buildings which cover the sky. Strength of Shanghai advancing forward while radiating dizzy, splendid colors. Let's get into the world of mysterious Shanghai where past and present co-exist.

The Best Garden By a Son's Filial Love

Yuyuan Garden 豫園

Yuyuan, made 400 years ago during the Ming Dynasty, shows the essence of gardens in Jiangnan, China, which are famous for their beauty. All over the garden hide efforts of 18 years from 1559 to 1577. There is a very crowded and big shopping district called Yuyuan Market at the entrance, but you can enjoy quiet walk for its big size once you get in the garden. You can see the Exquisite Jade Rock (玉玲龍), a rock with holes all over its surface when you go to Yuhua Hall (玉華堂), once Pan Yunduan's library. It is interesting to see water getting out of each hole while smoke is spewed from its bottom when water is poured on the rock.

Address No.137 Anren Street, Huangpu District Shanghai 200010 **Tel** 021-63260830 **Opening Time** 08:30~17:15 **Admission Fee** CNY30 (Adult) **Directions** 20-minute walk from the East Nanjing Road (南京东路) station, subway line No. 2 and 10-minute walk from The Bund



Finding a Treasure In Shanghai

Dongtai Lu Antique Market 东台路古玩市场

It feels like you can find an object with a special story when you go to the 5000-old antique market. Dongtai Lu Antique Market is close to Xintiandi (新天地) and Korea's provisional government so that you can drop by the market when you have a plan to visit the two places. Many small shops filled with small and big antique items are lined up on a cross road. You must bargain when you shop here! Merchants call a high price after punching numbers with their calculators, but it's worth trying bargaining with smile.

Address Off Xizang Lu, Huangpu, Shanghai, 200021 **Directions** 10-minute walk from Xintiandi(新天地)



The Street of Cultural Masters

Duolun Road Cultural Street 多伦路文化名人街

The street is called 'the street of cultural masters' mostly for many leftist writers including Lu Xun in the past. Statues of cultural masters are all over the 550-meter long street and a Shanghai's traditional house, lilong(里弄) are lined up from its entrance to the end, so that you can really get a feel for humanity. Another charm of the street is many small-scale museums of personal collection including an ancient ceramics museum, a chopsticks museum, an old money museum. You can see Shanghai's past by visiting museums.

Address East Baoxing Road **Directions** 5-minute walk from the East Baoxing Road (东宝兴路) station, subway line No. 3



Smart Way to Buy Tea in Shanghai

Tianshan Tea China Market 天山茶城

Tianshan Tea & China Market, one of the biggest tea markets in Shanghai, is more like a shopping mall rather than a market, trading various types of tea and tea-drinking tools. All the shops in the market have tea-drinking set for tea-tasting, so it could happen you can't pass by the shop without tasting tea. The tea fragrance is irresistible. Each shop has tea samples written in Chinese, so it is a smart way to visit there with some knowledge of tea names.

Address 518 Zhongshan Road Changning District Shanghai **Tel** 021-6259-9999 **Website** www.dabutong.com



Finding Excitement of Chinese Lu Xun Park 鲁迅公园

Lu Xun Park is an historic place in Shanghai where Korean Patriot Yun Bong-gil threw a bomb disguised with a lunchbox to assassinate Japanese major figures on the Japanese emperor's birthday in 1932. The park was named after the author of a novel <a Qzheng Chuan> and writer of a great literature as he liked to take a walk around the park. The park has Lu Xun Memorial Hall and Meiting (梅亭) which records a feat of the Korean Patriot Yun Bong-gil.

Address Dong Jiangwan Lu 146, Shanghai **Directions** Walk from the Hong Kou Football Stadium (虹口足球场) station subway line No. 3 passing by the stadium

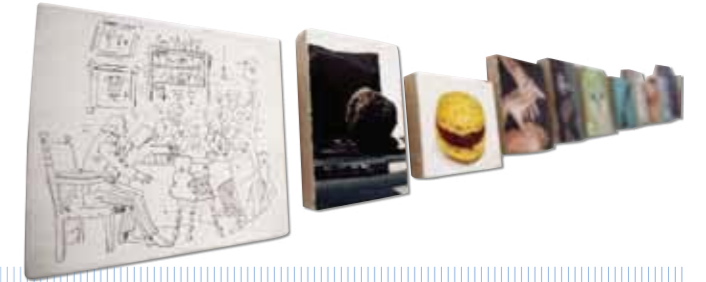


All About Shanghai Art

Museum of Contemporary Art Shanghai MoCA

You can find a large glass construction while passing through the People's Park (人民公園) of Chinese atmosphere. The construction without even a single signboard is Museum of Contemporary Art Shanghai, whose new exhibitions and innovative planning have always made art-lovers excited. The Museum is a non-profit one established with a private capital of Taiwanese businessman, Samuel Kung and opened in September, 2005. Admission is worth a price of a cup of tea. Visiting MoCA would be a meaningful opportunity for people who are thirsty for contemporary art to enjoy art and get some food for mind.

Address People's Park, 231 Nanjing West Road, Shanghai, 200003 **Tel** 021-63279900 **Opening Time** Mon to Sun 10:00~18:00(Open till 10 on every Wednesday **Admission Fee** CNY20(Adult), CNY10(Student) **Website** www.mocashanghai.org



Old Shanghai and New Shanghai

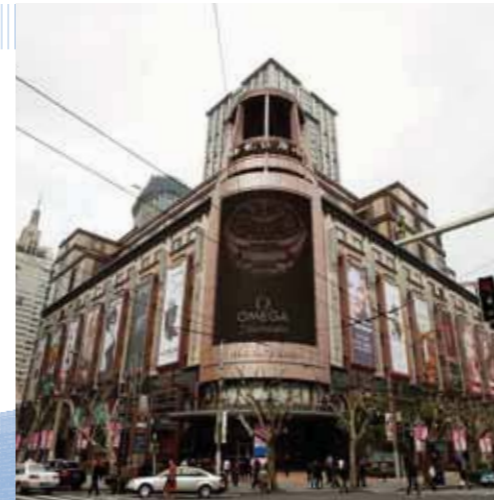
Xintiandi 新天地



You can have a chance to look at Shikumen (石庫門) style architecture Shanghai's unique traditional construction style when you come to Xintiandi. Shikumen, meaning a gate made of stone, is a 19th century construction style in

Shanghai, combining China's traditional wooden house and European stone construction style of elegant patterns harmoniously and beautifully. During day, you can clearly see Shikumen style buildings and outdoor restaurants and cafes of global brands such as Starbucks and Paul's Bakery, looking like a street in a European city. At night, Shikumen style buildings light the streets with strong lightings, taking off the elegance of the day to become splendid and flashy area.

Website www.xintiandi.com **Directions** 5-minute walk from the exit No. 2 of the Huangpinan Lu(黄陂南路) station, subway line No. 1



Romantic Places in Shanghai

Riverside Promenade (Bingjiang Da Dao) 滨江大道



While Bund is the place to have the most beautiful view of the Pudong area with the Oriental Pearl TV Tower at the center, Bingjiang Da Dao is the best place

to overview the Puxi (浦西) area across. Bingjiang Da Dao, a walking trail along the Huangpu River which crosses Shanghai is a loved not only by tourists but also by Shanghai citizens as a resting place and a date course. Let's take a walk along Bingjiang Da Dao and a look at the lighting Bund at a café when the sun sets. It can even be compared with Paris, a romantic city, except that there is an Oriental Pearl TV Tower instead of Eiffel Tower.

Address Bingjiang Dadao Shanghai **Directions** 10-minute walk from the exit No. 1 of the Lujiazui(陆家嘴) station, subway line No. 2.

Draw a Stroke on Shanghai City

West Nanjing Road & East Nanjing Road 南京西路&南京东路

Passing a temple located at the center of the city, Jing'an Temple and walking straight along the road, you can find a crowded area where large department stores such as Plaza66 and Citic Square. line up. Among them, around the finest shopping mall, Plaza66 are located by road shops for high-end brands. While Nanjing West Road is full of high-end department stores and boutiques, Nanjing East Road has shopping streets like Myung-dong in Korea. As a famous shopping district in China, these places are always crowded with Shanghai citizens and tourists.

Directions Get off at the Jing'an Temple station or Nanjing West Road station to go to Nanjing West Road and get off at the Nanjing East Road station to go to Nanjing East Road.

Shanghai Gourmet Journey

Shanghai cuisine is one of the representative Chinese foods along with Beijing, Guangdong and Sichuan cuisines. Shanghai is near to sea so it has good seafood cuisines and its vast plain could be the reason for its good rice cuisines. Nanjing Road and Old Downtown of Shanghai is the best place to enjoy Shanghai cuisine from local street food to exquisite international dinner.



Hot Shanghai Restaurants in Xintiandi T8

Selected as the best interior by one of the U.S.'s renowned gourmet guide book, Zagat, T8 boasts perfect interior matching its reputation. Its interior was designed by two designers of different nationalities and styles. At one side of the restaurant is located in couches and low tables and on the other side is located in Japanese style bar over a glass cabinet partition at the center. It serves fusion food of European style, Asian ingredient, flavor and Sichuan style hot flavored food with mutton pie as a specialty.

Address No.8 Xintiandi North Part Lane 181 Tai Cang Road Shanghai 200021 **Tel** 021-6355-8999 **Website** www.t8shanghai.com

Encounter of Glass Craft and Restaurant TMSK 透明思考

7 people including a famous glass artist who was Taiwanese actress and a film director opened a glass craft work room of Chinese contemporary art around 20 years ago; their artworks gave a birth to the restaurant TMSK. The atmosphere created by lightings penetrating glass is great, while it has a Chinese traditional vibe in it, which makes the restaurant much more beautiful. It serves fusion food and the second floor is opened only for dinner.

Address Unit 2, 11 Beili, Xintiandi, Shanghai **Tel** 021-6326-2227 **Website** www.tmsk.com **Directions** 8-minute walk from the exit No. 2 and 3 of the South Huangpi Road station, subway line No. 1



Casual Italian Table by Salvatore Cuomo Issimo

Issimo was selected as the 'best Italian restaurant' by Timeout and Modern Weekly Magazine. The overall playful, sexy, comfortable and classy interior was designed by Pure Creative International which designed flagship stores of Dior and Fendi. The 12m-long olive tree counter divides the space into kitchen and dining space. Guests at the table in the main hall can see the open kitchen.

Address 931 West Nanjing Road Shanghai 200041 **Tel** 021-3302-4997 **Website** www.jiashanghai.com

Aromatic Afternoon with Tea Lapis Lazuli

Once French concession, Hengshanlu (衡山路) is called a little Europe in Shanghai. At the center is Lapis Lazuli, a cozy and peaceful café which reminds of relaxing Sunday brunch. Warm brown antique floor, table and chairs create an overall atmosphere. Gently lit candles, Chinese style lanterns, glass wall engraved with Chinese characters and water color paintings make classic Chinese vibe. What makes the place famous the most is afternoon tea; tea of good aroma and sweet cake and sandwich excite the senses.



Address 9 Dongping Lu, Shanghai **Tel** 021-6473-1021 **Website** www.lapiscasa.com

Shanghai's Curry is Special Nepali Kitchen 尼泊尔厨房

The Nepali food restaurant, Nepali Kitchen's owner and staff members are all from Nepal. The manager said that Indian food is nothing like Nepali food. He said Nepal foods are generally mild, that does not mean they are not hot but that means spices are not stimulating. The manager's recommendation was Palpali Kukhura, a grilled chicken with spices and grilled potatoes, Kukhura Ko Manu, a Nepal style chicken curry and Cheese Ball.

Address No.4, Lane 819 Julu Lu, Shanghai **Tel** 021-5404-6281

Seduction of Hot Pizza Amici 阿米奇

Old Regent Hotel, currently Longemont Shanghai, the finest hotel in Shanghai has an Italian restaurant, named Amici. Amici means 'friendship' in Italian. Unlike other hotel restaurants, Amici is classy and warm at the same time. Businessmen who prefer comfortable atmosphere and family members are their regular customers. Its kitchen is equipped with a stove using wood fire, so guests can taste pizza baked in stove.

Address No.1116 Yan'an West Road, Changning District, Shanghai 200052 **Tel** 021-6115-9624 **Website** www.thelongemonthotels.com

Fantastic Egg Tart Lillian Cake House

Walking along Nanjing West Road, you can find a line of people even outside a small shop. You can easily see such a scene at every Lillian Cake House. After being baked egg tart smelling of butter is made up soft and sweet egg cream and a brown layer of caramel. It's only 3.8 Yuan for one egg tart quite cheap, but its taste never disappoints you.

Address 988 Nanjing West Road, Jing'an District, Shanghai **Tel** 021-6218-9680

Addicted to Shanghai Fried Dumpling Yang's Fried Dumpling 小杨生煎



Yang's Fried Dumpling is a representative street food in Shanghai. In a small shop, there are only three types of people who eat, line up and make dumplings. Chinese dumpling contains a small amount of juice inside; therefore don't bite it when it's hot to avoid burning. Firstly put a dumpling on a spoon and make a hole in it and suck the juice from it. When the dumpling cools off a little, then you can eat the dumpling with a soy sauce with red pepper oil.

Address 54-60 Wujiang Lu, Shanghai **Directions** 5-minute walk from the Nanjing Xi Lu station, subway line No. 2

Spicy Hunan Food Restaurant Di Shui Dong 滴水洞 (茂名南路店)

Shanghai people don't like spicy food. Therefore, you sometimes miss spicy food while having Shanghai foods for meal while traveling. A Hunan food restaurant, Di Shui Dong is the great choice, then. Recommended menu is Fish head dish with red pepper and green pepper, spicy and salty and its soup is delicious.

Address 2/F, 56 Maoming Nan Lu, Shanghai **Tel** 021-6253-2689



Classic



Space for Privileged Few Club Jin Mao 金茂俱乐部

Club Jin Mao is a high-end dining space for real Shanghai cuisine. When it was opened, it was a private dining space for the club of privileged few. But as it gets popular, it became a public restaurant for everyone. The façade is made of full glass from floor to ceiling, so guests can enjoy beautiful scenery and meal altogether.

Address 86F Jin Mao Tower 88 Shiji Da Dao, Shanghai **Tel** 021-50471234-8778 **Website** http://shanghai.grand.hyatt.com



Classy Shanghai, Three on the Bund

Three on the Bund is the most outstanding existence along the riverside of the Bund where many beautiful and luxury Shikumen buildings are lined up. Three is a house number and the Bund is literally the Bund. In the beautiful neo-classical 7-story building houses Armani Flagship Store, The Evian Spa by Three, The Shanghai Gallery of Art, and four high-end restaurants, Laris, Whampoa Club, Jean Georges and New Heights.

Address 3 Zhong Shan Dong Yi Road, Shanghai **Tel** 021-6323-3355 **Website** www.threeonthebund.com



01 Trendy Taste of Michelin Restaurant Jean Georges

Jean Georges' restaurant opens at the high-end boutique building, Three on the Bund, which received three stars by Michelin Guide and four stars by New York Times. Its wide main hall has colors of a deep ruby, by contrast, classy dishes with its logos on it are placed on the white tables.

Address 3 Zhong Shan Dong Yi Road, Shanghai **Tel** 021-6321-7733



02 Trendy The Best Extravagance for Eyes And Mouth Whampoa Club

Jereme Leung, the youngest master chef in Asia, is famous for new try of his own on traditional Shanghai foods. The club is equipped with 50 types of premium quality tea matching perfectly with his foods.

Address 3 Zhong Shan Dong Yi Road, Shanghai **Tel** 021-6321-3737



03 Trendy Shining Sense of Star Chef Laris

David Laris is a pioneer of chef business with his great management skills which are as good as his cooking skills. Laris provides foods from Australia, his hometown, and Greece and they contain his various experiences through passion.

Address 3 Zhong Shan Dong Yi Road, Shanghai **Tel** 021-6321-9922



04 Bar For Wonderful Proposal New Heights

Cupola at the center divides terrace in a shape of 'U'. One side has buildings with splendid lightings during the French Concession and beautiful curve of Huangpu river and the other side has a dizzy skyline created by landmark buildings of the Fudong area.

Address 3 Zhong Shan Dong Yi Road, Shanghai **Tel** 021-6321-0909



Pump Your Creativity

There are many reasons why people pay attention to Chinese contemporary arts, above of all, government's strategic support and commitment of artists themselves. They are absorbed in work day and night at the art district like native Indians who cultivate wilderness to survive. Therefore, their artworks are various, new and tireless. It's very interesting to see that artists of various nationalities gather and create synergy effect by sharing artistic inspirations. When we look at their passion, it seems like our hearts are also inspired by their artistic sensitivity.



Shanghai Arts Inhibiting at Moganshan Road M50

In 1990, Moganshan Road(山莫干山路) 50 and Dusty textile factory has reinvented itself as the Shanghai Art Zone in 2002. 'M50' is a shorter form of Moganshan Road 50 and 130 artists from 16 countries including Korea and 10 Chinese provinces and organizations gather to create a huge gallery district. You can meet many overseas artists including Korean artists, and above all, you can feel artistic spirit of Chinese new artists. A huge concrete building which is a starting point of the zone is read M50 and shows a sense of coldness and indifference like a textile factory storage. Most galleries are also workrooms at the same time, so visitors can have a chance to look at art works and working processes of the artists.

Address 1F, bldg.#6, 50 Moganshan Rd, Shanghai **Directions** Take 5 minutes by taxi from Shanghai Train station (上海火车站)



Address 570 Huaihai Xi Lu, Shanghai **Tel** 021-6281-7382
Website www.redtown570.com

Go to Red Town When You are Blue

Red Town 红坊

There are three art districts which made Shanghai's image trendy, they are Red Town, Moganshan Road 50 and Tianzifang (路子坊) located at the Taikang Rd (太康路). Red Town is kind of a new face among them. Red logo which transformed Chinese character artistically indicates the entrance and galleries are lined up inside while showing their own uniqueness. Red Town has a similar beginning story with M50. Desolate factory area was given to artists for their work areas. However, the atmosphere here is hugely different from M50. M50 is more like working area for artists but here artists show their work after their working process is done. Red Town has not only galleries and working rooms but also art-related businesses, design item and furniture companies. In Red Town, there are many art shops selling pretty items, book stores specialized in design books or book café, so it is good for spending some time there.



Long Tang has Every Right to Change

Taikang Rd Tianzifang 泰康路 田子坊

Is it too obvious introduction that Shanghai has Taikang Rd as New York has SoHo? In the 1930s, this area was a desolate long tang factory area. Since China's famous contemporary artist and entrepreneur, Chen Yifei (陈逸飞), opened his artiers in 1999, artists started to gather in the district, which create an artistic zone at long-tang (弄堂), Shanghai downtown. 'Long-tang' means a traditional house village in an alley form in the Jiangnan Region, China. Long-tang where Shikumen houses are gathered itself is a rare and precious thing to see. Yet, it's all the more charming it has galleries in it.



Then what is Tianzifang (田子坊)? When we call Taikang Rd a big artistic zone, Tianzifang is the core of the Road, full of things to see as a main street of the Road. Taikang Road started from a pure artistic enthusiasm, but now it became an emerging hot spot among youth as it gave its way to M50 and Red Town for its original purpose. Tianzifang is full of small shops, galleries, small restaurants of various countries' foods and cafes which giving off aromatic coffee smell.

Website www.tianzifang.cn **Directions** Take a taxi after getting off at the South Shaanxi Road station

Coffee Aroma Found in Tianzifang Café Dan

You can find a very oddly looking shop made of logs at the corner of the Tianzifang alley. Looking inside, coffee beans in a bag and roasting machine in a small space made my eyes open. The owner and barista of the café is Japanese and his name is Taka Niioya. He can speak Chinese and English a little. He has a doctorate in physics but he started to learn coffee to reduce stress from excessive work load and finally find his occupation here. The most recommended menu at the café is Original Blended Coffee'. Coffee made from freshly roasted beans smells like a flower and tastes soft and sweet. Another proud of the café is its home-made tiramisu cake. One bite spreads gentle coffee aroma in mouth and soft cake and unique flavor of Mascarpone cheese melts on the tongue.



Address Backstreet 41-248 Taikang-lu Shanghai **Tel** 021-6466-1042
Opening Time 10:00-23:59 **Website** www.idancoffee.com



[Outside HOT SPOT]



Going to the Ming and Qing Dynasties! Zhujiajiao Ancient Town 朱家角

There are several places which are called water town (水乡) near Shanghai. They are Zhou Zhuang Town (周庄), Xi Tang (西塘), Zhujiajiao. Among them, Zhujiajiao of 1700-year long history is one hour away from Shanghai by bus, so you can visit there easily. Constructions of the Ming and Qing Dynasties remain intact but streets have been newly organized to develop this area as a tourist destination. It is good for tourists to take their time as there are a lot of shops, restaurants and cafes. The development does not take a sense of humanity from this area. But the area became neater and has more things to see.

There are three ways to take a look around Zhujiajiao. Walking along the roads could be one (it does not cost you any money), taking a look around by small boat along a narrow waterway by choosing a course and lastly, you can stay one night to experience day and night of Zhujiajiao. Personally, I recommend the last one. Firstly, you can think that the roads are not long, but soon you realize that there is not much time as you take a look at each shop on the streets.

Address Zhujiajiao Town Qingpu District Shanghai **Webstie** www.zhujiajiao.com **Directions** Get off at the Shanghai Stadium (上海体育场) station and take a tourist bus to Zhujiajiao Ancient Town

Meet Pork Hocks at Zhujiajiao

Getting out of the riverside road and going into the alley, a familiar smell spread all over the alley stimulates your nose. That's pork hocks wrapped with a tree leaf. Similar to Korean pork hocks, it has a handle for people easily to grip. Stimulating and convenient! Next to it is a smaller one, which is boiled pork wrapped with a little tree leaf.



the sun gets in.

Address Zhu Jia Jiao, Shanghai, Lane 103 West Wells Street, No. 4 **Tel** 021-5924-0487
Room Rate General Room CNY250--, Dormitory CNY60-- **Website** www.douban.com/host/umahostel

Boutique Hostel UmaHostel 窝青年旅舍

At the entrance of Zhujiajiao, the road is divided into two directions with a waterway at the center. When you take the right direction and walk along the road, you can find a yellow signboard, said Uma Hostel. A hostel at such a place! Surprising, but the place is the first hostel opened in Zhujiajiao. The hostel utilized traditional houses of Zhujiajiao, so that they are small but delicate, simple but unique and tidy but cozy. The hostel has three double rooms at different locations and with different atmospheres, a twin room with a swing chair and a dormitory which can accommodate 8 guests. Each room is filled with antique and sensible items. Each room has its own character such as a room with a glass roof, a room with a small garden and a room with a shower booth where



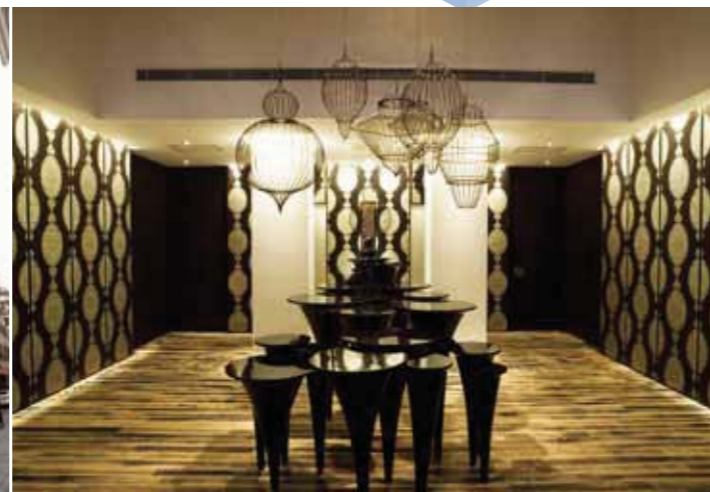
Stay Cool in Shanghai!

Where do I stay? Planning to go on a trip to China always starts with worrying. When we think of China, we think of poor service and insanitary environment, but those prejudices against China should go away as soon as we arrive at China. Shanghai boasts diverse and unique accommodations beyond our imagination. What we have to do is to find the right one for our budget. There is no regret or disappointment.

Proud of Design Boutique Hotel

Jia Shanghai 上海Jia酒店

When Jia Hong Kong designed by Philippe Starck first opened, it was on the spotlight, receiving good appreciation for both design and functionality. Following the reputation of Jia Hong Kong, Jia Shanghai opened its chic gate at the center of Shanghai, Nanjing West Road, August, 2007. Jia Shanghai calls itself not design hotel but design-led hotel and was designed by three groups of designers unlike Jia Hong Kong. Rooms and the entire hotel were co-designed by Buro and HP&G, Australia-based architect firms, which have received several awards in hotel construction and design and the lobby was designed by Andre Fu, emerging Hong Kong designer. Jia Shanghai has a romantic exterior, based on old Shikumen style of the 1920s. Therefore, classic exterior creates a contrast with a highly modern interior. Jia Shanghai has 55 chic guestrooms and a suite and each room has unique and beautiful design



and is highly functional. Jia Hotel shuts out the critics who claim that 'design hotels are not functional, they are just pretty', 'small boutique hotel can't be compared with five-star hotels in terms of service'.

Address 931 West Nanjing Road Shanghai 200041 **Tel** 021-6217-9000 **Website** www.jiahotel.com **Directions** 3 minute walk from Nanjing West Road (南京西路) station, subway line No. 2

Proud of Chinese Hotel Brand

The Longemont Hotel 上海龙之梦丽晶大酒店

The Longemont Hotel, Longemong in Chinese, is the high-end hotel among Chinese hotel brands in Shanghai. After changing its name from Regent Hotel to Longemont Hotel 4 years ago, it established itself as the best hotel in Shanghai. Architect and design of the hotel are world-class and so are interiors of all 511 rooms. From each room, guests can enjoy wide view and beautiful skyline of Shanghai as it is located at the Puxi area across the river and The Bund.

Address No.1116 Yan'an West Road, Changning District, Shanghai 200052 **Tel** 021-6115-9988 **Website** www.thelongemont.com



Experience Old Shanghai House

Koala Garden House 上海考拉花园旅社

You can find Koala Garden House, a renovated old Shanghai traditional building, walking along the Duolun Road cultural Street. It is more like a youth hostel rather than hotel. You can find charmingly decorated space, which wows visitors when you go into the hotel. Even if it is renovated, its high ceiling and European style staircases are unique and beautiful. When you go up the stairs, you can find rooms with different atmospheres and different flower names such as rose, lily and lavender.

Address 240 DuoLun Road Hongkou District, Shanghai **Room Rate** 45-580 Yuan **Tel** 021-5671-1038 **Website** www.koala-house.com/shanghai01



Hotel Become Landmark

Le Royal Meridien 上海世茂皇家艾美酒店

Le Royal Meridien, located at 789, Nanjing Road, boasts its beautiful exterior, as one of the landmarks of Shanghai. Guests can enjoy beautiful scenery outside through full glass in all 761 luxury rooms. It has a good accessibility to tourist attractions as it is located between pedestrian roads of Nanjing Road East and Renmin Square. It takes only ten minutes to get to the Bund area and the hotel was put on the gold list of the Condé Nast Traveler in 2009.

Address 789 Nanjing Road East, Shanghai 200001 **Tel** 021-3318-9999 **Website** www.starwoodhotels.com/lemeridien



The Best Hotel in Shanghai

Grand Hyatt Shanghai 上海金茂君悦大酒店

Jinmaodasa, a 88-story building, became a landmark not only of Shanghai but also of China for its height and splendor. Grand Hyatt Shanghai takes from 53rd floor to 87th. Rooms are showing a combination of modern contemporary art and Chinese style, invigorating China's unique vitality in its otherwise boring interior. Looking up from the Patio Lounge, rooms are creating a whirlpool of 33-story height, designed by Bilkey Llinas, the architect of Florida Palm Beach.

Address Jin Mao Tower, 88 Century Avenue, Pudong, Shanghai 200121 **Tel** 021-5049-1234 **Website** http://shanghai.grand.hyatt.com

Boutique Hotel, More Comfortable than My House

Lapis Casa 上海

Lapis Casa is a boutique hotel, located at the tip of the Xintiandi area, which emerges as a hot spot among trendsetters in Shanghai and foreigners these days. As you can feel from its name, Lapis Casa has a different concept from other hotels with cozy atmosphere you can feel from the lobby and a reception desk like a living room at a warm house and casual suited staff members. The hotel has 18 rooms, each room has different atmosphere with different antique furniture.

Address Taicang Road, Luwan District No. 68 **Tel** 021-5382-1600 **Website** www.lapiscasahotel.com



Space with Oxygen in City

URBN Hotel 上海雅悦酒店

Urbn Hotel, located at Nanjing West Road, the most crowded area in Shanghai, is the China's first eco-friendly hotel which practices carbon-neutrality. Carbon-neutrality means that they emit zero amount of carbon. You can find eco-friendly ideas everywhere in the hotel. Bamboos are used to cover sunshine to reduce cooling costs and all the construction materials used for the hotel were re-used. The building was once a post office building and it was renovated to build the hotel.

Address 183 jiaozhou lu, shanghai 200040 **Tel** 021-5153-4600 **Website** www.urbnhotels.com

[IT Hotel] One Night at Unique Hotels in Shanghai

Mansion Hotel

The hotel lobby feels like a living room of the rich's large mansion. A decorative fireplace, family photos sitting on it, antique European-style couches and antique items placed among them shows the interior intention of the hotel.

Address 82 Xin Le Rd. Shanghai **Tel** 021-5403-9888 **Website** www.mansionhotelchina.com



Rayfont Shanghai Xuhui Hotel

The 37 story hotel has 489 deluxe rooms as a popular hotel. Its interior is simple and neat and the price is reasonable. It is 10-20 minutes distance from famous tourist attractions such as Huai Hai Road and Xintiandi and 20 minutes away from Hongqiao International Airport.

Address No.7 Zhaojiabang Road, Xuhui District, Shanghai 200032 **Tel** 021-5407-7000



Russia's largest port city

Finding Vladivostok

ВЛАДИВОСТОК

Vladivostok is the starting point of the Trans-Siberian Railway crossing Russia from west to east and the center of Russian far-east region, which has continuously witnessed development. As the biggest port city in Russia, Vladivostok is the only land which does not freeze in Russia. It has not been well recognized as a sightseeing city, but it has romantic Amursky beach and passion of strong vodka.

Hosting the TPO Forum successfully in September, the most beautiful month of Vladivostok, it will host the 24th Asia-Pacific Economic Cooperation (APEC) meeting in 2012.

We met Vladivostok where urban development is underway in preparation of hosting international meetings actively more than any other cities.

Let's take a journey into the charms of Vladivostok which became much closer to become an international city.

Editor Jin-Joo Shin Photo Choong-Keun Oh



Photo Gallery



01



05



06



02



03



09



07



08

- 01 Impressive Vladivostok Train Station with unique Russian architectural styles.
- 02 Admiral Fokina is the most lively and vibrant shopping street in Vladivostok.
- 03 A young man at the Vladivostok Train Station. He was waiting for his girlfriend with a beautiful rose.
- 04 A bus is the major means of transportation in Vladivostok. You can often see buses on the road due to heavy traffic.
- 05 The origin and final destination of the Trans-Siberian Train.
- 06 Romantic Amursky Beach for young couples. The neat street with romantic lights is a great place for a pleasant walk.
- 07 Vladivostok has a great night view. Not that colorful, but it creates a calm and peaceful atmosphere.
- 08 Wooden craftwork engraved with fascinating Russian patterns. It is one of the most famous souvenirs in Vladivostok
- 09 A happy couple taking a wedding picture in front of Eternal Flame Memorial, a symbol of Russian Revolution
- 10 Vladivostok Central Square is a citizens' shelter and a rendezvous for travelers to meet. Most tours begin here.



04



10

Владивосток

Russian Language | Reading Street Signs in Russia

What makes travel to Russia most difficult is language. You can enjoy traveling Russia when you can understand Russian language even a little. Let's learn Russian language you can easily encounter on signboards or road signs on the streets.

1 Street & Metro Signs

| | |
|-----------------------|-------------------|
| Обмен валюты | Currency Exchange |
| метро | Metro |
| вход | Entrance |
| выход | Exit |
| переход | Passage |
| остановка | Station |
| стоп | Stop |
| осторожно | Careful |
| внимание | Attention |
| магазин / супермаркет | Shop |
| открыто | Opened |
| закрыто | Closed |
| Часы работы | Opening Hours |
| Милиция | Police |

2 Street Signs

| | |
|---------------|-----------------|
| улица | Street |
| переулок | Lane |
| Набережная | Embankment |
| Площадь | Square |
| Мост | Bridge |
| Бульвар | Boulevard |
| вокзал | Railway Station |
| Церкви | Church |
| Музей | Museum |
| Парк | Park |
| проспект | Avenue |
| Станция метро | Metro Station |

* Source WayToRussia www.waytorussia.net

1 Vladivostok City Adventure

Most things to see are centered within 2km-radius around the central square located at the west to the Vladivostok Ferry Terminal, one day is enough to look around when you have a plan to get yourself busy. From the Central Square to the Observatory from which you can see the entire landscape of Vladivostok! Highlights of the travel to Vladivostok are all here.



Getting a Ticket Free pass is not available; therefore you have to buy a ticket by section. English is not well communicable, so it is better to write down destination, type of train car, date and time in Russian and show it to the people in ticketing box.

Reading a Ticket

Departure date Departure time
 Departure station (city) Passenger car No. Train type

УИ2010485 959675

Train No. Passenger No. Price (Ruble) Arrival date Arrival time

Inside Tip | Trans-Siberian Railway Транссибирская магистраль

The railway is more than 9000km long from Vladivostok to the final station Moscow, more than one fourth of the circumference of the earth. Train cars are divided into Spainy Vagom/Lyux for two passengers, Kupe for four, dormitory type berth, Pratskartny and Obsly for eight without reserved seat, for a long journey, Lyux and Kupe are appropriate. The train to Vladivostok (east) starts with an even number and the train to Moscow (west) with an odd number. Trains with lower numbers are better ones. However, the trains with more than three digit numbers do not necessarily mean old trains. They are the classification by stopping section, speed and etc. Each train has two conductors in rotation and toilet, basin and warm water.

Culture | Real Russian Culture, VODKA ВОДКА

Russia's representative hard liquor, vodka was given birth by farmers of the 12th century. It goes through dozens of filtering processes with birch activated charcoal in the distillation process. Colorless, tasteless and odorless are its characteristics along with high alcohol degree (40~50%). You can't talk about Russian culture and Russia without Vodka. It became a representative alcohol of Russia and highlight of a journey to Vladivostok.

Beluga Белуга

With an impressive label of a sturgeon swimming, Beluga is the finest vodka brand as it is soft and well mixed with other beverages. It boasts the best quality among vodka brands produced in Russia.

Russian Standard Vodka Русский Стандарт

The most popular vodka, Russian Standard has 40% alcohol degree and is wheat-distilled vodka. Taking around 60% of the Russian vodka market, Russian Standard is made of water from Lake Ladoga, created as glacier melts.

Tigroff Vodka Premium ТИГРОФФ

Tigroff is 40% alcohol-contained ice vodka with three types; Black, Frost and Crystal and sophisticated bottle design. Cheaper than Beluga but better design and taste, therefore popular among young travelers.

Kazyonka Казенка

Called vodka for the people, Kazyonka is the common vodka brand you can find in Vladivostok. When you keep vodka in a freezer for a day, it forms a shape of gel, not into ice due to its high alcohol degree. The gel shape is the best form to enjoy vodka.

02 The Center of Vladivostok Ploshad Bortsov Revolutsii

The central square where a huge statue of revolutionists overwhelms visitors plays a role of resting place not only for travelers but also Vladivostok citizens. The statue is to remember soldiers who fought against the Soviet Regime, so it is called the Revolutionist Square. You can feel peaceful atmosphere from citizens taking a rest and solemnness of an Old Russian at the same time from the square. The square itself is not a big spectacle but various events are held here. And the Svetlanskaya Str. in front of the square has department stores and small shops, showing dynamic side of Vladivostok.

Directions 5-minute walk from the Vladivostok central station, located at the center of the Svetlanskaya Str.

01 Start of Trans-Siberian Railway Journey Vladivostok Railway Station

The 105-year old Vladivostok Railway Station is the start and the end of the Trans-Siberian Railway. Therefore, the station is always busy with travelers who leave and arrive. The station building, established in 1912, has traces of time and stately atmosphere of its history. At the platform, the display of the steam locomotive which connected Moscow and Vladivostok in 1944 is impressive. Back of the display stands a sculpture which says '9288km' indicating the last destination of the Trans-Siberian Railway, grabbing people's attention. What you should not miss also is the ceiling painting which symbolically presents main cities of Russia including Moscow and Saint Petersburg. It's worthwhile to visit the station even if you don't plan to have a railway journey, with the architecture full of romantic Russian sensitivity.

Address 2 Aleutskaya Str. Vladivostok 690091



The 2km-long main walking trail along Amursky Bay is the best place to experience romance in Vladivostok. It is a popular place among citizens and travelers as European cafes, restaurants, bars and theaters are gathered here. In particular, around the sunset, it changes into a romantic place for couples with romantic lightings. Amursky Bay is a good place for those who enjoy marine sports, couples who enjoy dating on the walking trail and travelers who take a photo. The beach with various scenes is the most vibrant place in Vladivostok and also the best place to feel the life of Vladivostok citizens. In particular, a line of restaurants, bars and street shops along the beach creates an exotic landscape and is smiling at travelers.

Directions 10-minute walk from the central station, located at the west tip of the Svetlanskaya Str.

03 Place for Young Couples Amursky Bay

The 2km-long main walking trail along Amursky Bay is the best place to experience romance in Vladivostok. It is a popular place among citizens and travelers as European cafes, restaurants, bars and theaters are gathered here. In particular, around the sunset, it changes into a romantic place for couples with romantic lightings. Amursky Bay is a good place for those who enjoy marine sports, couples who enjoy dating on the walking trail and travelers who take a photo. The beach with various scenes is the most vibrant place in Vladivostok and also the best place to feel the life of Vladivostok citizens. In particular, a line of restaurants, bars and street shops along the beach creates an exotic landscape and is smiling at travelers.

05 Real Russian Submarine! C-56 Submarine Museum

As boasting its military power, the submarine used in the Second World War was renovated to open a museum. Vladivostok was Old Russian marine's far-east base, you can see many traces of the time in the city, and the huge submarine is one of them. Going into the narrow entrance, you can find a telescope for observing outside situations, communication room, kitchen, bedroom for the captain. You would feel the tension of the time when you sit at one side of this minimal space.

Address Korabelnaya naberegnaya (Ship quay), Vladivostok
Tel 21-67-57 **Opening Time** 10:30~17:30 Closed Sunday, Monday, Tuesday. **Admission Fee** RUB100 * Additional RUB50 is charged for photo-taking



06 Pristine Nature and History Arsenyev Museum of Natural Science



The natural science museum was named after Russia's famous traveler and explorer, Arsenyev. The biggest museum in Vladivostok and the oldest one in the Primorsky region which opened in 1890. It has a collection of 200,000 items including stuffed animals and botanical specimens with exhibitions on nature, ethnography and archeology. On the first floor, a black bear and 4-5 m tall Amur Tiger are displayed. Most wild animals in display are stuffed ones of real life and they are the ones easily found in Eastern Russian or northeastern China. Also, records and remains of the natives and remains of Korea's Balhae period are eye-catching.

Address 20 Svetlanskaya Str. **Tel** 4232-41-40-82 **Opening Time** Mon-Fri 09:30~18:00, Sat-Sun 09:00~17:30 **Admission Fee** RUB100



04 Panorama of Vladivostok Orlineo Gnezdo (Eagle's Nest)

From the observatory you can see the panorama of Vladivostok downtown which is 15 minutes away from the downtown by car. During the day, you can see the whole view of the city with old light house, military ships and the sea. At night, you can see its beautiful nightscape with lights from houses instead of crowded neon signs. It has a strong atmosphere of industrial city as developments are actively underway. It is also famous for wedding photo shoots and wedding ceremony venue. On weekends, you can see many newly married couples in beautiful wedding gowns and tuxedos. Therefore, 'Love Lock' with names and dates are hung here and there around the observatory, which is also impressive.

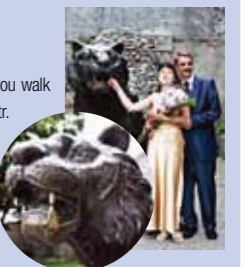
Directions take 15 minutes by taxi from the Central Square

More | The Real Vladivostok!

Vladivostok has many places with interesting stories other than main tourist attractions. You can find several things interesting while you are taking a walk around Vladivostok!

1 Tooth of Fortune Amur Tiger Statue

You can find a 2m-high Amur Tiger Statue as you walk along Amursky beach above Naberezhnaya Str. From Vladivostok hotel. Interesting about the statue is its shiny tooth due to visitors' touch. Many people rub its tooth as there is a myth that it brings a fortune. Don't forget to rub the tooth of fortune.



2 Symbol of Emperor Nikolai Triumphal Arch

The beautiful arch on the way from Svetlanskaya Str. to the C-56 Submarine Museum was established to commemorate Russia's last emperor Nikolai II in 1891. Small but very Russian, the arch has an exotic and beautiful shape. The arch was destroyed in the late 1920 but restored in 2003 to commemorate the 135th anniversary of the emperor Nikolai II.



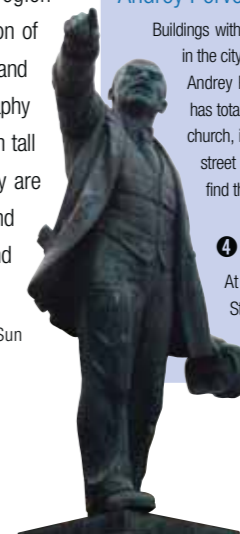
3 Religion of Russia Chapel in Honour of Holy Apostle Andrey Pervozvanny

Buildings with an onion shape you can easily find in the city are a chapel in honor of holy Apostle Andrey Pervozvanny. Its architecture, which has totally different atmosphere from catholic church, is very impressive. Walking along the street toward the Triumphal Arch, you can find the Russian church and 'Unextinguished Fire'.



4 Cry Toward Sea Lenin Statue

At the opposite side of the Vladivostok central station is Lenin Statue standing stately toward Amur beach. The only statue left in Vladivostok is pointing at the sea with its finger.



2 Taste & Shopping of Vladivostok

Vladivostok, as the largest port city in Russia, is where various foods and shopping culture coexist. You might be disappointed when you expected splendid shopping centers and hip restaurants. But, Russia's exotic foods with vodka and interesting shopping items will upgrade the pleasure of traveling Vladivostok.

01 Restaurant with Beautiful View Orlinoe Gnezdo Restaurant

At the fine restaurant, located at the highest mountain in Vladivostok, called 'Eagle's Nest', you can enjoy dining and a beautiful panorama of the Vladivostok downtown and Amursky Bay. It serves various menus from Russian traditional foods and international menus including pasta. Bar and a pool table is at one side of the restaurant, so that it is good to enjoy vodka or cocktail or spend some time.

Address 1 Aksakova Str. Vladivostok 690091 Tel 4232-651-551 Website www.restoran.orkinoe-gnezdo.ru



02 Real Beer Taste Munich Restaurant Мюнхен

Munich Restaurant, located at the Svetlanskaya Street, called 'Youth Street of Vladivostok, is where you can have German food like German beer and Schnitzel as you can see from its name. Arch interior made of bricks and Bayern Palace flags remind visitors of Hofbrauhaus. Above all, you can taste Weizen Beer, southern German beer with sweet yeast smell. Russian vodka is too strong for you, then why don't you try beer at Munich Restaurant.

Address 3 Svetlanskaya Str. Vladivostok 690091 Tel 4232-41-34-54 Opening Time 12:00-02:00



Travel TIP | Special Experience in Russia, Sauna Banyia

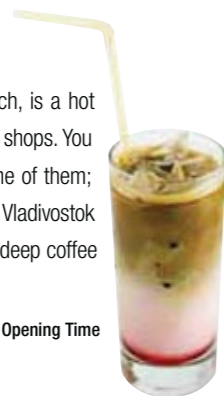
As Russia's temperature in winter is lower than minus 20 degree Celsius, sauna has been developed from long time ago. Its way is little unique. Heat up your body from heated rock. Tapping your body inside the sauna room full of birch tree smell is good for your blood circulation. Dipping your body in a wide Jacuzzi and sweating will take your fatigue away from the travel. There are many saunas in Vladivostok and their facilities vary including Jacuzzi, shower, sauna room and even sleeping facilities.



03 This is Russian Cafe! Coffee City

Admiral Fokina Street, connected to Amursky Beach, is a hot place full of European café and restaurants and hip shops. You can easily find neat interior cafes. Coffee City is one of them; its modern and romantic interior is impressive with Vladivostok cityscape as its background. Above all, its rich and deep coffee is the best!

Address 34-49 Admiral Fokina Ul, Vladivostok Tel 2540120828 Opening Time Mon-Fri 10:00-23:00, Weekend 12:00-23:00



04 Homemade Cake and a Cup of Tea Five O'CLOCK

It's a shop specialized in home-made cake and tea located at the Admiral Fokina Streets. It serves freshly baked breads such as muffin, cookie, and big almond and walnut cake. Even though it's a small shop; people have to make a line to order due to its tasty breads. And the price is relatively cheap. At one side, English magazines and travel guidebooks are prepared, so it's good to take some time and rest at the shop.

Address 6 Admiral Fokina Ul, Vladivostok Tel 4232-945-531 Opening Time Mon-Fri 09:00-20:00, Sat-Sun 12:00-19:00



05 Representative Department Store in Vladivostok Clever House Shopping Center

The largest department store in Vladivostok, it is located at the intersection of Semenovskaya Street and Aleutskaya Street. At a large supermarket in the basement, you can find various Russian products you can't easily find such as smoked salmon, caviar, Russian cheese or small gifts. In particular, there is a separate section for vodka with dozens of local brand vodka. It's interesting to see and choose among them. On the second and third floor are fashion brand shops and children's shops and on the fifth floor is a food court so that you can have a light meal.

Address Semenovskaya Str. 15 Vladivostok Opening Time 10:00-21:00



07 Where You Can Find Cuban Cigar Churchill Tabacco

Smoking is prohibited in most public buildings in Europe, still Russia loves smokers. Most restaurants and public places including hotels have smoking sections, so smokers can easily enjoy smoking. Churchill Tabacco is popular among travelers and locals as they can buy tobacco of various brands including Russian tobacco and Cuban cigar.

Address 8 Admiral Fokina Ul, Vladivostok Tel 4232-22-83-09 Opening Time 10:00-21:00



Accommodation | Where To Stay

1 Modern Business Hotel Hyundai Hotel

Run by Korean Hyundai Group, the hotel has a beautiful view of Vladivostok and the sea as a representative business hotel in Vladivostok. Business travelers prefer the hotel as it is equipped with a conference room, a swimming pool and a night club. Rather than Russian style, it has modern and urban interior.

Address 29 Semenovskaya Str. Vladivostok 690091 Tel 4232-40-22-33 Website www.hotelhyundai.ru Info reservation@hotelhyundai.ru



2 Russian Style Antique Hotel Versailles Hotel

The hotel with Russia's antique and elegant style, is a historic building which was established in 1907. It has high accessibility to many tourist attractions such as modern art gallery, banks and Amursky Beach as it is located at the center of Vladivostok.

Address 10 Svetlanskaya St. Vladivostok 690091 Tel 4232-26-42-01 Website http://versailles.vl.ru Info reservation@versailles.vl.ru



06 Hand-Craft Shopping Center Rodina

Rodina at the opposite side of Clever Hose Shopping Center sells antique interior furniture, glass craft and hand-made souvenirs. On the first floor are antique decoration shops and on the second floor are shops for Russian traditional dolls and porcelain crafts. It's the best place to buy souvenirs but the price is very high as they are fine items. It's very interesting to take a look around as there are many items which have strong Russian colors.



Address Aleutskaya Str. 31 Vladivostok Opening Time 10:00-19:00



Shopping | Must Have Items in Vladivostok

1 Matryoshka

As Russia's representative wooden traditional doll, it's interesting to open it as it has many smaller dolls of different sizes inside. It depends on its type, but some of them has maximum of 12 dolls as a set. Price RUB180-1500



2 Wooden Craft

Face expression of a wooden doll in traditional costume is adorable. Most of them are hand-made and vary in price, size and quality such as key rings, decorations, wine openers. Cookers with traditional patterns such as wooden ladle and chopping board and linen table clothes are popular. Price RUB150-450



3 Porcelain Craft

Russian Porcelain is called 'White Gold' as their particles are delicate and the color is beautiful. Finest clay and Russia's unique methodology and its craftsmanship have made Russian Porcelain. Lomonosov Porcelain, royal-family-owned porcelain company which was established by Empress Elizabeth and based in Saint Petersburg is popular, but you can buy porcelain craft of various brands in Russia. Price RUB500-5000



Sokcho in Winter

After the loud summer vacation and colorful autumn passed by, Sokcho is greeting travelers with tidy face even in a bitter winter wind. Jaw-dropping magnificent view of Seorak Mountain, Lake flowing murmuringly around the city and blue sea with breaking waves. Winter Sokcho on weekends has all the charms. Editor Yun-Ha Lee Photo Choong-Keun Oh

● Direction to Sokcho (car)

As the Seoul-Chuncheon Expressway opened, Sokcho got much closer. After passing the Seoul Tollgate and entering the Seoul-Chuncheon Expressway, take the Route 44 from the Donghongcheon IC, take a left turn toward Ganseong and Sokcho at the Hangye Intersection and then take the Misiryung Road. Turn left toward Sokcho and Misiryung and pass the Misiryung Tollgate, then you will get Sokcho.

Let's Go to the Winter Sea ●●●

Endless horizontal line comes up soon after running toward eastside of Sokcho. A port of various faces and a place famous for sunset with blazing red sun are at the entrance. I looked around seaside roads of Sokcho.



Dongmyeong Port Try Fresh Raw Fish

The first among three gifts of port. Let's have fresh raw fish at Dongmyeong Port on a cold winter day, the best season for eyespot puffer and filefish. Fishing is available for 24 hours; the port is open for both citizens and travelers.

Address 1-108, Dongmyeong-dong, Sokcho-si, Gangwon-do **Tel** 033-633-3171

● Good Place for Enjoying Sunrise Lighthouse Observatory

A lighthouse observatory is located near Dongmyung Port and good for enjoying sunrise. It's not easy to climb up a steep steel staircase, but it's worth a visit. A beautiful scenery of Sokcho Port can be viewed from the observatory. It's open throughout the year and famous for beautiful sunrise.

Directions Take a right turn toward Younggaumjeong Apartment after Dongmyeong Port. **Hours of Operation** 5:00 -19:00 during Summer Season (Apr.-Oct.), 7:00 -17:00 during Winter Season (Nov.-Mar.)

Oeongchi Port Sea Fishing at a Rustic Port

Small Oeongchi Port with different atmosphere from Daepo Port and Dongmyung Port. Enjoy quiet and secluded sea, escaping from crowded port. An experience of fishing 3-4 km off the shore

is available at Oeongchi Port. During winter season, dab is usually caught. Two hours is a minimum for 30,000 KRW per person with fishing gears inclusive. The kind captain prepares raw fish on the boat and the taste is excellent. Sea fishing is operated four times a day. Checking the schedule is a must.

Dolphin Marine Address Inside Oeongchi Port, 684, Daepo-dong, Sokcho-si **Tel** 033-635-1562 **Website** <http://skmarine.kr>



Daepo Port Exciting Market Place

Sweet smell of fried shrimp attracts visitors at the crowded entrance of Daepo Port, well-dried fish are displayed along the alley and one-storied fish restaurants and outdoor raw fish shops where people are sitting on plastic chairs enjoying tasteful fish. The port is renovated newly and modernised, but it still has traditional fried shrimp shops, dried fish shops and raw fish shops along its narrow alley, where even a car can't pass by.

Address 421-57, Daepo-dong, Sokcho-si, Gangwon-do **Tel** 033-633-3171



Seorak Haemaji Park 1m Away from Meeting the Sun

Seorak Haemaji Park faces a wide Sokcho sea widely in front and Seorak Mountain lies background. 30 eye-catching sculptures standing inside the park make the park a great exhibition. The park is crowded with people who like to see the first sunrise on the first day of the year. The drive course leading Daepo Port near the park is the highlight of the Route 7 which is famous for costal road.

Address 178-9 Daepo-dong, Sokcho-si, Gangwon-do **Tel** 033-635-2003

Sitting Down Near the Lake ●●●

Sokcho has more attractions apart from sea. Mysterious pools of water, lagoon, made away from the sea. Youngrang Lake and Cheongcho Lake flowing lofily around Sokcho downtown show different aspects of Sokcho from the sea. Travel around Sokcho downtown along the way of water both sea and lakes.



Cheongcho Lake Where Lake Meets Port

Cheongcho Lake contains life of Sokcho citizens. Refugees who make their living in Sokcho are living in Abai Village near Cheongcho Lake. A red arch Cheongcho Bridge is also a famous attraction of Cheongcho Lake. During the night, the splendidly lighted bridge makes a great nightscape. Sokcho tour is completed when a cuttlefish fishing boat to the East Sea bordering Cheongcho Lake goes around the lake while turning off its light temporarily.

Directions On the Route 7 turn right at the Gyodong Underpass Intersection.

● Crossing Lake Slowly

Gatbae, Mini Ferry

A transportation which connects Abai Village, Cheongcho-dong with Jungang-dong, Gatbae. Without it, people have to go around the lake to go over the other side. Now it became famous among tourists. All the people on board should pull steel line with an iron hook to move this motor-less boat slowly. Both travelers and Sokcho citizens gather their strength to move this little ship. **Hours of Operation** 5:00-22:00 **Fare** 200 KRW for One-way Ride

Expo Tower Have a Glance of Sokcho Downtown

Near Cheongcho Lake is Expo Tower where you can have a glance of Sokcho Downtown. The 15-story tall tower, which was established in 1999 when Sokcho hosted Gangwon Expo, is the best place to enjoy nightscape of Sokcho along lights in the park over Cheongcho Lake.

Address Joyang-dong, Sokcho-si, Gangwon-do **Hours of Operation** 9:00-21:30 **Fare** Adult 1,500 KRW, Child 800 KRW



Youngrang Lake Enjoy the Arts

A Silla Hwarang (Flowering Chivalry), Youngrang couldn't leave the lake as he was fascinated by its beauty. At the total 8km-round lake, cherry blossoms are in full bloom in spring and snow is on the tree branches during winter. The wide lake in its pristine natural state is a great resting place for birds and also has vehicle roads as a good driving course and pedestrian roads for walking and jogging. Enjoy the arts near Youngrang Lake like Youngrang.

Directions Along the Misiryung Road, take the Jangcheonseong Road at the Jangcheon Entrance Intersection.



Seokbong Ceramic Museum Earth Play for Children

This is the first museum specialized in ceramic, established by a ceramic artist Mu-ho Jo who fall in love with elegant charm of ceramic. Flat ceramic is baked and has a drawing on it to complete ceramic mural, which is very impressive. The museum is both for exhibition and experience. The experience of making ceramic is operated only on weekends during the off-season.

Address 668-57, Gyo-dong, Sokcho-si, Gangwon-do **Tel** 033-638-7711 **Admission Fee** Adult 5,000 KRW, Child 2,500 KRW **Hours of Operation** 9:00-18:00 **Website** www.dogong.net

Sleeping in Arms of Seorak

Sokcho changes its look every season according to arms of majestic Seorak Mountain, special moments in Seorak, from Misiryung Hill to cultural spaces in Sokcho and from huge rocks like well-grown muscle to wild bird's nest on trees.

Mt. Seorak National Park Information Office

The Place to Visit Before Going to Seorak Mountain

This place is full of affection towards Seorak Mountain from overall introduction to Mt. Seorak National Park to environmental campaigns. Replicas of animals and insects inhabiting in Seorak Mountain are displayed and sounds of birds inhabiting in Seorak Mountain such as mugimaki flycatcher and nuthatch can be heard with a touch of a button. You might feel an urge to press all the buttons to hear sounds of birds.



Address San 16, Seorak-dong, Sokcho-si, Gangwon-do **Tel** 033-636-7700 **Hours of Operation** 10:00~17:00 (Closed on Monday)

Thrill from Beautiful Landscape and Height!

Seorak Cable Car

A 5-minute cable car travel from the Seorak Mountain entrance to Gwongseumseong. Operation can be stopped due to unfavorable winds, so don't try to hop on the cable car in strong wind.

Tel 033-636-4300 **Fare** Adult 8,500 KRW, Child 5,500 KRW **Hours of Operation** 8:00~17:00 **Website** www.seorakcablecar.co.kr



Shinheung Temple

Where Merciful Buddha is

Shinheung Temple located at the entrance of Seorak Mountain. After passing Ilijumun, 15 m-tall huge sitting Buddha is graciously looking over travelers. The temple presents peace to city people who have many worries and hopes. It is essential to keep quiet as there are many monks meditating. Seoldawon operated by the temple provides a cup of hot tea for free.

Address 170, Seorak-dong, Sokcho-si, Gangwon-do **Tel** 033-636-7044



Teddy Bear Farm

A Lovely Bear

When you meet a cute face with round eyes at Teddy Bear Farm, even an adult recovers his innocence at once. At this special farm full of hand-made bears, you can meet bears touring around Sokcho and around the world and you can also take a memorable picture in a teddy bear's arms, which is as big as people.

Address 1073-66 Nohak-dong, Sokcho-si, Gangwon-do **Tel** 033-636-3689 **Admission Fee** Adult 5,000 KRW, Child 300 KRW **Hours of Operation** 9:30~18:00 **Website** www.teddyfarm.net

Sokcho Museum

Sokcho Cultures Gathered in One Place

There is Sokcho Museum, a cultural space over Misiryung. Visitors can find everything that all about Sokcho here. The museum is full of things to see from history of Sokcho, livelihoods of displaced citizens and fishermen, to various special exhibitions. When I visited the museum, a special exhibition on Korean War was held as Sokcho share pains of displaced citizens. You can also have an experience of making a Bukcheong Lion Mask when you register within hours of operation. The Balhae History Hall is containing history of the prosperous nation at east sea, Balhae. Displaced Civilians' Folk Village shows livelihoods of old Abai village, Cheongho-dong and houses of North Korean regions such as Hamgyeong-do, Hwanghae-do and Pyeongan-do as a garden of the museum.

Address 736-1, Nohak-dong, Sokcho-si, Gangwon-do **Tel** 033-639-2977 **Admission Fee** Adult 2,000 KRW, Child 700 KRW **Hours of Operation** 9:00~18:00(-17:00 during winter season) (closed on Monday) **Website** www.sokchomuseu.go.kr



Listening to Korean Traditional Music

Sokcho Pungmuldan

I followed sound of Janggu, a kind of Korean traditional percussion and found that Sokcho Pungmuldan was about to start its performance at the museum. The exciting performance which is an effort to preserve Korean traditional arts is held two times a day at the Displaced Civilians' Folk Village. Even if you don't know Sangmopangut or Samulnori, the performance is exciting enough to make you dance to the rhythm.

Performance Schedule 11:00, 14:00 on weekdays 11:00, 15:00 on weekends and holidays **Tel** 033-639-2978



Dining and Staying at Sokcho

When you travel strange city, visiting attraction is important. Where you stay and eat is important too! In Sokcho, there are various of tasty foods and homely hotels. Take a rest in this pleasant places.



Hotel Seorak Park

Where Even Wind Stays

You do not know where to stay, Hotel Seorak Park is the answer which has been providing comfortable accommodations to visitors to Seorak Mountain for more than 30 years. A grandeur landscape of Seorak Mountain over window attracts guests to the mountain. Modern but classic President Room is used for the room of the President and became a symbol of the hotel.

Address 74-3 Seorak-dong, Sokcho-si, Gangwon-do **Tel** 033-636-7711 **Price** Twin room 193,600 KRW **Website** www.hotelsorakpark.co.kr

Cuisine in Sokcho



Moray Soup

Full of Delicious Korean Food

Those who firstly eat ugly moray were fishermen. Refrigeration is available for its tender flesh for only few days. Boiling with old Kimchi makes a good dish. Moray soup with various side dishes such as radish pickle and salted squid at Hwangbuja Halmoni Sundubu are full of efforts and delicious.

Hwangbuja Halmoni Sundubu **Address** 978-4 Nohak-dong, Sokcho-si, Gangwon-do **Tel** 033-638-7555 **Price** Moray soup 12,000, KRW Grilled Alaska Pollack Course 10,000 KRW



Abai Sundae & Squid Sundae

Special Taste of Hometown

It's different! It would be more than mouthful with the stuffing of sticky rice, beef and various vegetable. Sweet wine made from corn produced in Gangwon-do creates a great harmony with Sundae. The restaurant's popularity will continue as it was on TV entertainment program "One Night Two Days" of KBS.

Dancheon Sikdang **Address** 842Cheongho-dong, Sokcho-si, Gangwon-do **Tel** 033-632-7828 **Price** Assorted Sundae (Abai+Squid Sundae) 20,000 KRW, Corn Wine 5,000 KRW



Mulhoi (Raw Fish with Red-Pepper Sauce and Water)

Sour, Sweet and Cool 17 Tastes

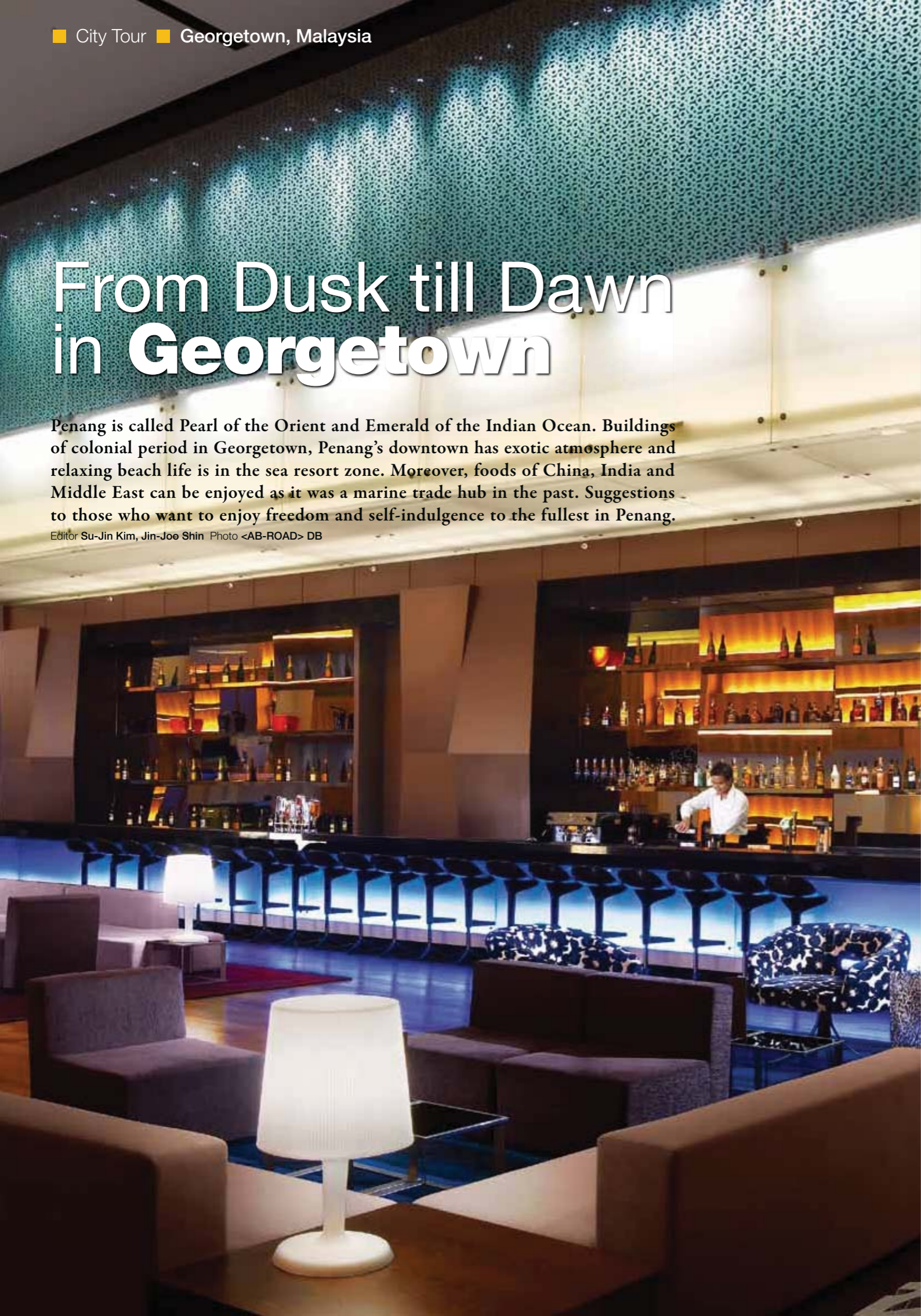
You can eat Mulhoi, a sea delicacy at Songgane, a restaurant located across Sokcho Beach. 17 ingredients including sea squirt, various sashimis, squid, red cabbage, cucumber, carrot are mixed in the dish for sweet and cool taste and create an excellent harmony with corn noodle and white boiled rice.

Songgane **Address** 1474-1 Joyang-dong, Sokcho-si, Gangwon-do (In front of Sokcho Beach Back Gate Parking Lot) **Tel** 033-635-1562 **Price** Mulhoi (minimum two meals) 10,000 KRW

From Dusk till Dawn in Georgetown

Penang is called Pearl of the Orient and Emerald of the Indian Ocean. Buildings of colonial period in Georgetown, Penang's downtown has exotic atmosphere and relaxing beach life is in the sea resort zone. Moreover, foods of China, India and Middle East can be enjoyed as it was a marine trade hub in the past. Suggestions to those who want to enjoy freedom and self-indulgence to the fullest in Penang.

Editor Su-Jin Kim, Jin-Joo Shin Photo <AB-ROAD> DB



Day Tour Taking a Look around Georgetown on Trishaw

Somerset Maugham, the author of <The Moon and Sixpence> said "you can't say that you have seen the whole world without visiting Penang". With clear weather all year round, beautiful nature, geographical conditions blessed with no natural disasters such as storm, earthquake and volcano. Penang is the subject people always bring up when they talk about travel to Malaysia. Especially, Georgetown is concentrated with inexpensive accommodations, good restaurants and tourist attractions, must-visit place for tourists. Try Trishaw rather than taxi when taking a look around Georgetown's tourist attractions. It's convenient, reasonably-priced and most of all possesses charm of its own.

10:00
Fort Cornwallis
Captain Francis Light who found the Penang island for the first time in 1786, established a fortress on the arrival site to protect invasion from foreign enemies.

10:30
Penang Museum
It has a corner of miniaturized Georgetown in 1820 and exhibitions of each ethnic group's culture and custom.

11:30
Victoria Memorial Clocktower
The 18m-tall tower was established to celebrate 50th birthday of the Queen Elizabeth of U.K. in 1897.

11:40
Penang Peranakan Mansion
House of the millionaire Chung Keng Kwee in the 1800s turned into a museum. You can see his splendid lifestyle of the time.

12:00
Lunch

13:00
Sri Mariamman Temple
As the oldest Chinese temple in Penang, here is full of the faithful on the Goddess of Mercy Temple's birthday three times a year.

14:00
Khoo Kongsi
The most famous place among Chinese temples in Penang for fancy decorations and sculptures. It is an ancestral shrine of the Khoo family who came from southern China.

14:50
Little India
It houses 200-300 shops selling jewelry, flower, spices, food ingredients and Indian traditional souvenirs. You can feel like you are in India here.

16:00
Kuan Yin Teng Temple
As a Hindu temple located at the Little India Street, the sculpture of God Subramaniam, decorated with gold, silver, diamonds and other splendid jewelries is famous.



Dinner after 10:00 PM

Even parents who have to put their children to sleep or those who watch drama around 9 has a slightly different time line when they travel abroad. What about enjoying a dinner at a time when you usually go to bed? There are several restaurants you can enjoy full course meal even after 10:00!



Enjoying Both Spa and Organic Food! **Deluxious Spa Cuisine**

Enjoy spa and food at a colonial building with fancy tiles and roof decorations! In particular, '5 course jumbo set' provides you a two-hour spa for free. Organic vegetables, wine, food with olive oil but without any artificial seasoning is provided too.

Address 17A, Jalan Sultan Ahmad Shah, 10050 Penang, Malaysia **Tel** 604-261-0288 **Hours of Operation** 09:30-23:30 **Price range** 5 course jumbo set 33-99 ringgit, set menu 13.9-23.9 ringgit (service charge 10%, government tax 5% excluded) **Website** www.deluxiouspacuisine.com

Sea Food Restaurant with Reasonable Price **Magic 1 Restaurant**

There are many seafood restaurants in Penang but what makes the restaurant special is its inexpensive price for fresh seafood. Lobster you can't easily eat for usual occasions is 18 ringgit per 100g and a smallest one is 40 ringgit (230g) only. Its various menus including Malaysian style to Western ones are popular among travelers and 8 types of kids menu increase opportunities for children to choose.

Address 152-A, Jalan Batu Ferringhi, 11100 Penang, Malaysia **Tel** 604-881-2523 **Hours of Operation** 12:00-24:00 **Price range** seafood 23.8-68 ringgit, stake 23.8-49 ringgit (service charge 10%, government tax 5% excluded)



Must Visit Course for Western Food Lovers **Flamingo Café, Flamingo Hotel**

Main restaurant and café at Hotel Flamingo were renovated last October, 2009. Chandelier and point wall paper make the entire atmosphere luxurious and match well with primary color tableware. Western food is recommended rather than local food here. Chewy sausage and egg, hot dog with chili mayonnaise and crispy fish and chips are enough for one meal.

Address Jalan Tanjung Bungah, 11200 Tanjung Bungah, 11200 Penang, Malaysia **Tel** 604-892-7111 **Hours of Operation** 07:00-24:00 **Price range** Morning Buffet 27-38 ringgit, local 18 ringgit, pizza-pasta 20-28 ringgit (service charge 10%, government tax 5% excluded) **Website** www.flamingo.com.my



360° Panoramic View **Revolving Restaurant, Bayview Hotel Georgetown**

One of the charming and special places in Penang is Revolving Restaurant. It revolves literally in its name. The space for open kitchen and buffet is fixed, but table seats are moving slowly so that diners can enjoy meals and Penang's panorama and sea from various angles. Don't miss live concert starting from 7:45, which last one hour every evening!

Address 25-A Farquhar Street, 10200 Penang, Malaysia **Tel** 604-263-3161 (Reservation is required) **Hours of operation** 18:00-24:00 **Price range** 22-48 ringgit (service charge 10%, government tax 5% excluded) **Website** www.bayviewhotels.com/georgetown



Seduction of Cocktail **The Lounge, Eastin Hotel**

Enjoy night with wine or cocktail at the lounge of Eastin Hotel located near Penang International Airport. You might not want to leave the place once you sit on an ergonomically designed red sofa on a soft carpet. What about having a Margarita at the best place for enjoying cocktail even during the day as it has a great sunshine being penetrating through a huge full glass façade? If you prefer non-alcohol drinks Pussy Foot with orange, pineapple, mango or lime instead of alcohol or Shirley Temple with fresh lime juice and syrup are recommended.

Address 1 Solok Bayan Indah, Queensbay 11900 Bayan Lepas, Penang, Malaysia **Tel** 604-612-1111 (#133) **Hours of operation** 11:00-24:00 **Price range** red wine 20-428 ringgit, cocktail 20-26 ringgit, beer 20-50 ringgit (service charge 10%, government tax 5% excluded) **Website** www.eastin.com



Taking a Rest at a Cozy Lounge **Garden Wing Lobby Lounge, Shangri-La's Rasa Sayang Resort & Spa**

Red and gold interior under gentle lighting is eye-catching, when you enter the lobby lounge of Shangri-La Resort. Let's choose menu for your empty stomach on a soft and cozy sofa. Sandwich set on a three-stage tray and cool watermelon juice are recommended. Mini sandwich, cake, finger foods are put on the tray, which has pleasant looking and also tasty.

Address Batu Ferringgi Beach 11100 Penang, Malaysia **Tel** 604-888-8888 **Hours of Operation** 18:00-24:00 **Price range** cocktail 16-25 ringgit, wine 21-80 ringgit, snack 18-30 ringgit (service charge 10%, government tax 5% excluded) **Website** www.shangri-la.com

Linger Longer Lounge

If you have to get up early the next morning so you are nervous when the clock rings it's twelve like Cinderella, then it would be great to have a relaxing time over cocktail at a hotel lobby after dinner. Bright and fancy lobby lounge during the day could turn into a charming space with music at night.



Enjoying Performance near the Sea! **Sea Lounge, Hydro Hotel**

Wide space of Hydro Hotel Lounge is eye-catching. A wide stage, deejaying box and black sofas placed indifferently but shapely make the inside look a theater. Jazz, pop performances every night from 8 to 12 get good responses from audience. Hydro Sling is recommended on the bar where drinks can be ordered only. A light cocktail of jin, lime juice, Seven Up and brandy, they are for women.

Address Miami Beach, Batu Ferringhi 11100 Penang, Malaysia **Tel** 604-890 5999 **Hours of operation** 15:00-24:00 **Price range** 21-38 ringgit (service charge 10%, government tax 5% excluded) **Website** www.hydrohotelpenang.com

Lounge with Live Music **Lobby Lounge, Bayview Hotel Georgetown**

Relaxing café in the late afternoon and bar with live music at night, Bayview Hotel Lounge provides romantic atmosphere with live performance of the Philippine band at 9 except for Monday. Small stage but many people are attracted to the lounge for its cozy atmosphere over tea or wine.

Address 25-A Farquhar Street, 10200 Penang, Malaysia **Tel** 604-263-3161 **Hours of operation** 17:00-02:00 **Price range** 14-150 ringgit (Service charge 10%, Government tax 5% excluded) **Website** www.bayviewhotels.com/georgetown





Beyond Midnight

Midnight does not mean anything to those who are not willing to sleep at all. At a time most restaurants are closed, you can still enjoy the night fever of Penang. The charm of night snack after exhausting yourself at clubs and bars invigorates you not to give up the long, long night that lasts until dawn.



Simple Space, Rich Local Taste

Kopitiam, Bayview Hotel Georgetown

Kopitiam means coffee shop in local language, but the 24-hour shop does not serve coffee all the time. It serves interesting but unfamiliar local foods such as Nasi Goreng, fried rice, Laks, spicy noodle soup and seafood noodle with soft and plump shrimp and international menus. Unlike normal exterior, it serves extraordinarily delicious foods.

Address 25-A Farquhar Street, 10200 Penang, Malaysia **Tel** 604-263-3161 **Hours of operation** 24 hours * Morning buffet 07:30-10:30 **Price range** 20-26 ringgit (service charge 10%, government tax 5% excluded) **Website** www.bayviewhotels.com/georgetown



Kitchen is Open to the Public

Starz Diner, Hard Rock Hotel

Starz Diner can accommodate 150 guests at a time in its indoor and outdoor spaces. The vibrant atmosphere of its open kitchen is transparently showing to diners, serving Asian and international foods. In particular, Saturdays are popular as sea food buffet opens on the day. On weekdays, it closes at 11 but on weekends it opens until 4 in the morning; therefore, it is good to put an end to a long night.

Address Batu Ferringhi Beach, 11100 Penang, Malaysia **Tel** 604-8811-711 **Hours of operation** Sun-Thur 06:30-23:00, Fri-Sat 06:30-04:00 **Price range** 20-80 ringgit (service charge 10%, government tax 5% excluded) **Website** www.hardrockhotels.net



Popular Hot Local Club

Carmen @ The Tiger Tavern, Bayview Hotel Georgetown

Remember Carmen Club when you look for a music club. Various performances and events are held on special days such as Halloween or Valentine's, the club is a popular hot place among locals for every day live concerts of local bands and for private parties. It's interesting to see photos of bands changing every three months and also good to enjoy a cup of beer as monitors hung here and there in the clubs show sports channels.

Address 25-A Farquhar Street, 10200 Penang, Malaysia **Tel** 604-263-3161 **Hours of operation** 22:00-02:30 (closed on Monday) **Price range** 14-64 ringgit (service charge 10%, government tax 5% excluded)

Mecca for Rock Maniacs

Hard Rock Café, Hard Rock Hotel

Original Hard Rock Cafe! The statue of Michael Jackson is traveler's favorite place to take a photo. Sometimes, 70s or 80s old pops are played but mostly rock music is played. What you should not miss is exciting performance of a live band from 10 for three hours every night. If you order a cocktail, you can bring the glass with you with an extra charge of 50-100 ringgit as a souvenir.

Address Batu Ferringhi Beach, 11100 Penang, Malaysia **Tel** 604-8811-711 **Hours of operation** 11:00-02:30 (Meal is until 22:30) **Price range** cocktail 35-60 ringgit (service charge 10%, government tax 5% excluded) **Website** www.hardrockhotels.net



Cosy Restaurant Decorated with Country Items

Little Cottage Cafe

If you had enough of local food, here is the right place for you. You can have lamb dish with black pepper sauce or smoked salmon with various vegetables including carrot, broccoli in a European-vibe space decorated with small items, picture frames, a fireplace and table clothes. It's also very easy to find as it's in Georgetown.

Address 96-A, Burma Road, 10050 Georgetown, Penang, Malaysia **Tel** 604-228-6218 **Hours of operation** 11:00-15:00, 18:00-22:30 **Price range** appetizer 15-28.9 ringgit, main course 26.9-42.9 ringgit, pasta 14.9-28.9 ringgit **Website** www.littlecottagecafe.com



Meal at a Cool Beach-Side Restaurant

Penang Restaurant & Bar, Shangri-La's Rasa Sayang Resort & Spa

Enjoy special Satay, a Malaysian traditional food with beautiful beach and pool-side landscape. It's a simple food of charcoal-grilled diced chicken, beef and lamb with sauce, but you can't take your hands off that sweet peanut sauced food.

Direction Take 30 minutes by taxi from Georgetown Penang, Shangri-La's Rasa Sayang Resort & Spa First Floor Beach **Address** Batu Ferringhi Beach 11100 Penang, Malaysia **Tel** 604-888-8888 **Hours of operation** 10:00-22:00 **Price range** salad 24-35 ringgit, main course 24-49 ringgit (service charge 10%, government tax 5% excluded) **Website** www.shangri-la.com

Daytime Dining Variety

All the foods which can be enjoyed in Penang's beautiful nights are here. From Malaysian local foods with Asian taste and flavor to western menu with light and sweet taste, dim sum lunch and buffet you can choose by day or preference. Must-visit restaurants in Penang are all here.



Pinkish Soft Dim sum

Taipan Fins Restaurant, The Northam All Suite

The restaurant is located on the 2nd floor of the Northam All Suite and famous for Hong Kong chef. In particular, it serves Dim sum in 40 kinds of flavor and ingredient at an inexpensive price only during lunch. Don't hesitate to choose, but refer to recommended menus by chef.

Address 55, Jalan Sultan Ahmad Shah, 10050 Georgetown Penang, Malaysia **Tel** 604-370-1111 **Hours of operation** 11:00-14:00(lunch), 18:30-22:30(dinner) **Price range** 14-60 ringgit (service charge 10%, government tax 5% excluded) **Website** www.northam-hotel.com.my

Real Penang Taste at Hotel

Grove Brasserie, Hotel Royal Penang

You can enjoy Penang's local foods in a courteous and cozy atmosphere at hotel. Once you taste foods cooked by local chef's unique recipes, you cannot help but coming again. Signature menu, Kampung fried rice is also suitable for Korean taste.

Address 3 Jalan Larut, Penang, 10050, Malaysia **Tel** 604-226-7888 **Hours of operation** 06:00-10:00, 12:00-15:00, 18:00-22:00 **Price range** 16-20 ringgit (service charge 10%, government tax 5% excluded) **Website** www.hotelroyalpenang.com

Stylish and Tasty

G Café, G Hotel

Buffet restaurant with stylish interior. Guests can enjoy buffet full of local foods and various international menus. Different menus are served as turkey food on Monday and seafood on Tuesday. You can also enjoy meal after shopping as it is located next to a big shopping mall Gurney Plaza.

Address 168A Persiaran Gurney, 10250 Penang, Malaysia **Tel** 604-238-0000 **Hours of operation** 24 hours * buffet 12:00-15:00(lunch), 18:30-22:00(dinner) **Price range** lunch 45 ringgit, dinner 72-88 ringgit (service charge 10%, government tax 5% excluded) **Website** www.ghotel.com.my



Thematic Buffet For Week

Swiez Brasserie, Eastin Hotel

Thematic buffet restaurant which provides international foods from Monday to Thursday, Japanese food on Friday, seafood on Saturday and Thai food on Sunday. On the weekend afternoon, English high-tea menu is served. Popular menus are Nasi Numb Tongue with special sauce and fish and chips.

Address 1 Solok Bayan Indah, Queensbay 11900 Bayan Lepas, Penang, Malaysia **Tel** 604-612-1111(#128) **Hours of operation** 06:00-22:30 **Price range** Asian 18-28 ringgit, main course 22-45 ringgit, grill 30-48 ringgit (service charge 10%, government tax 5% excluded) **Website** www.eastin.com



Movie Increases Tourism Resources

Editor Myung-Hyo Chung



Notting Hill, Manhattan and Otaru are familiar to travelers as they are locations for films. <Notting Hill>'s Julia Roberts, a trendy drama series <Sex and the City> and lyrical <Love Letter> not only attract movie goers but also a great number of tourists.

As the quality of life has enhanced, the demand for travel has gradually increased. Economic development increases income levels; advancement in transportation methods increases leisure time; and development in information technology and increased educational level accelerate the above phenomenon. Meanwhile, the tourism industry changes its passive marketing strategy into aggressive ones to attract more travelers and increase their satisfaction through the development of new tour packages. The film industry is a representative growth engine and high

value-added industry in the 21st century. The entertainment industry includes all the relevant areas such as tourism, circulation, job creation, distribution, export and import. In particular, each city's effort to support film-making and its marketing, distribute internet, develop transportation methods and travel agencies' effort to develop tourism packages are stimulating movie fans' urge to experience and are connecting film with tourism.

A representative TPO member city, Busan hosts an international film festival every fall and has become shooting locations for several movies and dramas, giving it a name 'City of Movie'. An increasing number of tourists visit Busan to see Busan's beautiful landscape they saw in movies in person. It's inevitable that the advantage should be exploited for establishing movie tourism strategies in a bigger picture.



<Avatar> and Wellington, New Zealand

There is a term, 'Frodo Economy'. Frodo is a name of a Hobbit in <Lord of the Rings> filmed in New Zealand. New Zealand has earned 3.8 billion dollars for tourism income as the movie series achieved a huge success around the world. The figure is tantamount to the amount of agricultural export, New Zealand's main industry. The world average ratio of tourists increase was only less than 2% however, New Zealand saw 5.6% increase from 2001 to 2003.

"Big hits of movies produced in New Zealand are established the country as an international movie Mecca. With the synergy effect with tourist attractions, New Zealand will achieve a rapid growth into a sports and cultural hub, as well." The President Jo Bransgrove of the Wellington Regional Chamber of Commerce said at a recent mutual economic cooperation conference with 15 businessmen of Busan Chamber of Commerce that "watch Wellington which will take a leap forward to become an image city with three essentials; support, technology and movie specialists". He also added that "<Piano>, <Lord of the Rings>, <King Kong>, <Avatar> and other movies made in New Zealand are guaranteed box-office hits, and <Tin Tin>, an animation movie by Steven Spielberg will be released in late 2010", and "New Zealand earned 380 million New Zealand dollar for attracting overseas movies last year alone". It follows Canada's figure of more than 400 million dollars and the U.K. and 19 times the Australian figure. The Wellington Chamber with 1000 membership has integrated economic organizations rather than member countries since 2010. It is to enhance quality of the service industry with the image industry such as movie and tourism in lead. It has a plan to expand the annual Wellington international film festival and the biannual art festival. All the efforts are inevitably related with the tourism industry.

New York's <Sex and the City> Tour Packages

Despite a less number of tourists, what makes New York the most famous tourist attraction is movie. Every year more than 10 million tourists come to New York; they are touched by seeing romantic city they have seen in movie for several times in person and landscape of New York where Superman flies, Spiderman climbs and Angelina Jolie takes a walk. From a SF disaster movie <Tomorrow> to <Spiderman> series, to <Autumn In New York> and several romantic movies are filmed in New York. New York plays more important role than the movie's heroine in those films. Drama and then released as a movie, <Sex and the City> was an international big-hit and spots in the movie was made as various famous tour packages. Not only traditional tourist attractions such as Empire State Building, but also galleries, restaurants and cafes where actresses of the drama series have visited attracted tourists.

The Street in <Notting Hill>!

Thanks to the movie <Notting Hill>, a small flea market where locals like to visit became an international tourist attraction. Many tourists around the world find the street where Julia Roberts walk and the place is introduced as a must-visit place in many travel guide books.

While Spiderman promotes New York, London has the handsome agent, 007 and Harry Potter and friends. Indeed, the U.K. Tourism Agency operates a tour guide website explaining London's tourist attractions with movies like <007> series, <Notting Hill>, <Wimbledon>, <Bridget Jones's Diary> and <Harry Potter>-series. The annual tourism income through these movies is bigger than a budget of any large company.



<Haeundae> Makes Busan Famous

As the movie <Haeundae> was recently released in China and Japan, many foreign tourists visit Busan. When the movie of 10.3 million audience was released in Korea, the governor of Haeundae-gu Yu Deok-gwang said that “<Haeundae> is an example of a movie that facilitated the entire movie industry and created a synergy effect by enhancing Busan’s local brand, and it raised an awareness of public officials about natural disasters while providing an innovative promotional opportunity to Busan”. Last year, with the release of the movie, vacationers to Haeundae have increased by 10%, which has a meaning more than a mega-hit movie but a cultural product which facilitates local economy and enhances national brand. Shinsegae Department Store Centum City, which is located near Haeundae has witnessed 30% increase in its sales and Lotte Department Store Centum City also saw 11% increase in their year-on-year sales. With an increase in the number of foreign tourists, ‘Haeundae T-Shirt’ produced by Haeundae-gu Office was sold more than 1000 pieces. The movie was exported to total of 24 countries including European countries such as U.K., France, Germany and Asian countries such as China, India and Sri Lanka. It is expected to play a big part in attracting overseas tourists and enhancing national reputation.

Japan Never Forgets ‘Yon-Sama’

Samsung Economic Research Institute (or SERI) announced in the report titled ‘Rise of the Movie Industry and Success Factors’ that “Korean movie has its

golden age thanks to rapid increase in ticket sales, award from overseas film festivals and increased quality” and “this could lead to a growth in the movie tourism industry”. For example, Busan Jagalchi Market, where movie <Friend> was filmed, became a tourist attraction and shooting locations of dramas <Autumn Tale> and <Winter Sonata> attracts increasing number of tourists from Asian countries due to the so called Korean Wave. Even the drama is no more on TV, the streets where Yon-Sama walks in the drama will be filled with Japanese tourists even the sensation from the drama lasts. The success of the movie <Love Letter> made a small snowy village, Otaru of Hokkaido a famous tourist attraction. Therefore, connection between the movie industry and the tourism industry is not one specific story of a city. More of TPO member cities can be a film location or the host city of film festivals for which it could have effects more than expected.

SERI suggested that it is essential for the movie tourism industry to make film set or studios as a theme park like Universal Studio in the USA and to attract international film festival. At the same time, it warned that it could fail without thorough preparation. It emphasized that cities need systematic marketing strategies such as thorough pre-panning about shooting locations or hosting of events to raise awareness about the location among tourists to develop their movie tourism industry. It also points out that development of tourism themes such as movie scene experience rather than simple sightseeing and stronger ties with local communities such as encouraging communities’ support and facilitation of local economy are essential.

A Case Study on How To Promote Experience Tour

Editor Seon-ae Yu



Recently, people have preferred experience tour through which they can enhance the quality and value of travel through various experiences to merely sightseeing. The education- and experience-oriented tour which is aimed to broaden tourists’ knowledge and experience and improve their quality of life should evolve into a desirable tour programs that it can accomplish sustainable tourism without causing any damage on nature and local society. This paper attempts to discuss the importance of experience tour and directions for its improvement through a case study on Asian countries.

Definition and Classification of Experience Tour

A concept of ‘Experience Tour’ has not been officially defined yet because it is hard to classify experience tour products because of their great diversity. In general, experience tour refers to a tour program which makes tourists engage in some kinds of activities instead of just sightseeing. In other words, experience tour is an activity to broaden the scope of understanding through a variety of direct experiences. All kinds of activities to exchange with the locals and experience local art and culture are included in experience tour.

[Table] Major experience tour products in the world

| Category | Type | Tour Programs |
|-----------------------|---|---|
| Cultural Experience | Hands-on program | Bear brewing, wine brewing, making pasta, etc. |
| | Experience of traditional culture and education | Art festival tour, filming production tour, etc. |
| | Experience of religious culture | Pilgrimage, the Odyssey, etc. |
| Life Experience | Experience of traditional culture | Cowboy life, Eskimo life, tribe life, Thai hill-tribe, Indian life, etc. |
| | Experience of rural life | Australian pasture life, ore collection, salmon & flatfish fishing, etc. |
| Ecological Experience | Observation | Dolphin watching, polar bear watching, maritime exploration, volcano tour, observation of turtle ecology, Australian safari tour, bird watching, whale watching, etc. |
| Adventure | Visit to unique areas | Exploration of the center of the Amazon, exploration of Africa, exploration of a glacier, etc. |
| | Leisure sports | Mountain adventure, motor cycle tour, bike tour, mountain trekking, snorkeling, balloon tour, ice climbing, etc. |
| Unique Experience | Health and beauty experience | Forest hiking, yoga tour, etc. |
| | Experience of military service (national defense) | Military tour, etc. |
| | Etc. | Experience of zero gravity, polo with an elephant, etc. |

* Sources Korea Tourism Organization (1999), “Experience Tour Product Development Promotion Plan,” p.15



Case Study on the Development of Experience Tour Programs and the Directions

Korean Wave(Hallyu) and Experience Tour - Korea

Korea has made a new road for experience tour by introducing a variety of traditional culture-related tour programs such as an antique house stay and farm stay. Besides these programs, a variety of fun and exciting programs are under construction. Recently, Oriental medicine-related tour program has created sensation. This Oriental medicine tour program originated from a free medical examination for foreigners called 'Dae Jang Geum Oriental Medicine Tour Program' at Hanok Village in Seoul. The Oriental medicine tour program aims to accelerate the attraction of medical tourists who want to get Oriental medical treatment. 'Dae Jang Geum Oriental Medicine Tour Program' has offered Dae Jang Geum medical examination services (ex: Pulse diagnosis, acupuncture, moxa treatment, cupping, etc.) and created synergy effect in connection with Hallyu (Korean Wave) and traditional medicine as a professional medical institution.

Experience Tour Led by Local Government – Japan

Japan has encouraged local government to develop experience tour program and promote related tourism. For example, Hokkaido has designated three regions as 'Experience Tour Zones' to advertise and distribute its four experience tour which are Sports Tour (ex: horseback riding, water skiing, fishing, winter sports, etc.), Nature Tour (ex: trekking, animal watching, etc.), Craftwork Tour (ex: pottery making, flower craftwork, etc.) and Farm Tour (ex: food production, farm stay, etc.). This prefecture has also established 'Experience Tour Model Region Association,' developed tour programs by region and accommodation network and made and distributed 'Experience Tour Guidebook' to the model regions across the nation in order to attract long-stay tourists and promote sustainable experience tour industry.



Perfect Harmony Between Diverse Themes and Good Infrastructure – China

Since 'Health Tour' in 2001, China has developed and advertised a variety of fascinating tour programs such as 'Popular Arts of China' and 'Understanding of Chinese Life Style.' The experience tour promotion policy by China National Tourism Administration looks special because it minimizes tourists' inconvenience and creates positive images by constructing modern tourism infrastructure as well as developing tour programs at the same time. The goal of the policy is to make tourists stay longer and spend more money in China. The policy also targets to improve quality of tour services and the safety of travel agency, observe international practices and promote public relations. In addition, Travel Agency Control Act, the first travel business law in China, was enacted and put into effect in November 1996 to classify travel agencies into domestic and foreign travel agencies and permit their establishment. Thanks to these efforts, China has been the only nation in Asia since 1997 in terms of tourism revenue and number of tourists. In addition, the number of exhibitions and expositions in China has increased by about 50% annually.

Experience Tour Enhancing National Image – Malaysia

Recently, Malaysian government has operated a traditional Malaysian home-stay program. Under this program, tourists stay in a traditional Malaysian house made of wood and stilts. They prepare a meal in a traditional Malaysian style, harvest fruits and feed animals in stock farm. They can play traditional games such as kite-flying, top spinning and Congkak with local children in the afternoon and observe and participate in traditional dance or traditional wedding in the evening. Because most villages are formed in huge tropical rain forest with river and lake around, tourists can explore them by boat or on foot. For example, you can enjoy fishing using a traditional cast net in a stream which flows through the jungle or around a waterfall or trekking in the thick forest, which is why many tourists visit here with their families.

Problems and Improvement of Experience Tour Programs



As a demand for 'active tour' with variable and dynamic themes increases, government and travel agencies have attempted to come up with related tour program. However, experience tour program has been poor in terms of diversity because of the lack of comprehensive thoughts on various themes, lack of awareness and support on software development, lack of professional staff for program development, poor tourism infrastructure and lack of tour interpretation functions. In terms of operation of tour program, the following problems have been observed; poor price competitiveness, lack of specialization by travel agency and lack of market research.

To overcome the above mentioned problems and promote experience tour program, the followings should be improved. First, government needs to discover and designate a competitive region for experience tour as 'Model Region for Experience Tour' and give full support for the development. In addition, it is necessary to host a tour program development contest more often to discover diverse tour programs and focus on developing tour program and increasing sales by organizing 'Operating Committee for Experience Tour' to provide systematic support. Furthermore, it is required to develop and nurture the talents who can support.

In terms of price and distribution, it is necessary to strengthen the quality management on tour program and improve cost structure. For this, it is required to introduce a quality assurance system on tour program and come up with a price management policy to prevent travel agency from engaging in unfair bargaining practices. In addition, it is important to diversify distribution routes for experience tour program. For example, it is necessary to offer tourists more chances to purchase experience tour after establishing an overseas sales network for inbound travel agencies and nurturing professional travel agencies for experience tour.

In terms of sales promotion, it is required to host an international exposition and make and distribute a guidebook to further advertise experience tour program. In addition, it is important to make it very convenient to purchase experience tour program (ex: through the Internet and etc.). It appears that more active and educational experience tour program would become more popular because it can properly respond to the current trend of service specification. Considering all these aspects, it seems necessary to perform an in-depth research on experience tour program and come up with an effective development policy.

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Industry News



Guangzhou, China

Free Access to Airport for Asian Games

With the upcoming largest Asian Games held in Guangzhou, Guangzhou is providing various services to tourists and citizens. Among all the services, the service for travelling from airport by subway is the most extraordinary one. The idea, subjecting to citizens and tourists crowding into Guangzhou, is largely welcomed by everyone who wishes to visit Guangzhou. According to the plans concerned, subway fares for the north extension section of Line 3 are charged in terms of the length with extra RMB5 for entry and exit of the south station to the airport. As a result of a plan made by the government, the public can enjoy free subway service during the Time when the 16th Asian Games and Guangzhou 2010 Asian Para Games are being held. However, there is no definite answer to whether the extra RMB5 can be exempted. One official from the Metro Corporation indicated that travel to the airport by subway will be completely free of charge but we are currently awaiting an official final determination on this.



Guangzhou, China

Asian 'Gift Package' Announced

People in Guangzhou will be given 3 days of paid holidays during the 2010 Asian Games. This is one of 10 measures announced by the Guangzhou government to celebrate the Asian Games and thank people for their patience after the difficulties and grief they have faced in the last few years

during the preparations for the Games. It shall be signed by Guangzhou's mayor and party secretary, and delivered to every household along with a set of commemorative stamps and a postcard of the mascots. More to people's satisfaction, citizens shall benefit a public holiday for the opening and closing of the Asian Games (Nov. 12th & 26th) and the day following the opening of the Asian Para Games (Dec. 13th). Other measures include free public transportation during the 46 days when the vehicle limitation measures shall be implemented. The government will also give out free tickets to watch some of the Asian Games competitions, performances, movies, one day tours of Guangzhou and visits to the Asian Games venues. Finally, special groups such as the disabled or low-income families will received a 500 yuan subsidy, students will receive a gift package and access to the city's broadband wireless network shall be free.

Irkutsk, Russia

350th Anniversary of Irkutsk in 2011

The city should comes on to its 350th anniversary being refreshed and looking to the future, so that citizens and visitors of the city may be conscious of its beauty, feel comfort, take a breath of the atmosphere of cultural and historical space created and kept by many generations of the Irkutsk citizens and peculiar to our city. In the year 2011 a lot of sport, tourist, cultural and theatre events will be held. In the frames of the city anniversary celebration international festivals 'Stars on Baikal', 'Jazz on Baikal', 'Man and Nature' which became traditional also will be held. 'Stars on Baikal' is an international festival of classical music which the best worldwide famous performers participate in. Thanks to the international festival of jazz music 'Jazz on Baikal' citizens of Irkutsk region have



a good chance to get acquainted with skills of the distinguished jazz musicians, new ideas, and achievements. The international Baikal film festival of documentary, popular science films and educational films 'Man and Nature' is annual and is held in the Irkutsk region within in the frames of the interregional holiday 'Day of Baikal.' Various of festivals will celebrate Irkutsk's 350th anniversary.

Fukuoka, Japan

The Busiest Seaport Hakata Port

Hakata Port has become the Japan's busiest seaport with international cruise ships entrance. In 2010, Hakata Port became the busiest seaport in Japan with 61 times of foreign cruise ships entry. The economic impact of these large-scale cruise ship entrances is estimated to be 27 million US dollars. In 2011 entry is expected to be about the same number as this year. Fukuoka City Government is urgently taking measures to reinforce the system of reception and maintain the volume. Examples of such measures are; streamlining of CIQ procedure, enhancement of tourism and shopping convenience, reinforcement of promotional activities, and reorganization of



tourism-related human resource. Hakata Port in Fukuoka is a natural port that served as the pivotal intermediate for cultural and economic exchanges between Japan and China from the ancient times. Fukuoka boasts a variety of historic heritages and gourmets, and there are many leisure spots and tourist attractions around Fukuoka. Many visitors come to Fukuoka through Hakata Port to experience these appeals of Fukuoka. Hakata Port

is becoming more and more prosperous thanks to visitors who come to explore the beauty of Fukuoka, and the on-going trade at Hakata Port, the important commercial hub. Hakata Port is selected as the busiest port in Japan every year. Its famous tourist attraction, the 103-meter-high Hakata Port Tower is looking down on the port.



Ho Chi Minh City, Vietnam

Ho Chi Minh City Welcomes 3,000,000th International Visitor

Ho Chi Minh City is proud to welcome 3,000,000th international visitor on 21 December 2010. Department of Culture, Sports and Tourism will organize an event at Tan Son Nhat airport to welcome 3,000,000th international visitor to Ho Chi Minh City. This year international arrivals has increased steadily. As we can see from its recent record-breaking 3 million tourists, more and more people are visiting Ho Chi Minh City, leaving us with great expectations for the number of tourists in 2011. Ho Chi Minh is considered to be the spirit and heart of Vietnam. This busy but dynamic city is the center of Vietnamese industry, the largest city in Vietnam, the economic capital, and the origin of new trend. Streets are filled with shops, kiosks, cars, and shop stands. The city reflects the modern life of Vietnam, but also boasts the traditional custom and time-honored culture of ancient Vietnam. There are many reasons to look forward to the trip to Ho Chi Minh City, the miracle of Asia, but the most important things are well-preserved traditions, pure smiles of citizens, and

efforts made by Ho Chi Minh City Government to attract more tourists. Ho Chi Minh is opening itself up to attract more foreign visitors. We expect more people to visit Ho Chi Minh City, above its historic record of 3 million tourists.



Ho Chi Minh City, Vietnam Visa Fee Exemption Takes Effect

The visa fee exemption policy took effect on October 10 after the Vietnam National Administration of Tourism (VNAT) had issued guidelines on the policy. In a document signed by VNAT's Deputy Director General Nguyen Manh Cuong, the tourism agency said the exemption of visa fees would be granted between October 10, 2010 and December 31, 2010 international visitors. However, the incentive is limited to only those tourists who buy packaged tours from international travel companies who have registered to join the country's tourism marketing campaign named 'Vietnam - Your Destination.' Tourists can find such companies at www.impressivevietnam.vn. Travelers who purchase 'Vietnam - Your Destination' program tours but make their tours after December 31 will not be entitled to visa fee exemption.



Changwon, Korea

Changwon Held a Public Contest for a New Slogan

In the summer of 2010, three major cities of Gyeongsangnam-do - Masan, Jinhae, and Changwon were combined to form the combined Changwon. The administrative name of Jinhae was changed into Jinhae-gu, and Masan into Masan Hapcho-gu and Masan Hoewongu. As the three representative cities of Gyeongsangnam-do were combined, expectations for the future development of Gyeongsangnam-do and areas around it are growing day by day. In order to meet these expectations, Changwon held a public contest for collecting a new slogan that consists of vision, strategy, and identity of the combined Changwon that was formed in July 1, 2010. The contest collected the city slogan and design - the slogan was designed using a simple phrase consists of 10 letters in Korean or English (the usage of symbols was allowed) and its contents were for increasing pride of citizens in Changwon, promoting the prestige and future vision of city, summarizing the image of Changwon, maximizing and branding the promotion, and promoting the globalization of Changwon. In order to stimulate the citizen's participation, 6 million KRW in total was provided as



awards. The city government awarded the creative work that emphasizes the new formation of combined Changwon in the end of November, 2010, after discussing it in Changwon Symbol Developing Advisory Meeting. The city slogan symbolizing the future development and citizen cooperation of the combined Changwon will contribute to the take-off of Changwon in the future.

Dalian, China

Dalian to Embrace High-Speed Rail

The distance between Dalian and Shenyang, Dalian and Harbin are getting



closer. Thanks to the astonishing renovation in Dalian station, traffic in Liaoning, China will be more convenient and comfortable to use. With the installation of automatic system for the convenience of users, the station will be transformed into the new space. The security of users is ensured as the boarding gets much easier and more comfortable. The station will also establish blind sidewalks for the disabled. Usually public transportation is not appropriate for the disabled, but Dalian Station paid special attention for the disabled to make sure they can travel by train conveniently. The convenient and useful traffic system and facilities in China in 2011 is worth waiting for.

Namhae, Korea

Namhae Yubae Munhagwan Opening

Yubae Munhak is considered to be one important genre of Korean literature. The first Yubae Munhagwan in Korea was opened in Namhaegun, the base of Yubae Munhak. Namhaegun has promoted the construction of Namhae Yubae Munhagwan for five years to contribute to the development of Korean literature by shedding a new light on Yubae Munhak, and establishing tourism infrastructure by promoting tourist products related to Yubae Munhak. The museum was built in Namhae-eup, Nambyeon-ri. Namhae was the representative exile spot of Joseon Era along with Jeju and Geoje. Beside Kim Manjung, there were many well-known writers exiling in Namhae, such as Yu Uiyang, who was the literary vassal of the late Joseon Dynasty, and Nam Guman, one of the four representative calligraphers of early-Joseon Dynasty. By reinvestigating the history of exile from the modern viewpoint, Namhae-gun aims to transform Yubae Munhak into the tourist resource by dominating the idea of 'the flower blooming in despair, the beauty of fidelity'. In Namhae Yubae Munhagwan, visitors can experience the life of people on exile who transformed the miserable exile into Yubae Munhak - the new form of art. It will come into the spotlight as the new spot for history education and tourist attraction. In the lobby, sunbeams shining through the ceiling glass fill the open space where sculptures stand and photos hang representing the divine islands of Namhae, the heritages of Namhae such as ground stone tools, woodblock printing experience hall, and the scene of people on exile standing between life and death, and a variety of special exhibitions.



Danang, Vietnam

Green City Tour Campaign Launched

The Go Green Club (GGC), the second green city tour campaign in three major cities of Hanoi, Da Nang and Ho Chi Minh was launched on 24 Oct 2010. The activity is part of the Go Green program, which is held by Toyota Vietnam, in collaboration with the Vietnam Environment Administration and the Ministry of Education and Training. In Hanoi, the campaign took place at Indira Gandhi Park, Dong Da district with the participation of young people and locals. The activity aims to raise public awareness of environmental protection and encourage

people to clean up the residential area. Volunteers cleaned streets and distributed stickers containing simple and practical messages of how to conserve energy and protect the environment in their daily lives. Many contain short messages, such as Remember to Tighten Me (to be pasted on water taps), Clean Before Using (to be pasted on microwave ovens and irons), and Turn off the Screen When Not in Use (to be pasted on TV screens and computer monitors). The Green City Tour campaign will be held on weekends between now and March 2011, co-ordinating closely with local governments and groups such as the Women's Union and representatives of residential units and apartments. For further information, you can visit the website www.gogreen.com.vn.

Organization News



TPO Travel Trade 2010-Japan Concluded with Success

As part of the TPO overseas joint marketing project, the TPO Travel Trade 2010-Japan was held successfully in Fukuoka and Tokyo on June 22–25. Tourism officials from four TPO Korean member cities (Busan, Gyeongju,

Hadong, and Iksan) and two TPO Chinese member cities (Guangzhou and Sanya) participated in this event, where they carried out diverse activities to promote their cities' tourism resources and attract more Japanese tourists.

In particular, the TPO Travel Trade meeting was held in Japan's major travel markets of Fukuoka and Tokyo, where participating member cities' unique tourism resources and support policies for products development and marketing were introduced in detail. More than 40 tourism-related personnel from the Kyushu area attended the Travel Trade meeting held in Fukuoka on June 23, while around 65 local travel agents were invited to the Tokyo session on June 24. In addition to member cities' promotion, the TPO Secretariat made proposals on multi-themed travel packages connecting TPO member cities, and these proposals help offer new perspectives for the Japanese travel planners.

Under the overseas joint marketing project, TPO has succeeded in bringing Japanese tourists to its member cities through various corporations with the Japanese travel businesses. To improve the performance, the TPO Secretariat plans to expand the Japanese markets in future marketing programs, providing more network-building and corporative opportunities for the public and private sectors.

The 4th TPO Forum Successfully Held in Vladivostok, Russia

Under the theme "How to Overcome the Economic Recession in Tourism Industry," the 4th TPO Forum was successfully held August 25–27 at the Hyundai Hotel in Vladivostok City, Russia. More than 100 governmental officials and tourism industry delegates from eight countries and 19 member cities participated in this biennial event, including Guangzhou (China), Busan (Korea), Fukuoka (Japan), Ho Chi Minh (Vietnam), Jakarta (Indonesia), Penang (Malaysia), and Honolulu (U.S.A.), to name just a few.

Asia Pacific Tourism Association (APTA) Chairman Sang Taek Lim delivered the keynote speech on "Tourism's Importance to the Global and Local Economy," and he was followed by Prof. Sergey Dubovitskiy, Director of International Tourism and Hospitality Institute of Far Eastern National University (Russia), who spoke on "Strategies to Develop the Tourism Industry in a Global Recession." After that, a panel discussion session exchanged ideas among delegates on the relevant issues. Presentations by five member organizations (Penang, Ho Chi Minh, Jakarta, Vladivostok, and MCM Group Holdings) on "How the TPO Member Cities Are Supporting the Private Sectors to Boost the Tourism Industry" wrapped up the first-day program.

The second-day program started off with James Cook University Professor Bruce Prideaux's presentation on "Tourism Forecasting and Marketing." A case study session went on with presentations by four member cities (Guangzhou, Penang, Jeonju, and Yogyakarta). The afternoon session focused on discussion of TPO joint

projects. Professor Bong-Gyu Park from Dong-Eui University, Korea, delivered a presentation on "Tourism Statistics Network Project for Destination Marketing for TPO Membership Cities." After that, member cities' group discussions were carried out to provide suggestions on how to propel TPO joint projects. In addition to the four officially approved joint projects (namely TPO overseas joint marketing project, TPO travel card project, TPO student travel exchange project, and TPO cruise route development project), TPO Secretary General Hwan-Myung Joo proposed two other new joint projects: operating the IP TV channel, and building an integrated management system of members' tourism statistics.

In addition to the above programs, there were the TPO Best Award ceremony, Korea-Russia travel consultation meeting, the 17th TPO Executive Committee meeting (see more report below), and tourism infrastructure inspection in Vladivostok. All these programs went smoothly with the active support of the Vladivostok city government and our member delegates. Once again, we express to them our sincere gratitude for their contributions to this successful forum.



The 17th TPO Executive Committee Meeting in Vladivostok, Russia

The 17th TPO Executive Committee Meeting was held at Hyundai Hotel, Vladivostok, Russia, on August 26. Executive Committee members from Guangzhou City (China), Busan City (Korea), Fukuoka City (Japan), Ho Chi Minh City (Vietnam), Jakarta City (Indonesia), Vladivostok City (Russia), MCM Group Holdings, Ltd. (U.S.A.), and Sanya City (China) attended the meeting. For the first time, Kagoshima City (Japan) and Jeonju City (Korea) participated in the meeting as newly approved executive committee members.

Executive Committee Chairman Li Zhixin from Guangzhou City presided at the meeting. Major agenda items included the TPO budget settlement and auditing result for the year 2009 and the activity and budget plan for the year 2011. Back to the last executive meeting held in Guangzhou, China five months ago, MCM Group Holdings, Ltd. Chairman Manuel C. Menendez III was appointed as the auditor to conduct the 2009 TPO financial auditing, and the auditing report submitted by him was approved unanimously at this meeting. The activity and budget plan for 2011 proposed by the Secretariat also were approved.

The TPO Executive Committee currently meets twice a year, and its main purpose is to make decisions on important issues concerning the operation



of the TPO. The next executive meeting will be held in April 2011 and the host city will be announced after public recruitment.

TPO Secretary General Visits Dalian for Preparation of the Fifth TPO General Assembly



TPO Secretary General Hwan-Myung Joo, along with TPO Planning Director Eun-In Choi, visited Dalian, China, on September 13 to prepare for the fifth TPO General Assembly, which is to be held next year. Mr. Joo met with officials of the Dalian Travel and Tourism Bureau, and they discussed the date and venue of the conference and the responsibilities shared by the TPO Secretariat and Dalian City. In addition

to the discussion, tours also were arranged to inspect the accommodation sites and conference halls for the event. As the supreme decision-making body of the TPO, the General Assembly is convened by mayors of the member cities to discuss significant issues of the organization. The event is held once in every two years in member cities in rotation. Dalian city's application to host the fifth General Assembly was officially approved at the last General Assembly held in Kota Kinabalu, Malaysia. The date and venue of the fifth General Assembly soon will be announced to our members when the final decision is made.

TPO Student Travel Exchange Program "Discover Asia in Korea" Successfully Concluded



Jointly organized by the TPO and Busan Metropolitan City, the international student exchange camp 2010, part of the Student Travel Exchange Program of the TPO, was successfully held July 27–31 in Busan and Gyeongju, Korea.

Under the theme "Discover Asia in Korea," the five-day-four-night event highlighted the mission tours in which the participants, who were divided into five groups by country (Korean, Chinese, Vietnam, Japanese, and Russian), tried to trace the historical exchanges of the countries they represented and took pictures as evidence. The overseas students entered into a one-on-one buddy-mate partnership with local Korean students. With the concept of "F.L.Y. High," the camp organizer designed a variety of activities that made the event interesting and unforgettable; it included a one-day life experience at a local Korean high school, a one-night home-stay with the local family, a lecture on the Korean culture, a Taekwondo experience, a presentation and award on the findings of the mission tours, etc.

The camp event attracted more than 80 students from Busan and five other TPO member cities. Based on this year's experiences, the TPO will work out plans to enhance the future STEP program.

TPO Invites Chinese Member Cities to Busan International Fireworks Festival

The TPO Secretariat invited major Chinese member cities to participate in the sixth Busan International Fireworks Festival in cooperation with the Busan Metropolitan city government.



Member city officials of Tianjin, Qingdao, and Shanghai, as well as delegates from Beijing, Shenzhen, and the China International Youth Exchange Center participated in the program which was carried out October 21–24. In addition to the magnificent fireworks show on October 23, various programs were arranged for the participants to experience the beauty that Busan has to offer, including spa experience, medical tour, cruise tour, food enjoyment, culture performance, happy shopping, etc. The Busan International Fireworks Festival is one of the city's famous tourism brands, and its main purpose is to promote Busan's image worldwide and attract more tourists home and abroad.

Best Tourism Product

China >>



Guangzhou Lizhiwan, New Local Tourism Attraction

'Two banks of red lychee trees along with a green brook.' This old saying reminds us that not

long ago, Guangzhou was a city with numerous waterways and canals, with a rich culture developed along the banks of the Pearl River and which for centuries made

the city's charm. During the 20th century, many of these canals were covered over and turned into streets but the names of the streets remind us that water is never far away. The municipal government has recently completed a large renovation campaign to uncover one of these canals which stretches from next Shamian Island to Liwan Lake. Named Lizhiwan, boats are expected to be able to navigate this 743 meter-long waterway. With abundant trees, numerous shops, restaurants, old buildings and cultural and art museums, Lizhiwan canal is sure to become a major tourism attraction.

Guangzhou Canton Tower, Guangzhou's Newest Landmark

Canton Tower, the pinnacle of modern design, technology and architecture, is located in the heart of the Pearl River landscape axis, opposite Haixinsha People's Plaza and Zhujiang New Town. Surpassing the height of the Canada National Tower, the tapering silvery Canton Tower is the tallest TV tower in the world. Canton Tower promises an awe-inspiring adventure at every level. From tourism facilities, sightseeing decks, dining, entertainment, environmental and popular science education halls, the Tower has something for everyone! Combining cutting-edge technology with acute precision, the tower is formed by a rotation between two ellipses which form a 'waist' in the centre of the building. Supported by a central concrete core, the outer steel-framed structure consists of steel columns and a continuous series of oval-shaped rings of different sizes and single-direction diagonals. Experience Guangzhou's most exciting landmark and



be awed by its graciousness and beauty! A green design for the future of Guangzhou considered to be one of the most energy-saving and environmentally-friendly green buildings in the world, the Canton Tower boasts of rainwater recycling systems, a health measuring system, a wind power generation system, solar cell walls and LED energy-saving lights. Rocket to the top of the world on our state-of-the-art high-speed lifts and get spectacular panoramic views of the city below. With the most advanced lifting technology and shock and voice absorption systems in the world, you'll feel safe and top of the world!

Indonesia >>

Surabaya Reyog Ponorogo

Reyog is a traditional dance set from the folk tale which describes King Kelono Suwandono from the Wengker Negeri Bantar Angin Kingdom confronting King Singo Barong from the Ladoyo Kingdom. They gathered to win the contest judged by Princess Dewi Songgo Langit, the most beautiful princess of the Kediri Kingdom. The princess proclaimed that the one who could prepare 144 twin horses along with their handsome riders, two-headed animals and breathtaking shows would become her husband. King Kelono Suwandono accomplished all the qualifications so that he married princess Dewi Songgo Langit. The wedding ceremony was held in the downtown and celebrated with dance and performance. The performance had 3 groups of performers. The first group had 144 twin horses with handsome riders which were called Jathilan in Indonesian. The second had a man wearing a mask of lion with a



large peacock feather fan on his head called Dadak Merak. The third had dancers and percussionists that played Gamelan Gagak Anyar. Nowadays this performance is called 'Reyog' and it is still played in Surabaya on every Sunday at 10:00 am at Balai Pemuda around 30 minutes.

Thailand >>

Bangkok Wat Chanasongkhram Ratchaworawiharn

King Rama I appointed a Mon group of monks to look after this Ayutthaya period temple, so it became known in the Mon language as Wat Tong Pu. When Somdet Chao Phraya Maha Surasinghanat moved his troops back to Bangkok after victory in the battle of the Nine Armies, there was a ceremony of ritual bathing and changing of robes before he entered the Grand Palace, so the main temple was restored in 1787. After that, King Rama I gave it the name Wat Chanasongkhram.

Ubosot : This dates from the reign of King Rama I. Gable and decoration is a Naga or serpent, a special feature of Front Palace artisans. Behind the chapel walls and window frames are flame motifs. Ogival stones on the temple wall are in the shape of Vishnu mounted on a Garuda. The outside arch has stucco flame motifs,

while inside the door frames are coloured paintings. Around the chapel and behind the principal Buddha images are containers of the ashes of the princes of five kings.

Chedi : Two chedis were built in front of the chapel in the early Rattanakosin period.

They are in the Jom Hae, or wide base and sharp top shape.

Principal Buddha Image: Phra Putthanorasitrikachet is an image in the Subduing Mara posture, made of plaster, lined with lead and gilded, in the reign of King Rama I.



Japan >>



Fukuoka Hakata Ramen

There are various kind of 'ramen' in Japan. A top list of Hakata's famous cuisines is Hakata ramen in Fukuoka.

The special features of Hakata ramen are rich pork-

based soup and firm texture of the noodles. Besides the basic toppings of roasted pork slice and chopped welsh onions, you can choose additional toppings such as pickled ginger, sesame and pepper. It is recommended to eat noodles before they become too soft. At many shops of Hakata ramen, Kaedama system is available and you can order a noodle refill to eat with the remaining soup. Once you know the taste of Hakata Ramen, you will have a strong craving for it after you have a couple of alcohol drinks.

Kokura. Tourists can watch beautiful cherry-blossoms in spring, and listen to rich sound of drums of Matsuri in summer. The park around the castle is well-organized, adding to the mood of castle, and the garden inside the castle is another tourist attraction that is worth visiting. The garden reproduces the warrior's residence from Edo era in the site of Kokurajo castle owner's villa. It is a unique spot for experiencing the traditional culture of Japan that is rarely found in other parts of Japan. It consists of lecture room and beautiful garden, where tourists can experience the traditional tea culture of Japan.

Osaka Floating Garden

The 40th floor of Umeda Sky Building is the well-known tourist attraction and observatory of Osaka. The biggest appeal of this observatory is that it is located outdoors. When viewing the night view under the beautiful Milky Way, makes you feel as if you are exploring the space. You can watch the sparkling night view of



Osaka enjoying the pleasant breeze of night sky, without being trapped inside glass windows. Inside the observatory, there are various famous design chairs and sofas that you may have seen in magazines. These comfortable, romantic, artistic, exciting, and dynamic furniture might make you want to stay in the observatory forever. Unfortunately, if you are single without any company, you might feel sorry for yourself. This is because of appealing amusements in observatory such as the couple sofa with high back where you can romantically watch the night view of Osaka, or a cute chair whose floor turns pink when two persons sit close to each other (the color changes gloomy when two persons sit far away from each other)! You can also pray for a new boyfriend or girlfriend at the altar installed inside the observatory. This is Floating Garden – where you can get a glance of the night view of Osaka.

Kitakyushu Kokurajo

Tourists can visit the traditional castle of Japan in Kitakyushu. Kokura, the center of Kitakyushu, is the space that transcends time and history with time-honored castle, historic market, fine hotels and skyscrapers harmonizing together. Kokurajo, a time-honored heritage with 400-year-long history stands at the center of Kokura, the busiest spot in Kitakyushu which is as prosperous as Fukuoka. Built in 1602 by the Hosokawa family, the castle used to rule the whole Kokura, an affluent town with its development in international trade. The top floor, located on the fifth floor, serves as the observatory for viewing the entire downtown of



Korea >>



Daegu
Donghwasan Temple

Donghwasan Temple, a time-honored Silla temple, is located in the Dohak-dong Valley in between Pokpo-gol, Bindae-gol, and Susut-gol valleys. It was established by Priest Geukdalhwasang in 493. At that time it was called Yugasa Temple. Later, when the temple was rebuilt by Priest Simji, it was renamed as Donghwasan Temple because flowers of the paulownia trees were in full blossom foretelling a good omen. Bongseoru Tower, the first building you meet in this temple, symbolizes the phoenix which is known to build its nest in a paulownia forest. It forms a good combination with Donghwasan Temple which represents the paulownia tree. If you enter the precincts of the temple via the Bongseoru Tower, you come across Daeung-jeon Hall, the main worship hall, in the center of the Donghwasan Temple. Amitabha Buddha, Shakyamuni Buddha, and the Pharmaceutical Buddha are enshrined in the hall. In the east side of the Donghwasan Temple, Geumdangam Hermitage stands as a separate block. The road in front of the Geumdangam Hermitage was the original entrance to Donghwasan Temple. The original gate pillars (Treasure no. 254) and a stone sarira stupa (Treasure no. 601) still remain. At the end of the road, a Buddha relief with a gentle smile (Treasure no. 243) is inscribed on a cliff in the parking lot. If you climb up the Dong-bong Peak following the tracking course near the Yeomburam Hermitage, a panoramic view of Mt. Palgongsan unfolds before you. On a fine day, Mt. Biseulsan and Mt. Gayasan also come into sight.



Hadong
Pyungsari the Choi Champan House

<Toji>, written by Ms. Park Kyungni, is a novel that made a new era in the Korean literature. Though Ms. Park Kyung-ni, the female master of literature, passed away in 2008, her literary works are still cherished by many. Hadong, the background of her work Toji, is consistently receiving the spotlight as the newly-developed tourism product. Park Kyungni's historic novel <Toji> that encompasses the large part of Korean history from Donghak Peasant Revolution to the modern era of Korea is based in Pyungsari. In Pyungsari, the Choi champan house that appear in the novel is reproduced as a traditional Korean house with 14 buildings. You may experience the daily life of local Yangban of Gyeongsangnam-do and the local customs that appear in the novel at the Choi champan house in Pyungsari. Near the Choi champan house, there is a drama location set for Toji reappearing the daily life in the late Joseon era. Pyungsari Munhagwon is another tourist attraction that is worth visiting. Toji literary festival for writers of Korea is to be held every autumn in Pyungsari, which will contribute to transforming the place into the literary town. Also, two main characters from the novel were characterized and being sold as various tourist products.

Incheon
Hwadojinji Military Camp

In Hwadojinji Military Camp in Incheon, you can imagine how the military troop was in the late Joseon Dynasty. Hwadojinji Military Camp is a place where military troops were stationed to watch Western vessels that appeared often in the late Joseon Dynasty. Hwadojinji Military Camp was installed to defeat Japan, who forcefully demanded Joseon Dynasty to open a port after contracting Ganghwado Joyak. In 1878, the emperor Gojong dispatched Shin Jeonghee to install Jin and artillery units that formed a military camp. Hwadojinji is a historic location where Joseon Dynasty and the U.S.A. contracted the defense and commercial treaty in 1882, and where Joseon Dynasty and the Great Britain, Joseon Dynasty and Germany contracted the defense and commercial treaty in June, 1882. The military camp was destroyed by fire as the military organization was reformed in the Gabo Reform of 1894. But in May, 1982, the tower was constructed to commemorate the 100-year-anniversary of the establishment of diplomatic relations between Korea and the U.S., and in September, 1988, the military camp was reproduced by Incheon City government. The park, constructed around Hwadojinji Military Camp, is attracting many citizens as the urban rest area. In this urban rest area, citizens exercise every morning or evening, and children from kindergarden and elementary school take a small excursion to the park to learn new things and enjoy the season. Incheon Hwadojinji Military Camp is an ideal spot for imagining the military life in Joseon Dynasty, or simply resting and relaxing.



Korea >>

Andong
Hahoe Pyolshin Gut T'al nori

In Andong, the hometown of Seonbi, you can experience the quintessence of T'al nori (the Korean mask dance). Hahoe Pyolshin Gut T'al nori, the 69th important Intangible Cultural Heritage of Korea, is a mask dance performed by merchants from the mid-12th century in Andong Hahoe town, Gyeongsangbuk-do. This T'al nori is a part of exorcism in town praying for the happiness and good harvest. In the early Koryo era, there was the outbreak of epidemic and fires in the town. Towners thought this was because of the outrage of god, and the town can escape from tragedy and be blessed by amusing god. And so started T'al nori. We can see from this story that Tal was not only aimed for tricking Yangban. Hahoe Pyolshin Gut T'al nori consists of 'Paekchong Madang', 'Halmi Madang', 'P'gyesung Madang', and 'Yangban & Sunbi Madang'. Amusingly depicts the satire on P'gyesung and Yangban, the performance evokes many laughs and excitements. Let's enjoy the exciting performance of Hahoe Pyolshin Gut T'al nori in Andong Hahoe Town, which is permanently performed for 9 months from March to November.



Changwon
Junam Reservoir

Visitors can realize the importance of environment in Junam Reservoir in Changwon, the place for living and experiencing eco-system. Junam Reservoir is a natural swamp that has provided necessary water for farming land from the ancient era. It is a back-swamp lake that consists of three reservoirs - Sannam, Junam, Dongpan. Until the mid-1970s, it was a mere reservoir that did not attract any attention. It was not called 'Junam Reservoir' back then; rather, it was named Sannam swamp and Yongsan swamp after the name of towns. Junam Reservoir has provided abundant food such as freshwater prawns, clams, and fish, and the source of fire such as reeds and flame grasses. Junam Reservoir became widely known as the habitat for migratory birds since the late-1970s and 1980s, when thousands of migratory birds like Gachang ducks came to winter in Junam Reservoir. Now, it is receiving attention as the largest habitat for migratory birds in the Oriental World, exceeding the standard of swamp registration in Ramsar Convention. It is especially famous for the intermediate location of cranes and wintering spot of white-naped cranes. Diverse eco-classes for children such as the swamp eco-class and bird exploration class are offered during the vacation. It will be a good opportunity for your children to learn about the miracle of eco-system and the value of nature.

Chinese Taipei >>

Kaohsiung
Kaohsiung Cycle Tour

There are many bicycle riders travelling across the downtown in Kaohsiung. There are bicycles for travelers as well. The hidden excitement of Kaohsiung is to travel along the downtown on bicycle. There are MRTs conveniently located near tourist attractions, but it is much more amusing to visit every corner of city pedaling on your bicycle. These cute bicycles with yellow-green color are public bicycle managed by Kaohsiung City Government. There are 20 bicycle stops in downtown where you can rent or store bicycle. These stops are located close to MRT stations, so that you can keep your bicycle in one stop and rent a new one at the next stop if you have to travel a long distance. Stops are operated manned and unmanned, but you have to visit the center when first renting bicycle. You can rent a bicycle by depositing your passport. The cost can be paid later with credit card or cash. Let's explore Kaohsiung on exciting bicycles.



Vietnam >>

Ho Chi Minh City

The Passage To Vietnam Crafts Village

Within 20 square hectares of green space displaying collections of tangible and intangible heritage, distinctive architecture of different regions, the Passage to Vietnam Crafts Village introduces to visitors an overview of Vietnamese culture, nature, people and lifestyle. Located close to historical Cu Chi tunnels, the Passage to Vietnam Crafts Village is an attraction with considerable potential to enrich the existing Cu Chi excursion itinerary from HCMC and also to become a high-class getaway country home-stay resort in the near future.

The Passage to Vietnam Crafts Village offers various interesting itineraries: a relaxed day with green nature and Vietnamese culture, learning about Vietnamese traditional handicrafts, learning about the unique architecture of houses, bamboo in Vietnamese daily life, ceramics – the art of firing, activities in green nature all these being great chances for visitors to get some fresh air,



to broaden their knowledge about Vietnam and to have beautiful memories. The Village includes five main areas. Passage to the Origins, Altar of the nation, The country & people gallery and Declarations of Independence areas introduce the ancient Vietnam civilization, spiritual life, nature, minorities and history. Besides learning about

12 popular traditional handicrafts of Vietnam, tourists also can try making their own products in Do paper making, bamboo weaving, bamboo carving, ceramics workshops, etc. 8 distinctive houses of different regions and ethnic groups demonstrate the flexibility of authentic Vietnamese folk architecture features. Vietnamese folk dances are a daily performed daily at the Passage to Vietnam Crafts Village. Tourists can indulge in the space of folk music, learn some exciting steps, have fun with the bamboo swing or row a sampan along the peaceful river. Tourists can relax and enjoy the delicious traditional Vietnamese dishes at the restaurant on the bank of the river.

Philippines >>



Manila

Malacanang Museum

In Manila, you can learn about the history of Filipino presidents at a glance. Philippines Malacanang Museum is exhibiting the brilliant inheritance and records of all the presidents of the Republic of Philippines since its independence until 2010. You have to pass through the strict inspection similar to the one that of airport to get into the museum, but the procedure is similar to the one what you can get inside the museum. The magnificent medieval Spanish interior and heritages impress all the visitors at once. Malacanang Museum is strictly protected because the museum is located right next to the President's Castle. But once you pass through its high wall, you can watch the marvelous libraries of presidents, the portrait of Marcos, and the priceless pink shoes of the former First Lady Imelda, widely known for her extravagant shoes collection and unprecedented beauty in the beautiful building hidden in the deep forest. You can witness the shining past of presidents of the Republic of Philippines in Malacanang Museum.

Russia >>

Irkutsk

Historical Irkutsk

There are about 700 monuments of history and culture in Irkutsk, over 100 of them are of national importance. Trademark of Irkutsk is wooden architecture of the house of merchant Shastin. This historical and architectural complex is one of the brightest examples of the reservation zone of the city, an original fragment of the old Irkutsk of the end of the XIXth century. At the initiative of the French Association for Preservation of World Monuments this house was included in the list of the protect world heritage and entitled the House of Europe. Now it is a business centre of the Irkutsk city administration, the information and tourist center of Irkutsk is housed here. In another ancient estate at the silent small street in the center of Irkutsk visitors from all over the world come to get to know facts from destinies of <the State Criminals>, living in exile in Siberia for participation in the revolt on Senatskaya Square on Dec 14th, 1825. In Irkutsk there is the estate of prince Sergey Volkonsky and in the neighbouring street there is the estate of prince Sergey Trubetskoy. Both of them are included in the historical and memorial complex <Decembrists in Siberia>. Exhibitions in these two houses tell us about the history of Decembrists. Annually December, 14-25th the museum holds traditional festival 'Decembrist evenings'.



Malaysia >>

Kota Kinabalu

Looking Around Kota Kinabalu Market

Sunday Market is a large-scale outdoor market that consists of over 300 small shops located along street in the downtown. The market which opens every Sundays, sells a variety of products, such as living goods like shoes, bags, and clothes, colorful juices, medications, foods like coffee, vegetables, and fruits, and even pets like fish, puppies, kittens, and rabbits. The market used to sell daily products to local citizens, but after it became widely known to tourists, it started selling unique ornaments and souvenirs. The shop-owners shout to attract more customers, and customers bargain with shop owners for a lower price. If you get hungry while walking along the market, you can fill your stomach with fresh-baked breads and refreshing sugar-crane juice.

Handcraft Market, largely resembling Jatujak market in Bangkok, Thailand, is a large-scale indoor market specializing in handcraft products. In labyrinth-like alleys, hundreds of shops selling clothes, accessories, and jewelries are located densely. You easily get lost in this big maze, so you'd better buy something you want when you have found it. It is almost impossible to find the shop again once you leave the place! Bargaining is essential, since the price is relatively high. Most shop owners are friendly – they will willingly take time to bargain with you with smiles. But, you may not start bargaining if you don't want to buy the product. The fruit market, located right next to handcraft market, sells qualified dried fish, fresh vegetables, and fruits at low prices. Don't miss tasting the fresh-cut Durian on the street, which is well known as the king of fruit.



Kota Kinabalu

Tunku Abdul Rahman Park

Tunku Abdul Rahman Park is from three to eight kilometers away from Kota Kinabalu and it is an oceanic national park which consists with five different islands in the sea. Due to its beautiful scene with coral reef and peaceful beaches, it is popular for tourists all year round. Among the island Gaya, Manukan, Sapi, Mamutik, and Sulug, Gaya is the biggest but the island Manukan and Sapi are the most well-facilitated for activities and the most popular for tourists. It will take about ten minutes by boat from the port in Kota Kinabalu to the islands. Once getting into the island after paying the entrance fee, tourists will be welcomed by the open sea, clean sand beaches, a dense

forest and well-developed pedestrian roads. At the beach, tourists can enjoy the various sea sports such as snorkeling, kayak and parasailing. However, chief of all, sea walking, which is the sports walking down the sea with special respirators and watching tropical fish and coral reef, is the most popular one. And this is the place where tourists can stay and relax at the charlet-styled residence made with woods. Inside of the resort-styled island, it is filled with so much sightseeing. The maritime museum located in the center of the island draws attention from the tourists with various marine lives such as tropical fish, turtles and dugongs and the entrance fee of the museum is free. Smaller than the island Manukan, the island Sapi has the most beautiful coastline in the Tunku Abdul Rahman Park and it is always full with the one-day trip tourists. Not only it has sea sports facilities such as sea bathing, snorkeling, wakeboard, jet ski and sea walking, but also it got a buffet restaurant where people can enjoy the barbeque outside.

Since each island in the park is in the close distance, it is reachable by boat in 15 minutes. However, these facilities are all in the national park so the tourists need to be aware not to damage the environment and throw trash away.



Tourism Promotion Organization for Asia Pacific Cities

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TPO is a network of Asia Pacific cities and a growing international organization in the field of Tourism.

It serves as a centre of marketing, information and communication for its member cities.

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