

# The 6<sup>th</sup> TPO General Assembly

4-7 September 2013 Daejeon, Korea

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**Tourism Promotion Organization  
for Asia Pacific Cities**

# Message from the Mayor of DaeJeon City



hong-chul Yum  
Mayor of DaeJeon City, Korea

I am pleased to invite you to the 6<sup>th</sup> General Assembly of the Tourism Promotion Organization for Asia Pacific Cities (TPO) from September 4 to September 7 this year in Daejeon Metropolitan City.

We hope that with the participation of your city in the 6<sup>th</sup> TPO General Assembly, it would provide an opportunity for Asia Pacific cities to get together and share opinions for the establishment of creative tourist cities through various programs.

We are certain that with your presence, it would greatly contribute to enhancing exchanges and collaborations among Asia Pacific cities, as well as contribute to the tourist industry of Asia Pacific regions.

We look forward to seeing you at Daejeon Metropolitan City, and we give our best wishes for your success and limitless development of your city.

Once again, I would like to express my sincere appreciation to Daejeon Metropolitan City for organizing this wonderful event. I wish all of you a good health and a good luck.

Thank you.

# Greetings from the mayor of Guangzhou



Mr. Jianhua Chen  
Mayor of Guangzhou

An old Chinese saying goes, "It takes ten years to grow trees but a hundred years to rear people." After 10 long years of constant effort, TPO is now celebrating its 10<sup>th</sup> anniversary. I, representing TPO, would like to welcome everyone participating in the 6<sup>th</sup> General Assembly held in Daejeon, South Korea.

Even today when the state of international affairs are in constant change and the international financial crisis is not fully recovered, TPO members have worked assiduously for the improvement of the Asian-Pacific region; 10 countries and regions, 70 member cities and 36 private members. As the leverage of tourism gradually increased, each central and local government are now in high interest in this industry.

The 10 years of TPO has been trustworthy and growth of 10 years. For ten years from now, TPO will continuously improve and become a powerful organization which influences over Asian-Pacific cities.

Simultaneously, TPO is in process of co-operating with international and local tourism organizations and has pushed ahead with exchange and cooperation between cities.

As everyone knows, TPO General Assembly has served as a best decision mechanism of TPO, tried collaboration of member cities and private members, and buttressed tourism improvement concurrently.

I dare swear that we will reinforce our cooperation through the 6<sup>th</sup> TPO General Assembly, and everyone in this place will enjoy its ripple effect.

Welcome to Daejeon, South Korea!

## Message from Co-president of TPO



Hur, Nam-sik  
Co-president of TPO  
Mayor of Busan Metropolitan City

I take great pleasure to welcome you to the 6<sup>th</sup> General Assembly of Tourism Promotion Organization for Asia Pacific Cities held in Daejeon, Korea from September 4 to 7, 2013.

Tourism industry enjoys a rapid growth around the world and the Asia Pacific region, in particular, is emerging fast as a popular tourist destination. Since its inception in 2002, TPO has led a variety of cooperation projects among member cities whose number has now exceeded 100. The achievements made so far are only attributable to member cities' efforts to reach the common goal of 'tourism industry promotion.' As co-president, I am wholeheartedly grateful for that.

As the premier decision-making body, TPO General Assembly invites all member cities to share ideas on how to better strengthen cooperation. I am certain that this year's General Assembly will help TPO establish itself as an international organization with a far-reaching influence in the Asia Pacific region and beyond. A variety of programs offered this year will enable experts and city government officials to exchange experience on city tourism and marketing. Please engage yourselves in sharing policies for sharpening the competitive edge of tourism industry. I look forward to your active participation bringing about a successful event.

## Message from the Secretary General of UNWTO



Taleb Rifai  
Secretary General of UNWTO

Congratulatory Remarks of UNWTO SG  
6<sup>th</sup> TPO General Assembly

I would like to extend to you my sincere congratulations on the 10<sup>th</sup> anniversary and 6<sup>th</sup> General Assembly of the Tourism Promotion Organization for Asia Pacific Cities.

Cities are some of the world's most important tourism destinations, attracting tourists worldwide for their vibrancy, character and diversity. As such, cities are becoming more and more important in terms of sustainable tourism development and international cooperation.

TPO has contributed greatly to tourism development in Asia and the Pacific by providing a platform of inter-city cooperation and networking. UNWTO is very pleased to have partnered with TPO on many occasions, from co-organizing events to the participation in each other activities.

Today, tourism accounts for 9% of the global GDP and 30% of service exports, and employs 1 in 11 people across the world.

Being one of the world's top job creators and leading export sector, especially for developing countries, tourism plays a significant part in the achievement of the United Nations' Millennium Development Goals, namely in eradicating poverty, promoting gender equality and environmental sustainability, and forging global partnerships for development.

In spite of tourism's significant role in global growth and development, there are still several challenges facing the sector, including unbalanced taxation, limitative aviation policies and the current global economic scenario which, particularly in developed economies, constrains the investment capacity of the public and private sectors.

Furthermore, complicated, costly and lengthy visa procedures continue to hinder millions of people from traveling, especially from emerging countries, which are some of the fastest growing tourism markets today. These are just some of the challenges and main priorities of UNWTO's scope of work.

Thank you very much.

# OVERVIEW

The main objective of 2013 General Assembly is to celebrate the 10<sup>th</sup> anniversary of TPO foundation and to evaluate the previous activities. We will set as strategic direction to develop and designate TPO's role in the field of global tourism.

## I Basic Directions

- 01 To review the importance of the 10<sup>th</sup> anniversary and establish a foundation to become a leading international organization in the culture and tourism sector.
- 02 To manage the organization integrated with cultural and touristic way to vitalize private members.
- 03 To motivate personal members to participate through introducing diverse and practical programs.

## II Outline of the Event

- Theme : Activation of regional cultural and tourism industry through international organization.
- Date : 4 - 7 September, 2013 (4days)
- Place : Daejeon Convention Center(DCC), Daejeon City and Regions of Chungcheong Province
- Main Event : **TPO General Assembly** : Meeting with member cities and private organizations  
**TPO Tourism School & International Tourism Conference** : Presentations on methods of activation of local tourism sectors  
**International Tourism Exhibition** : Presentation of member cities' Cultural Tourism Resource and Operation of exhibition booths, Cultural Experience, Seminar for jobseekers, Business Consulting, Festival for International Students in Korea, etc.

Host :  Tourism Promotion Organization for Asia Pacific Cities

Organizer :  TPO Secretariat  대전마케팅공사

Sponsor :  대전광역시  부산광역시  UNWTO  문화체육관광부  한국관광공사

# Speakers List



**KIM Chin-Kyung**  
President of Yanbian University of Science and Technology  
Keynote Speaker



**Xu Jing**  
Regional Director for Asia and the Pacific, United Nations World Tourism Organization  
Moderator of International Seminar, Speaker of International Tourism Conference



**Mason Florence**  
Representative of the Mekong Tourism Development  
Speaker of International Seminar



**Ivy Chee**  
Director (East Asia) of Pacific Asia Tourism Association  
Speaker of International Seminar



**Liu Shin-Il**  
Director of China Study Department of Kosin University  
Reviewer of International Seminar 1 & 2



**LEE Chul-Ho**  
Dean of Graduate School of International Studies, Pusan National University  
Moderator of International Tourism Conference



**Lee Won-Tae**  
Research Planning & Coordination Manager Korea Culture & Tourism Institute  
Speaker of International Tourism Conference

## Speakers List



**Lim Sang-Taek**  
 Professor of Dong-a Univ  
 Chairman of Asia Pacific Tourism Association(APTA)  
 Chairman Reviewer of International Tourism Conference  
 (Proposal Contest for college students)

**KIM Chul-Won**  
 Dean, College of Hotel and Tourism  
 Management, Kyung Hee University  
 Speaker of International Tourism Conference



**Ick-Keun Oh**  
 Professor of  
 Hospitality & Tourism, Keimyung University  
 Speaker of International Tourism Conference  
 Moderator of Panel Discussion  
 of Cultural Tourism Employment Policy

**KWON Chang-Hee**  
 Professor of Hansei Univ  
 President of the Korean Society for U-city  
 Speaker of International Seminar,  
 Reviewer of International Tourism Conference  
 (Proposal Contest for college students)



**Tae En-Ji**  
 Coordinator, Knowledge Network Programme  
 United Nations World Tourism Organization  
 Reviewer of International Tourism Conference  
 (Proposal Contest for college students)

**Lee Sang-mi (Ph.D)**  
 Assistant Professor  
 School of International Tourism, Dong-A-University,  
 Busan, Korea Deputy Secretary-General,  
 Asia Pacific Tourism Association (APTA)  
 Reviewer of International Tourism Conference  
 (Proposal Contest for college students)



**Park Jeong-Ho**  
 Principal of Silla Vocational School  
 Speaker of Panel  
 Discussion of Cultural Tourism Employment Policy

## Intro of Program

Category	Schedule	Description
<b>The 6<sup>th</sup> TPO General Assembly</b>	Wed 4 – Sat 7. Sept	① Mayor's roundtable meeting and cultural experience programs for the mayors ② Executive committee meeting ③ VIP Keynote speech ④ General Assembly ⑤ Technical Tour in Daejeon and its vicinity ⑥ Regional Meetings ⑦ Commemorative Project for the 10 <sup>th</sup> anniversary TPO (Award a prize for Merit Award and International Cultural and Tourism Award) ⑧ Agreement signing by member cities, Declaration of the 6 <sup>th</sup> General Assembly
<b>International Tourism Conference</b>	Wed 4. Sept	① International Tourism Organization Seminar ② Thesis Presentation ③ Proposal presentations by college students
<b>International Tourism Exhibition</b>	Wed 5 – Fri 6. Sept	① Exhibition booth operation ② Business Consulting (travel agencies networking) ③ Presentation of the member cities' cultural and tourism resources ④ Introducing local goods and souvenirs of member cities ⑤ Culture events and stage performances ⑥ Career seminar for cultural and tourism industry and Lecture

# General Assembly Program

- **Period** : Wed 4 – Sat 7. September / Daejeon Convention centre
- **Participant** : 300 persons (70 member cities, 36 private sectors / Delegation)
- **Characteristics** : - Deliberation decision of Organization Operation (Forming Organization Delegation and Pending Issue)  
 - Celebration of the 10<sup>th</sup> anniversary of TPO  
 - Networking with International Organization

## First Day : 4. Sept

- 09:00 - 17:00 Registration
- 14:00 - 18:30 TOURISM SCHOOL
- 19:00 - 20:30 Networking banquet

## Second day : 5. Sept

- 09:30 - 10:30 Opening ceremony
- 10:30 - 11:00 Group pictures and Tape cutting Event for the opening of the Exhibition
- 11:00 - 12:30 **Mayors' Roundtable Meeting**  
**Regional Meetings** / Korea & Japan, China & Chinese Taipei, South-East & Far-eastern Asia region
- 12:30 - 14:00 Luncheon
- 14:00 - 15:30 **- International Seminar #1**
  - **Theme** : Activating / stimulating Regional Cultural and Tourism Industry in Cooperation with International Organizations.
  - **Keynote address** : Kim Chin Kyung from UNDP  
 President of Yanbian University of Science and Technology
  - **Presentation** : Mason Florence  
 Representative of the Mekong Tourism Development
  - **Presentation** : Kim Chin Kyung from UNDP  
 President of Yanbian University of Science and Technology
  - **Discussion** : MD ANIZAM BIN AB RAHMAN,  
 Minister of Tourism and Culture, State Government of Kelantan  
 EUN-SOOK KIM, Chief of Jung-Gu(Busan) Office  
 Prof. Shin Il Liu,  
 Director of China Study Department of Kosin University

# General Assembly Program

## Second day : 5. Sept

- 15:30 - 16:00 COFFEE BREAK
- 16:00 - 18:00 **- Cultural experience programs for the mayors** (mainly focused on Foreign Cities)  
**- International Seminar II**
  - **Theme** : International seminar for development of TPO
  - **Presentation** : Ivy Chee, Director of PATA Asia-Pacific region  
 Kwon Chang Hee, Professor of Hansei Univ
  - **Discussion** : Chun-An Chen,  
 Director of Tainan City Government Tourism Bureau  
 Hee-Yoon Park,  
 Director of Tourism Industry Division, Daejeon city  
 Mason Florence,  
 Representative of the Mekong Tourism Development  
 Prof. Shin Il Liu,  
 Director of China Study Department of Kosin University
- 18:30 - 22:30 Welcoming Dinner hosted by the Mayor of Daejeon

## Third Day: 6. Sept.

- 09:00 - 10:30 **Executive Committee Meeting**
- 10:30 - 12:30 **Member cities summit**  
 Presentation of case studies of the member cities on management of cultural and tourism resources (conducted jointly with the Exhibition events)  
**Tourism Promotion Activity**  
 Site: DCC Exhibition Hall(1F)
- 12:30 - 14:00 Luncheon
- 14:00 - 16:00 6<sup>th</sup> General Assembly
- 16:30 - 17:00 Press conference
- 18:30 - 20:30 TPO Best Award ceremony and farewell Dinner

## Fourth day : 7. Sept.

- 09:00 - 18:00 Technical tour

## TPO Tourism School & International Tourism Conference

- **Date and place** : September 4 (Wed) / Daejeon Convention Center (DCC)
- **Participant** : 150 persons (scholars and experts in tourism, students and citizens).
- **Program** : Presentations on methods of activating / stimulating regional and cultural tourism industry through International Tourism Organization

### Wed 4. Sept

- 13:00 - 14:00** Registration
- 14:00 - 14:30**
  - Opening address: TPO chairman / mayor of member city
  - Welcoming speech: TPO Secretary General
  - Congratulatory speech : UNWTO Director of Asia Pacific
  - Congratulatory speech : APTA (Asia Pacific Tourism Association) chairman
  - Congratulatory speech : PATA Director of Asia Pacific
- 14:40 - 16:20**
  - Session 1 : Creative economy and cultural tourism**  
senior person – Lee Chol Ho (Director of the graduate school of international studies, Busan National University)
  - Presentation 1**  
Lee Won Thae (The head of the Korea Culture and Tourism research)
  - Presentation 2**  
Oh Ik-Kun (professor at the Keimyung University, Tourism Department)
  - Session 2: “Cooperating with International Organization”  
Training program (Tourism School) for TPO member city officers’**  
Speaker1 : Xu Jing, Director of UNWTO Asia-Pacific region  
Speaker : Chulwon Kim, Dean of the department of Hotel Management of Kyunghee Univ
  - Session 3: College Student Proposal Contest**  
Participants: 7 advanced teams from the preliminary round
- 16:20 - 16:40** Coffee Break
- 16:40 - 17:30** Closing Ceremony

## TPO International Travel Fair

### First Day 9.5 (Thur.)

- 09:00 - 18:00** Registration and booth operation, cultural experience, displays of regional goods – souvenirs, performance, etc.
- 10:30 - 11:00** International Travel Fair opening ceremony tape cutting and Member cities` tourism briefing
- 10:00 - 12:00** Career seminar for the employment in culture and tourism / job preparation seminars Inline Inc, MiRan Jeon
- 14:00 - 15:00** **Tourism Industry Employment Seminar #1**  
Convention Center : KINTEX
- 15:00 - 16:00** **Tourism Industry Employment Seminar #2**  
Tourism Promotion Organization : Korea Tourism Organization
- 16:00 - 17:00** **Tourism Industry Employment Seminar #3**  
hotel : Grand Hilton Hotel
- 17:00 - 18:00** **Tourism Industry Employment Seminar #4**  
travel agency : Hana Tour, tourist interpreters

### Second Day 9.6 (Fri.)

- 09:00 - 17:00** Registration and booth operation, cultural experience, displays of regional goods – souvenirs, performance, etc.
- 10:30 - 12:30** **Member cities summit**
  - ❖ **SESSION 1 : 10:30 - 11:15**  
Korea · Japan : Ulsan, Cheongju, Takao
  - ❖ **SESSION 2 : 11:15 - 12:00**  
China / Chinese taipei : Guangzhou, Tainan
  - ❖ **SESSION 3 : 12:00 - 12:30**  
English language : Yogyakarta, Kota Bharu
- Business Matching**
- 13:00 - 14:00** Cultural Performance
- 14:00 - 15:00** Special lecture on the employment in the international organization and global leadership (UNWTO)
- 15:00 - 16:30** Discussion about job creation in Tourism & Culture

# Daejeon attractions



## Gyejok Mountain Hwangtogil(Red Clay Trail)

Since it started with 'Masai Marathon' named after Masai tribe in Africa known for their frequent and proficient walking, the Hwangtogil now known worldwide as a barefoot attraction is 14.5km in distance with not so steep slope , making it an eco healing course enjoyable to everyone, male or female, old or young, without a burden.



## Daecheong Lakeside Trail

Daecheong Lake of 80km in perimeter boasting 1.5 billion tons of reservoir capacity is the third largest fresh-water lake in the country. The Daecheong lakeside trail formed along beautiful scenery of Daecheong Lake as the lifeline for Chungcheong is a unique attraction only of Daejeon where you mayn walk while appreciating the colorful views surrounding the lake.



## Hanbat Arboretum

The secret garden hidden in the downtown of Daejeon, called 'Hanbat Arboretum' is the largest man-made arboretum in the country, which has the East Garden with 19 themes and the West Garden consisting of 15 themes. It also retains a tropical botanical garden with the theme of mangrove for the first time domestically. This is a space where you may rest while fully appreciating the green inside downtown as well as the resting space.



## Root Park

Root Park has the purpose of making all people to be aware of their own roots and thereby nurturing the spirit of respect for the aged and filial piety, and is counted as the moest Korean attraction for live education field for the filial piety where sculptures symbolizing family names are erected for the first time in the world. You will be able to see various data enabling you to find origins and history related to the family names as well as colorful sculptures symbolizing various family names.



## EXPO Science Park

EXPO Science Park is a commemorative theme park of the 93 Daejeon International EXPO, which has facilities such as stereoscopic image hall, cutting-edge science hall, Simulation hall and etc.

# Memories of Previous General Assembly



The First TPO General Assembly - Mayors` roundtable meeting



The Second TPO General Assembly



The Third TPO General Assembly - Cultural experience program for the mayors



The Fourth TPO General Assembly - Best Award



The Fifth TPO General Assembly