



Tourism Promotion Organization for Asia Pacific Cities
The 8th General Assembly

18 Oct - 21 Oct 2017, Tongyeong City, Republic of Korea

The 8th **TPO**
General Assembly



TPO Secretariat

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Tourism Promotion Organization
for Asia Pacific Cities



THE LAND OF SEA
TONGYEONG



Ministry of Culture, Sports
and Tourism



Bravo
Gyeongnam



KOREA
TOURISM
ORGANIZATION



UNWTO
AFFILIATE MEMBER



APTA
Asia Pacific Tourism Association

TPO Members

81 city members, 40 industry members



Tourism Promotion Organization
for Asia Pacific Cities

City Members

- CHINA**
 - Chengdu
 - Qingyuan
 - Dalian
 - Foshan
 - Guangzou
 - Hangzhou
 - Liupanshui
 - Qingdao
 - Sanya
 - Shanghai
 - Shaoguan
 - Shenyang
 - Suzhou
 - Tianjin
 - Urumqi
 - Weihai
 - Yantai
 - Zhangjiajie
 - Zhaoqing
 - Zhengzhou
- RUSSIA**
 - Vladivostok
 - Irkutsk
- JAPAN**
 - Fukuoka
 - Kagoshima
 - Kitakyushu
 - Kumamoto
 - Miyazaki
 - Osaka
 - Shimonoseki
 - Takeo
- KOREA**
 - Andong
 - Busan
 - Busan Haeundae-gu
 - Busan Jung-gu
 - Buyeo
 - Changwon
 - Chuncheon
 - Daegu
 - Daegu Jung-gu
 - Daejeon
 - Donghae
 - Gangneung
 - Geoje
 - Gimhae
 - Goyang
 - Gunsan
 - Gwangju
 - Gyeongju
 - Hadong
 - Iksan
 - Incheon
 - Jeonju
 - Namhae
 - Pohang
 - Sokcho
 - Tongyeong
 - Ulsan
 - Ulsan Nam-gu
 - Yeongju
 - Jeollabuk-do
 - Ulju-gun
- CHINESE TAIPEI**
 - Kaohsiung
 - Taichung
 - Tainan
- THAILAND**
 - Bangkok
- VIETNAM**
 - Danang
 - Hai Phong
 - Hanoi
 - Ho Chi Minh
- PHILIPPINES**
 - Manila
- MALAYSIA**
 - Georgetown
 - Ipoh
 - Kota Bharu
 - Kota Kinabalu
 - Kuala Lumpur
 - Melaka
 - Taiping
- INDONESIA**
 - Bitung
 - Jakarta
 - Surabaya
 - Yogyakarta

TPO, a Network of Asia Pacific Cities

Industry Members

- CHINA**
 - Guangzhou Garden Hotel
 - Guangzhou Star Cruises Co., Ltd.
 - GZL International Travel Service Ltd.
 - Shandong Channel International Travel Service Co., Ltd.
 - China Travel International (Xinjiang) Ltd.
 - China Comfort Xi'an International Travel Service Co., Ltd.
 - Dalian Gulian International Travel Service
 - CITS Guangdong
 - China Travel International Sanya Co., Ltd.
 - Hainan Gaoli Holiday Travel Service
- JAPAN**
 - Kagoshima Convention & Visitors Bureau
 - Fukuoka Convention & Visitors Bureau
 - JTB Corp. Fukuoka Office
- KOREA**
 - BEXCO
 - Busan Tourism Association
 - Arum Travel Service Co., Ltd.
 - Cheongsong Travel Service Co., Ltd.
 - Road ABC Media Co., Ltd.
 - TourJapan Co., Ltd.
 - Intravel Ltd.
 - Haeundae Centum Hotel
 - Wolseong E&C
- DAEGU**
 - Daegu Tourism Association
 - Lee Convention
 - Busan Tourism High School
 - The Korea Academic Society of Tourism and Leisure
 - Solar Travel Agency
 - BS FunTour
 - Benikea Jeonju Hansung Tourist Hotel
 - Sky Tour
 - JB Tour
 - PANWORLD Dream
 - Tour Fun
- MALAYSIA**
 - Taiping Tourist Association
- MONGOLIA**
 - Ancient Nomads Tour Agency
- RUSSIA**
 - Gavan Tour-center Co. Ltd
- U.S.A**
 - MCM Group Holdings Ltd.
- VIETNAM**
 - Haiphong Vanhoa One Member Limited Corporation
 - Haiphong Vocational College of Tourism

TPO is a network of Asia Pacific cities and an international organization in the field of tourism. Since its inception in 2002, it has served as a center of marketing, information, and communication for its member cities. Currently its membership includes 81 city governments and 40 non-government members representing tourism businesses, educational institutions, and other tourism authorities. The organization is committed to the common prosperity of the Asia Pacific cities through sustainable tourism development.

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Welcome Message

Message from the Mayor of Tongyeong City



Dong Jin, Kim

Tongyeong,
Republic of Korea

On behalf of the city of Tongyeong, it is my distinct pleasure and honor to invite you to the 8th TPO General Assembly in Tongyeong, Republic of Korea.

Organized jointly with the City of Tongyeong and TPO Secretariat, the TPO biennial meeting will offer an ideal opportunity for member cities to engage in networking to exchange new ideas, information, and knowledge in tourism field.

Tongyeong, located in the southern coast of the Korean Peninsula, is famous for its beautiful marine surroundings with many islands and fresh seafood. Its historical sites, abundant cultural art resources, the cable car, and a variety of food have attracted a significant number of tourists. It is a dynamic city full of diverse experiences.

As a representative resort city of Republic of Korea, Tongyeong makes an effort to stay ahead of the curve in the tourism sector. It has refurbished the public transit system more conveniently to improve overall tourism environment. It has recently added a new recreational facility, Luge to bring more fun to people of all ages.

Tourism industry these days is an axis of local development and prosperity. Abundance of tourism resources and high attractiveness of a region is closely related to attracting visitors. Thus, cities and countries across the globe are putting a great level of effort to strengthen their city brands highlighting distinguished characteristics.

In this regard, successfully developing its city brand as UNESCO Creative City of Music, Tongyeong would like to invite TPO members to discuss ways to attract more tourists by strengthening city's brand and enhancing their charms. Featuring the theme of "City Brand and Tourism", the meeting will be a platform to reflect on the current strength of individual city and seek a way to promote tourism by developing its city brand image.

The TPO biennial gathering will be an excellent opportunity for members to fully participate in various networking meetings and informative sessions. We are confident that the 8th TPO General Assembly will serve well to broaden our horizons in the field of tourism, develop a common vision for the TPO, and foster partnerships.

Tongyeong City welcomes all of you with open arms!

Sincerely yours, *Kim Dong Jin*

Welcome Message

Tongyeong, a city of art, is beautifully geared to welcome you

It is really a pleasure for me to welcome all the delegates of TPO member cities and business & industry members on the occasion of the 8th TPO General Assembly in Tongyeong, Korea on 18-21 October, 2017.

This year's General Assembly is going to be another great event to review the social and economic environments surrounding the tourism industry in Asia-Pacific region and to renew the ties and bonds among the members. And the meeting will surely bring us to the future by providing a valuable opportunity to discuss the issue of "City Brand and Tourism" which TPO adopted as the theme of this year's General Assembly.

It would be amiss if I fail to praise the efforts and commitment of Tongyeong and Mr. Kim Dong-Jin, the mayor of the city. Tongyeong is a city of art and scenery. The city is home to numerous legendary figures in music, art, and literature and a place of tourist admiration thanks to the purity of its sea and islands unfolding as far as your eyes can reach. Moreover, the city celebrates the centennial of the great musician, Isang Yun, the composer of opera Sim-Tjong that was premiered in 1972 on the occasion of the Olympics in Munich. It is not a co-incidence that Tongyeong hosts the Assembly during the memorial month of maestro Yun. Korean government also extended its helping hand lately by giving the green light to the city's plan to cultivate itself as a cluster for marine leisure industry.

Various programs and events are planned in conjunction with the main events of the General Assembly. I sincerely hope that TPO members take advantage of this gathering and channel their constructive ideas and suggestions for our common progress.

I wholeheartedly appreciate your cooperation in advance and extend my gratitude to the citizen of Tongyeong.

Thank you!

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Shin Yeon-sung

Secretary General, TPO

History of the TPO General Assembly

- 2003 ● The 1st TPO General Assembly
Busan Metropolitan City, Korea
- 2005 ● The 2nd TPO General Assembly
Fukuoka City, Japan
- 2007 ● The 3rd TPO General Assembly
Guangzhou City, China
- 2009 ● The 4th TPO General Assembly
Kota Kinabalu City, Malaysia
- 2011 ● The 5th TPO General Assembly
Dalian City, China
- 2013 ● The 6th TPO General Assembly
Daejeon Metropolitan City, Korea
- 2015 ● The 7th TPO General Assembly
Sanya City, China
- 2017 ● The 8th TPO General Assembly
Tongyeong City, Korea

THE LAND OF SEA
TONGYEONG



Highlights of the 8th TPO General Assembly

General Assembly

The General Assembly as the top decision-making body composed of all members of TPO, will elect the next president and co-president cities of TPO, the venues for the next TPO Forum-2018 & TPO General Assembly-2019.

Session I · II · III

Session I : Regional Characteristics and City Branding

Session II : Cultural values, diversity and heritage opportunities for sustainable tourism

Session III : Case Study Presentation

Mayors' Roundtable Discussion

Mayors will have an opportunity to exchange ideas on development of TPO and will have chance to engage in more personal settings with every mayor in this program.

Bilateral Meetings

Mayors of the participating TPO member cities will have a chance for 1:1 discussion with each other to enhance mutual cooperation and exchanges.

The 30th Executive Committee Meeting

Executive Members will deliberate on various issues related to the projects and operation of the organization.

TPO Travel Trade 2017 – Tongyeong

Promotion of the tourism products and resources of the TPO member cities to the citizens and international visitors to Tongyeong, Korea.

TPO Best Awards

TPO Best Awards will be presented on best performance of destination marketing and management.

Technical Tour

Technical tour to the major tourist attractions in Tongyeong city will be arranged to all registered participants on complimentary basis on Saturday, 21 October.



Official Program of the General Assembly

Wednesday, 18 October

16:00 - 18:00	Traditional Market Tour Participants: Applicants only
19:00 - 20:30	Networking Banquet Venue: Grandball Room, Stanford Hotel Participants: All participants

Thursday, 19 October

09:30 - 10:20	Opening Ceremony Venue: Tongyeong Concert Hall Participants: All participants
10:20 - 10:30	Coffee Break
10:30 - 12:00	Session I : Regional Characteristics and City Branding Venue: Tongyeong Concert Hall Participants: All participants
12:00 - 13:00	Luncheon (separate for VIP guests)
13:30 - 15:30	Technical Tour(Tongyeong Cable Car) Participants: Applicants only
13:30 - 15:00	Mayors' Round-table Discussion Venue: Tongyeong Concert Hall Participants: Mayors
15:00 - 15:30	Coffee Break
15:30 - 16:30	The 30th Executive Committee Meeting Venue: 201, Tongyeong Concert Hall Participants: Only the Executive Committee members
	Bilateral meetings of mayors Venue: 207-213, Tongyeong Concert Hall Participants: Mayors & their officials

17:00 - 18:00	Performance Venue: Black Box Hall, Tongyeong Concert Hall Participants: All participants
19:00 - 21:00	Welcome Banquet (Welcome speech, Speech in reply, Toast, Congratulatory performance) Venue: Grandball Room, Stanford Hotel Participants: All participants

Friday, 20 October

09:00 - 10:30	Session II : Cultural values, diversity and heritage - opportunities for sustainable tourism Venue: Grandball Room, Stanford Hotel Participants: All participants
10:30 - 11:00	Coffee Break
11:00 - 12:30	Session III : Case Study Presentation of member cities on City Brand and Tourism Venue: Grandball Room, Stanford Hotel Participants: All participants
12:30 - 14:00	Luncheon
14:00 - 15:30	General Assembly Venue: Grandball Room, Stanford Hotel Participants: All participants
16:00 - 17:30	Bilateral meetings of member cities Venue: 207-213, Tongyeong Concert Hall
19:00 - 21:00	Farewell Banquet (Closing Ceremony Best Award Ceremony) Venue: Happy King(Cruise Ship) Participants: All participants

Saturday, 21 October

09:00 - 18:00	Technical Tour to the major tourist attractions II Unique sight at the tourist sites
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Sunday, 22 October

All day	Departure of attendees
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Side Events

Wednesday, 18 October

All day	Tourism Photo Exhibition of TPO Member Cities Venue: Tongyeong Concert Hall
16:00 - 18:00	Experiencing a traditional Korean market Venue: Tongyeong Jungang Traditional Market

Thursday, 19 October

All day	Tourism Photo Exhibition of TPO Member Cities Venue: Tongyeong Concert Hall
09:30 - 17:00	Trendy Tourism Resources Experience Booth (Yokji Barista, Making mother-of-pearl lacquerware, etc.) Exhibition and sale of local traditional handicrafts and specialty (Quilt, Mother-of-pearl lacquerware, Honey bread, etc.) Venue: Tongyeong Concert Hall
14:00 - 16:00	Academic Conference Venue: Tongyeong Concert hall

Friday, 20 October

All day	Tourism Photo Exhibition of TPO Member Cities Venue: Tongyeong Concert Hall
10:00 - 17:00	Trendy Tourism Resources Experience Booth (Yokji Barista, Making mother-of-pearl lacquerware, etc.) Exhibition and sale of local traditional handicrafts and specialty (Quilt, Mother-of-pearl lacquerware, Honey bread, etc.) Venue: Tongyeong Concert Hall

Saturday, 18 October

All day	Tourism Photo Exhibition of TPO Member Cities Venue: Tongyeong Concert Hall
10:00 - 17:00	TPO Joint Marketing 2017 – Tongyeong Presentation of tourism resources of the member cities and cultural & arts performances (incl. tasting event, etc.) Venue: Hansan Daecheop Plaza

Tour courses(TBC) - optional

Course 1. City Tour

* Guided tour

Time	Places to visit
09:00 - 11:00	Luge
11:00 - 12:00	Dongpirang Mural Village
12:00 - 13:30	Lunch
13:30 - 15:00	Sebyeongwan
15:00 - 16:30	Seopirang
16:30 - 17:20	Hansan Daecheop Plaza



Tongyeong Luge

The Skyline Luge is a unique wheeled-gravity ride that provides riders with full control over their descent on 1.5 Km Luge track. Luge offers a thrilling outdoor experience that is suitable for riders of all ages and experience levels.



Dongpirang Mural Village

Dongpirang Mural Village located on the small hillside overlooking Ganguan port is a must-visit site of Tongyeong. Tourists can stroll around the village enjoying the wall paintings and taking pictures. It is a destination especially popular with young couples.

Course 2. Golf

registration and additional fee required



Seopirang

Situated on the highest hill in the west of Tongyeong, Seopirang Village features the 99 steps with its interesting structures and several photo zones, which make for memorable pictures with loved ones. A panoramic view of Tongyeong Port from the summit is one of the attractive features of Seopirang.



Tongjeyeong

Tongyeong is a historical city with a 300-year history of the Samdo Sugun Tongjeyeong, the naval command headquarter in the Joseon Dynasty. Sebyeongwan, listed as the National Treasure No. 305, was the main guesthouse building of Samdo Sugun Tongjeyeong Naval Station. Tongjeyeong is a place where people can experience the past of Tongyeong.



Getting to know Tongyeong City, Republic of Korea

Tongyeong City Overview

Tongyeong, situated at the southern edge of the Korean Peninsula, is beautiful marine and tourism resort city with 570 big and small islands. The city covers 239 km² area and is populated by 140,000. It is livable city with the sustainable tourism and fishery industries.

Tongyeong is a city of victory led by Admiral Yi Sunsin, who saved the country by employing the strategy of crane wing formation in the midst of foreign invasion. It is also historical and cultural city that boasts a 300-year-Tongjeyong culture in full flourish centering around Samdo Sugun Tongjeyong installed after the victory of the Great Sea Battle of Hansan.

Tongyeong is a renowned artist city, which produced numerous artists such as Play-writer Yoo Chijin, Poet Yu Chihwan, Kim Sangok, and Kim Chunsu, Composer Yun Isang and Jung Eunju, Novelist Kim Yong-Ik and Pak Kyongni, Painter Jeon Hyuck Lim. In an effort to become a global city for culture and arts, the profile of Tongyeong has recently been raised in the global sphere. One of its achievements is Tongyeong's designation as UNESCO Creative City of Music in 2015.

Tongyeong is an attractive city visited by more than 6 million people all year round with Cable Car, Luge, the scenic view of many islands, and various cultural facilities as well as fresh seafood produced in the clean ocean approved by FDA.



The Geography and whether of Tongyeong

The administrative area of Tongyeong covers 239 square kilometers. Influenced by East Korea Warm Current, the city has a mild oceanic climate all year round, being the warmest region in South Gyeongsang province with the average annual temperature at 14.7 °C

Banks

All major Korean banks have branches in Tongyeong. Banks are open for business day from 09:00 to 16:00, Monday through Friday. ATM machines can be used from 08:00 to 22:00 Monday through Sunday. Cards with the MasterCard, Visa, Plus, and Cirrus logos are widely accepted in Korea. Some places even accept international cards like China UnionPay, Maestro, Electron, and JCB cards. Cash dispenser machines, called CDs, for only cash withdrawal services, are found in convenience stores and bus terminals. Most are open 24 hours a day and dispense cash in 10,000 won units. Most machines display English directions on the monitor, and others also have Japanese and Chinese.

Language

The official language is Korean. English is spoken in the major international hotels in Tongyeong.

Simultaneous interpretation will be provided for the plenary sessions and the Mayor's Meeting in English, Chinese, Japanese, and Korean.



Currency

The Korean Republic Won is the currency of South Korea, and commonly referred to as Korean Won(KRW) or just Won(₩). Korean currency comes in notes of the following denominations: ₩1,000, ₩5,000, ₩10,000, ₩50,000.

Credit Card Use

You can pay for just about everything by credit card- your taxi, restaurant bill or drink at the coffee shop. There is virtually no need for cash except at street stalls and markets.

Major Tourist Attractions in Tongyeong City, Republic of Korea

Dongpirang Mural Village

Dongpirang Mural Village located on the small hillside overlooking Gangguan port is a must-visit site of Tongyeong. Tourists can stroll around the village enjoying the wall paintings and taking pictures. It is a destination especially popular with young couples.



Culture Plaza & Gangguan Port

The Culture Plaza, located in Gangguan Port, welcomes visitors all year round. Jungang Traditional Market, and Dongpirang Mural Village are nearby, and Geobukseons(turtle ship) are also displayed along the port. It offers various outdoor performances and exhibitions as well as a place for citizens to relax.



Jeseungdang Shrine, Hansan-do

Admiral Yi Sun-shin achieved victory at the Battle of Hansando during the Japanese invasion of Korea in 1592. Jeseungdang Shrine houses the remains of Admiral Yi. Not only its historic value but also its peaceful view of the seascape of Hansanman Bay attracts a throng of visitors.



The Tongyeong Cable Car

The Tongyeong Cable Car is the most popular tourist site in Tongyeong. The wonderful view of the archipelago seen from the cable car attracts more than 1.2 million tourists all year round.

Jangsado Sea Park, Jangsa-do

Jangsado Sea Park, located on the island and about 30 minute away from Tongyeong Harbor via boat, is famous for its natural beauty and numerous camellia trees. The park presents different aspects of scenery in each season with various wild flowers and plants in bloom throughout the year. It is drawing more and more interest from tourists with its enhanced attraction as one of the famous Korean drama shooting places.



Tongjeyeong

Tongyeong is a historical city with a 300-year history of the Samdo Sugun Tongjeyeong, the naval command headquarter in the Joseon Dynasty. Sebyeongwan, listed as the National Treasure No. 305, was the main guesthouse building of Samdo Sugun Tongjeyeong Naval Station. Tongjeyeong is a place where people can experience the past of Tongyeong.



Travel & Guest Information

Venue



Tongyeong Concert Hall
Address : Tongyeong City, Gyeongsangnam-do, Korea
Tel : +82-55-650-0400

Registration



All participants are required to complete the registration from prior to the event. Registration is on first served basis and closes on Wednesday 18 October.

Transportation



It takes about 2hours from the Kimhae/Busan Airport to the official hotels of Tongyeong. Shuttle buses between the airport and the hotels will be operated in accordance with the arrival and departure of the participants. In order to ensure smooth operation, please provide your flight information as correctly as possible on the registration form and submit it to the TPO Secretariat.

Visa Requirement



Please ask the Korean embassy or consulate in your country about the necessity of obtaining a visa to enter South Korea. If you need a visa, please immediately contact the TPO Secretariat (tpo-jdcho@hotmail.com) and we will issue an invitation letter for your visa application.

Currency



The unit of Korean currency is WON. Coins are available in denominations of 10, 50, 100, and 500 won and bank notes in denominations of 1,000, 5,000, 10,000, 50,000 won.

Clothing



Business attire is required at official meetings

Accommodation (Official Hotels)



The official hotels are Stanford Hotel, Tongyeong Bay Condo Hotel, and Gallery Hotel. For Korean participants, Dongwon Royal Resort is also recommended. Blocks of rooms will be done until the end of August by the Secretariat. Reservation can be made by sending the registration form to the Secretariat through email no later than 18 August.

Check-in and Check-out



Check-in check-out time varies according to the hotel. Early check-in and late check-out may require additional fees depending on the hotel regulations.

Insurance



The organizer cannot accept responsibility for accidents that might occur. Delegates are encouraged to purchase travel insurance before leaving their home country. Insurance plans typically cover accidental loss of belongings, medical costs in case of injury or illness, and other possible risks of international travel.

Credit Card



International credit cards (Visa, MasterCard, American Express, etc) are accepted in many locations in South Korea. However, it might be unacceptable at small enterprises, markets, transportation services, and other establishments. Most bank ATMs in South Korea accept only cards issued by Korean banks. To withdraw cash, ATMs that accept foreign banks cards can be found at GS25 and 7-Eleven convenience stores, which can be found throughout South Korea.

Climate



The month of October is characterized by gradually rising daily high temperatures, with daily highs increasing from 17°C to 24°C over the course of the month, exceeding 25°C or dropping below 15°C.

Healthcare



Water : Tap water is safe to drink in South Korea. Mineral water including major imported brands can be easily obtained from super market and convenience stores.

Hospital : Medical systems and facilities in South Korea are well established and you can expect to receive a high standard medical treatment, should you have a problem with your health

Electricity Supply



The voltage used throughout South Korea is uniformly 220 volt. It is advised to purchase a plug adapter beforehand (or you may borrow the adapter from the hotel)