

General Assembly

Nineteenth session

Gyeongju, Republic of Korea, 8-14 October 2011

A/19/Note Inf. 2

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1. Emblem

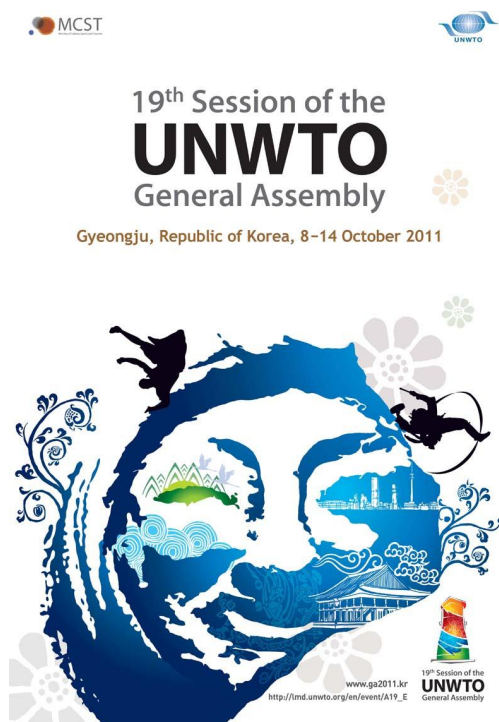


The emblem of the nineteenth session of the General Assembly of UNWTO represents the image of Cheomseongdae, which was designated as Korea's National Treasure No. 31. The Cheomseongdae was constructed during the reign of Queen Seondeok as a symbol of the ancient capital of Silla, Gyeongju, which is also the venue of the nineteenth session of the General Assembly of UNWTO.

The emblem embodies the Koreans' pride in Cheomseongdae, the oldest observatory in Asia, which has been standing in the palace grounds for over 1,000 years.

The image contains a traditional Korean atmosphere, expressed through the patterns of heavenly maidens engraved on the Bell of King Seongdeok, and Korea's 5 cardinal colors (blue, red, yellow, white and black).

2. Key design



<Poster of 19th GA>

Key design

The “roof-end tile with human face design,” a famous cultural property that represents Gyeongju and the Millennium Silla, serves as the key design of the nineteenth session of the General Assembly of UNWTO.

Meaning

The image of the design represents **harmony**: along with the smile, images representing the past and the present (traditional vs. modern architectures, samulnori vs. b-boys) and mountains and oceans (green and blue), stress the importance of **harmony**.

With the image of flowers stretching outwards on both sides of the smiling face, and the traditional design of lotus flower patterns surrounding the face, the design expresses the aspirations of the host and the organizer of the nineteenth session of the General Assembly of UNWTO to hold a successful, significant event.

Concept

The key design of the 19th GA is the convex roof-end tile with a human face – more precisely, a woman's face with a shy smile. By using this image, the host and the organizer express their hopes of welcoming visitors from around the world to Korea, with the same spirit of the ancient people of the Silla Dynasty, who had greeted others with a sincere smile.

3. Structure (rev.2)

DAY	BREAKFAST	MORNING	LUNCH	AFTERNOON	RECEPTION/ DINNER
8 October (Saturday)		Regional Commissions CME (9:00-12:30) CBF (10:00-12:00)		Regional Commissions CAF (14:00-16:00) / CME (14:30-18:00) ECOWAS (16:00-18:00)	
9 October (Sunday)		Regional Commissions CAP (9:00-10:30); CAM (9:30-11:00); CSA (11:00-12:30); CEU (11:30-13:00); CME (12:00-13:30) Technical Tour (9:00-12:30)	Comm. Review Aff. Members (working lunch)	91 st Executive Council (14:30-17:30) Technical Tour (13:30-17:00)	Opening ceremony (19:00-21:00)
10 October (Monday)	SPECIAL EVENTS*	Ministerial Round Table (9:30-12:00)	SPECIAL EVENTS*	1 st Plenary Session: - Agenda items 1 to 5 (15:00-16:30) - Heads of Delegation interventions (16:30-18:00) Credentials Committee (17:00-18:30)	SPECIAL EVENTS*
11 October (Tuesday)	SPECIAL EVENTS*	2 nd Plenary Session: - Agenda items 6 to 8 (9:00-10:30) - Heads of Delegation interventions (10:30-12:00) Affiliate Members Board (11:00-12:00)	Luncheon for Heads of delegation hosted by the Secretary- General	3 rd Plenary Session: - Agenda items 9 and 10 (14:00-15:30) - Heads of Delegation interventions (15:30-17:00) General Meeting of the Affiliate Members (16:00-18:00)	Dinner for Heads of Delegation hosted by the Govt. of the Rep. of Korea (19:00-21:00)
12 October (Wed.)	SPECIAL EVENTS*	4 th Plenary Session: - Agenda item 11 (9:00-12:00)	SPECIAL EVENTS*	5 th Plenary Session: - Agenda items 12 and 13 (14:00-15:30) - Heads of Delegation interventions (15:30-17:00)	SPECIAL EVENTS*
13 October (Thursday)	SPECIAL EVENTS*	6 th Plenary Session: Agenda items 14 to 17 (9:00-12:00)	Farewell Luncheon hosted by the Mayor of Gyeongju City (12:30-14:30)	7 th Plenary Session: Agenda item 18 (resolutions) (15:00-17:30) ST-EP Board meeting (18:00-19:30)	SPECIAL EVENTS* ST-EP Board dinner (by invitation only)
14 October (Friday)		92 nd Executive Council (10:00-12:00)		Technical Tour (13:30-17:00)	

* To be determined

4. Opening Ceremony

The key theme for the Opening Ceremony and other social events is “**Eoulim**”, which can be defined as “coming together in harmony” in Korean. Participants of the nineteenth session of the General Assembly of UNWTO will have the chance to experience the Korean “**Eoulim**” through various cultural performances.

- Date & Time: Sunday, 9 October 2011 (19:00-21:00)
- Venue: Gyeongju Arts Center

The Opening Ceremony will be held at the Gyeongju Arts Center, which is shaped after the golden crown of Silla. During the ceremony, participants will be greeted with a royal welcome by the host committee. The programme includes a Korean traditional musical performance, a traditional group dance and a K-pop performance.

Timetable of Opening Ceremony

Time	Programme
19:00-20:00	Opening Address Welcoming Remarks Opening Performance - Korean traditional musical performance - Traditional group dance - K-pop performance
20:00-21:00	Dinner

◆ Venue



◆ Opening Performances



5. Head of Delegation Dinner

- Date & Time: Tuesday, 11 October 2011 (19:00-21:00)
- Venue: Art Sonje Museum

Dinner for the Heads of Delegation is expected to be held at the Art Sonje Museum. The main theme of the pre-dinner reception is '**HAN STYLE**'; during the reception, participants will enjoy a variety of Korean tea and snacks in a traditional atmosphere. The exhibition will feature works by Bae Bien-U – a photographer famous for capturing images of forests through his lens- whose landscape photography expresses the Korean sentiment through pine trees, oceans and islands. Participants will also have the golden opportunity to view photos of two UNESCO World Cultural Heritage sites representing the East and the West - Spain's Alhambra Palace and Korea's Changdeokgung Palace - and think about the common qualities that humanity shares despite the vast differences that exist in the world.

Timetable of Head of Delegation Dinner

Time	Programme
18:30-19:30	Photo Exhibition and Reception
19:30-20:30	Welcoming Remarks Address in Reply Proposal of Toast Dinner
20:30-21:00	Performance - Hanbok (Traditional Korean Robe) Fashion Show

◆ Venue



◆ Performance - Hanbok Fashion Show



6. Formal Luncheon invited by Gyeongju City Mayor

- Date & Time: Thursday, 13 October 2011 (12:30-14:30)
- Venue: Gyeongju Hilton Hotel

The Formal Luncheon, the final social event of the 19th GA, will be hosted by the Mayor of Gyeongju City. Local specialties, as well as various types of dishes made with local ingredients, will be served. Participants will be able to experience a diverse taste of the Silla Dynasty.

Timetable of Formal Luncheon

Time	Programme
12:30-14:30	Luncheon Speech Address Luncheon

7. Tour programmes

What is unique in Gyeongju? Which are the essentials? How can visitors fully enjoy Gyeongju?

We have arranged attractive excursions between the official schedules of the meetings for some relaxation. Participants will leave with the memory of breath-taking sites after visiting the famous tour spots in Gyeongju including UNESCO World Heritages. There's a reason they call Gyeongju, "the museum without walls".

Don't miss this chance to get some extraordinary experiences only available at this opportunity. We look forward to seeing you in Gyeongju.

Technical Tour Programme				
Programme	Code	Time & Date	Course & Theme	Price
Technical Tour	T1	09:00~12:30 / 9 Oct. (Sun.)	Course 1 :Bulguksa Temple – Seokguram Grotto Theme : Essence of Unified Silla	Free
	T2		Course 2 :Kirimsa Temple Theme : Temple Life	Free
	T3	13:30~17:00 / 9 Oct. (Sun.)	Course 3 :Cheomseongdae Observatory Gyeongju National Museum Theme : A New Gateway to the Silla Millennium	Free
	T4	13:30~17:00 / 14 Oct. (Fri.)	Course 4 : Yandong Folk Village Theme : Korean Traditional Village with <i>Fengshui(Geomancy) and Topography</i>	Free
Accompanying Persons Tour Programme				
Accomp. persons Tour	AP 1	10:00~18:00 / 11 Oct. (Tue.)	Course : Yosukgung - Gyeongju Hyanggyo Theme : Etiquette, Married Life & Clothing – Noble Class Traditional Experience	Free (Accompanying persons only)
	AP 2	09:30~18:00 / 12 Oct. (Wed.)	Course : Surimyo (Korean Traditional Food Institute) Silla Millennium Park Theme : Korean Traditional Food, Art and Entertainment	
Optional Tour Programme				
Optional Tour	OT 1	16:00 / 8 Oct. (Sat.) ~ 17:00 / 9 Oct. (Sun.)	Tongdosa Temple Stay • Morning Chant at Tongdosa Temple	KRW 200,000 (USD 190)
	OT 2	19:00~22:00 / 10 Oct. (Mon.)	Night Tour 1 • Dinner at Yosukgung (Royal Korean Cuisine) • Gyeongju Wolseong • Anapji Pond • Gyerim Forest • Cheomseongdae Observatory	KRW 90,000 (USD 86)
	OT 3	19:00~22:00 / 12 Oct. (Wed.)	Night Tour 2	
	OT 4	09:00~21:00 / 8 Oct. (Sat.)	Busan Shopping Tour • Busan Metropolitan City • Gwangun Bridge • APEC 2005 NURIMARU House • Shinsegae Department Store Centum City Branch	Free
	OT 5	09:00~21:00 / 8 Oct. (Sat.)	Cheongju International Craft Biennale • Studio of Korean TV Drama, “Baker King, Kim Takgu” • The Cheongju International Craft Biennale Tour • Yukgeori Traditional Korean Market	KRW 15,000 (USD 14)
	OT 6	09:00~21:00 / 15~16 Oct. (Sat.~Sun.)	Busan Metropolitan City Tour • Busan Aquarium • Yongunsa Temple • BEXCO (Convention & Exhibition Center) • BIFF DURERAUM	Single Occupancy: KRW 420,000 (USD 400) Half Twin Occupancy: KRW 252,000 (USD 240)
	OT 7	09:00 ~ 21:00 / 8 Oct. (Sat.)	ANDONG Hahoe Village • Byeongsan Seowon (Confucian academies) • Hanji (Korean Traditional Paper) Factory	TBC

◆ Technical Tours

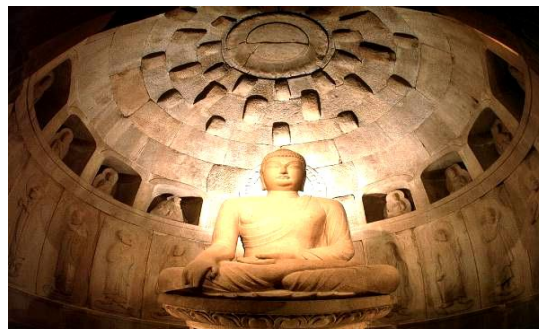
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The on-line registration for tour programmes is now officially open. Please feel free to register for the tours on the website. The following is a brief overview of the technical tours.

➤ Course 1. Essence of Unified Silla Kingdom: Bulguksa Temple - Seokguram Grotto



Bulguksa Temple



Seokguram Grotto

Time		Tour Programme
Morning tour	Afternoon tour	
09:00	13:30	Departure from Gyeongju Hyundai Hotel
09:30 -10:30	14:00 -15:00	Seokguram Grotto
10:50 -12:10	15:20 -16:30	Bulguksa Temple
12:30	17:00	Arrival at Gyeongju Hyundai Hotel

➤ Course 2. Temple Life: Kirmsa Temple



Kirmsa Temple



Temple Life in Kirmsa Temple

Time		Tour Programme
Morning tour	Afternoon tour	
09:00	13:30	Departure from Gyeongju Hyundai Hotel
09:30 - 12:00	14:00 -16:30	Kirmsa Temple
12:30	17:00	Arrival at Gyeongju Hyundai Hotel

➤ **Course 3. A New Gateway to the Silla Millennium : Gyeongju National Museum**



Cheomseongdae Observatory



Gyeongju National Museum

Time		Tour Programme
Morning tour	Afternoon tour	
09:00	13:30	Departure from Gyeongju Hyundai Hotel
09:20 - 12:10	13:50 - 16:40	Gyeongju National Museum
		Cheomseongdae Observatory
12:30	17:00	Arrival at Gyeongju Hyundai Hotel

➤ **Course 4. Korean Traditional Village with Fenshui (Geomancy) and Topography : Yangdong Folk Village**



Yangdong Folk Village

Time		Tour Programme
Morning tour	Afternoon tour	
09:00	12:30	Departure from Gyeongju Hyundai Hotel
09:30 - 13:00	13:00 - 16:30	Yangdong Folk Village
13:30	17:00	Arrival at Gyeongju Hyundai Hotel


◆ Accompanying persons Tours

The Accompanying persons Tour Programme aims to enhance your knowledge and understanding of Korean tradition. Take the opportunity to experience the lifestyles of wives of respectable families and a variety of daily traditional cultural practices. Become familiar with the three lifestyle pillars of the ladies of the noble class during the 19th Century (clothing, cooking and daily life), through traditional wedding and tea ceremonies, learning noble etiquette and trying your hand at the delicate and expressive art of calligraphy.

- **Attendees:** Accompanying persons only
- **Registration:** Accepted via Assembly website, in order of online application
- **Fees:** Free of charge for accompanying persons of the registered participants of the UNWTO General Assembly

➤ Accompanying persons Tour 1

- ❑ **Course :** Yosukgung - Gyeongju Hyanggyo
- ❑ **Theme :** Etiquette, Married Life & Clothing – Noble Class Traditional Experience
- ❑ **Time & Date :** 10:00 - 18:00 / Tuesday, 11 October 2011

Itinerary	Details
10:00 <i>Departure from Gyeongju Hyundai Hotel</i>	<p>Yosukgung: Where You can Taste Korean Royal Court Cuisine</p> <p>The Yosukgung, which has superb scenery all around it, is an old <i>Han-ok</i> (Korean traditional house) with the beauty of the Korean Tradition. Also it is the beautiful place where Princess Yousuk, the first daughter of the 29th King Taejong Muyul of the Shilla Dynasty, lived and had a tale of love with a great Buddhist Master Wonhyo which has been handed down as a legend.</p> <p>The Choi's family, a rich family during the end of Joseon Dynasty, offered to become a safe haven for them, and so the traditional food of the Choi's family got to be known.</p> <p>Moreover, prince Leegang, a son of the last Emperor Gojong, ambassadors from all over the world, former Korean presidents, and eminent persons from various circles enjoyed Yosukgung's Korean dishes and was lavish with their praise. After that, it became the principle place of interest locally and abroad, as well as Gyeongju itself.</p> <p>Yosukgung serves traditional dishes with most of the Korean style and tries to desirably introduce tourists to see the sights of Gyeongju to the food culture of Korea.</p> 
10:30 - 11:45 <i>Gyeongju Gyodong Choi Family Ancestral Home</i>	
11:50 - 13:00 <i>Lunch at Yosukgung (Korean Royal Court Cuisine)</i>	

Itinerary	Details
<p>13:00 - 13:10</p> <p><i>Arrive at Gyeongju Hyanggyo & Orientation</i></p>	<p>Gyeongju Hyanggyo: Living the Lives of the Korean Traditional Nobility</p>  <p>Gukhak was the educational institution, a modern equivalent of a national university during the Silla era. It was established within the 2nd year of King Sinmun (A.D. 682), located where the Gyeongju Hyanggyo is located this present day. It continued into the Goryeo era as 'Hyanghak', and into the Joseon era as 'Hyanggyo', functioning as a venue for nurturing young talent and local educational culture. The preservation scale of the Gyeongju Hyanggyo is the largest in Gyeongsangbukdo, and is currently operating a variety of cultural experience programmes that allows firsthand experience of the traditional cultural heritage with the support of Gyeongsangbukdo and Gyeongju City. During the old days, wives of respectable families who were restricted with regards to their social activities learned embroidery, calligraphy, tea ceremony, etiquette in their living space boudoirs, which have produced their own culture and handicrafts.</p>
<p>13:20 - 14:00</p> <p><i>Korean Traditional Wedding Ceremony</i></p>	<p>Korean Traditional Wedding Ceremony</p>  <p>According to materials that recorded the traditional Korean etiquette, the term wedding ceremony means "having a wedding at dusk as the sunsets". Having a wedding ceremony also meant a social union between two families in addition to the sense that these individuals shall form a family. In general, procedures for the traditional wedding ceremony were followed in an order of talks between the two families regarding the marriage, exchanging <i>saju</i> (fortunes), setting the date of the ceremony, and all of these shall be finally held at the bride's house. <i>If you wish to experience the Korean traditional wedding ceremony, you can actually pretend to be the bride at the ceremony itself. Have fun trying out outfits and learn about the unique ways of the Korean wedding ceremony of the past.</i></p>
<p>14:10 - 15:10</p> <p><i>Tea Ceremony</i></p>	<p>Tea Ceremony</p>  <p>Tea ceremony includes various etiquette rules required with regards to traditional Korean tea drinking. Sitting meditating in a tea room, hearing the light murmur of the water boiling on a charcoal fire, the master and disciples prepare and drink tea together in the proper manner, either powdered tea or leaf tea. The master carefully prepares tea and offers it to guests. The Korean way of tea is presented as nothing less than a spiritual, religious activity leading to higher levels of inner awakening. <i>Through the Korean traditional tea experience, you can feel the relaxation tingling through your whole mind and body. Let go of your worries and leave with a peaceful soul.</i></p>
<p>15:20 - 16:20</p> <p><i>Calligraphy Workshop</i></p>	<p>Calligraphy Workshop</p>  <p>In the traditions of Korea, there is no clear distinction between painting and calligraphy. Indeed, for most of the Joseon era the term <i>seohwa</i> - a contraction that literally means "calligraphy and painting" - was used to refer to the art. The art/discipline of <i>seohwa</i> was held in extremely high regard and was not something to be merely viewed and enjoyed - it was a participatory exercise among aristocrats. <i>Participants will enjoy an overview of the styles of Korean calligraphy, observe samples as they are created, learn about the history, techniques and cultural contributions of this evocative art and be able to try it using hanji (traditional Korean paper). By learning Korean calligraphy, you are making an investment in learning the culture and history of Korea.</i></p>

➤ **Accompanying persons Tour 2**

- ❑ **Course** : Surimyo (Korean Traditional Food Institute) - Silla Millennium Park
- ❑ **Theme** : Korean Traditional Food, Art and Entertainment
- ❑ **Time & Date** : 09:30 - 18:00 / Wednesday, 12 October 2011

Itinerary	Details
09:30 <i>Departure from Gyeongju Hyundai Hotel</i>	<p>Surimyo : Korean Traditional Food Institute</p> <p>Surimyo is a traditional Korean food institute established in order to reproduce and distribute the traditional Korean court cuisine. Surimyo means that most delicious foods are served here with utmost sincerity. Here, you can experience the Korean culture through very nicely presented traditional Korean foods.</p> <p><i>You will try to make traditional foods and try it, such as the Korean food Kimchi, and learn about the traditional court cuisine plus the event of tasting it that could be only enjoyed within the ancient court.</i></p>
10:30 <i>Arrive at "Surimyo"</i>	
10:30 - 11:50 <i>A Korean traditional cooking class - Making Kimchi</i>	
12:00 - 13:00 <i>Lunch at "Surimyo"</i> <i>Menu: Korean Traditional Cuisine</i>	
13:10 - 13:40 <i>Arrive at Silla Millennium Park</i>	<p>Edu-tainment Theme Park : Silla Millennium Park</p> <p>A theme park full of educational and entertaining factors, Millennium Park is a tourist attraction representative of Gyeongju. It is well equipped with the traditional houses of Silla nobles, TV studio, workrooms for experiencing traditional handicrafts, permanent outdoor venue, open-air foot baths, etc.</p> <p>It was the set used for shooting the TV series "Queen Seondeok" that portrays the life story of the Queen of Silla dynasty. Here, the living space of nobles and commoners of the Silla era is well restored to its original state.</p> <p><i>Also, you can experience pottery, dyeing, glass crafts, etc. at first hand in the workroom to experience traditional handicrafts. Aquatic performances, traditional martial arts, martial arts while horseback riding on the waterside stage are the performances representing Millennium Park.</i></p>
13:40 - 13:50 <i>Brief Introduction of "Silla Millennium Park"</i>	
13:50 - 17:30 <i>Silla Millennium Park</i>	
17:30 - 17:50 <i>Arrive at Gyeongju Hyundai Hotel</i>	



◆ Optional Tours

- Attendees: Open to all participants (including accompanying persons)
- Registration: Accepted via Assembly website, in order of online application
- Fees: Required

The below rates in US\$ (based on KRW 1,050 to 1 USD as of 1 August 2011) are subject to change, as the exchange rate is variable.

OT 1 Tongdosa Temple Stay		KRW 200,000 (USD 190)
Date	Programmes	Remarks
16:00 8 October (Sat.)	Tongdosa Temple Stay <ul style="list-style-type: none"> ▪ Early Morning Chanting Services ▪ Monastic formal meals (Baru Gongyang) ▪ Walking Meditation and Tea Time ▪ Making Lotus Lanterns ▪ Breakfast ▪ Communal Work Period ▪ Seon (Zen) Meditation 	Included <ol style="list-style-type: none"> 1. English Guide Service 2. Ground Transportation 3. Meal offering (3 times) 4. Travel Insurance Notice At least 15 persons are required to operate this programme.
- 17:00 9 October (Sun.),		



Located in southern part of Mt. Chiseosan, Tongdosa Temple is famous for not having any Buddhist statues in the temple. This is because the real shrines of the Buddha are preserved here. The name 'Tongdosa' was named after the belief that mankind can be saved through Buddhism. After Master Ja-Jang brought the shrines of Buddha from Tang China, Tongdosa Temple was built during Queen Seondeok's reign (646).

Tongdosa Temple is said to have survived numerous wars and invasions, its Beopdeung (temple candle) has never gone out, for 1,300 years. Inside, there are 35 buildings and pagodas (or stupas), and 14 small temples in its vicinity. The main building is designated as

National Treasure No.290. The temple is similar to a museum because of the numerous relics inside. There are 19 local treasures and 794 local cultural properties inside the temple. In place of the Buddha statue, the Geumgang Stairs behind of the main building preserves the shrines of the Buddha.

Tongdosa Temple is one of the Three Jewel Temples of Korea and represents the Buddha; (Haeinsa, also located in Gyeongsangnam-do, represents the dharma or Buddhist teachings; and Songgwangsa in Jeollanam-do represents the sangha or Buddhist community.)

Tongdosa is famous because there are no statues outside of the main (Sakyamuni) Buddha at the temple because the "real shrines of the Sakyamuni Buddha" (relics) are preserved at Tongdosa. Courtyards at the temple are arrayed around several stupas (pagodas) that house the Buddha's relics.

Mt. Chiseosan, has a beautiful view from the temple. The several hundred year-old pine trees lined up from the entrance to Ilju (one-pillar) Gate, the small drum (used when praying in front of a Buddha figure) and bell, the sunset, the pond and the rocks and waterfalls behind the temple are grouped and called the 'Eight Famous Sceneries of Tongdosa Temple.'



OT 2 OT 3 Night Tour		KRW 90,000 (USD 86)
Date	Programmes	Remarks
OT 2 19:00 - 22:00 10 October (Mon.)	Night Tour <ul style="list-style-type: none"> ▪ Dinner at Yosukgung (Royal Korean Cuisine) ▪ Imhaejeonji (Anapji Pond) ▪ Wolseong Fortress ▪ Gyerim Forest ▪ Cheomseongdae Observatory 	Included <ol style="list-style-type: none"> 1. English Guide Service 2. Ground Transportation 3. Dinner at Royal Korean Cuisine 4. Korean Traditional lantern 5. Travel Insurance Notice At least 10 persons are required to operate this programme.
OT 3 19:00 - 22:00 12 October (Wed.)		



The Night Tour departs from Hyundai Hotel for a 3-hour tour around some of the area's most famous landmarks, all of which will be illuminated with special lighting displays. It begins with a delectable traditional Korean food at Yosukgung, moving onto major sites of the deep-seated history of Gyeongju. The numerous cultural sites and artifacts, not to mention its picturesque scenery, have been preserved since hundreds of years ago. The beautiful major sites along the route

include the Bomun Lake Resort, Anapji Pond, Wolseong Fortress, Gyerim Forest and Cheomseongdae Observatory, which are 10 times more majestic to view at night.



OT 4 Busan Shopping Tour		Free
Date	Programmes	Remarks
09:00 - 21:00 8 October (Sat.)	Busan Shopping Tour <ul style="list-style-type: none"> ▪ Gwangan Bridge ▪ APEC 2005 Nurimaru APEC House ▪ The World largest Department Store SHINSEGAE ▪ BIFF DURERAUM 	Included <ol style="list-style-type: none"> 1. English Guide Service 2. Ground Transportation 3. Korean Traditional lantern 4. Travel Insurance 5. Gifts and benefits for participants <ul style="list-style-type: none"> - A Hangeul printed eco bag - 1 complimentary sikhye (Korean Traditional Rice Nectar) - Cosmetic samples - Discount Coupon Notice Individual payment for lunch and dinner

The World's Largest Department Store 'SHINSEGAE CENTUMCITY'

The world's largest department store complex, occupying 293,905 square meters match the scale of Hong Kong's Harbour City and Japan's Roppongi Hills. Befitting its immense scale, this shopping attraction features over 680 brands and shops offering major world-class luxury goods collections. On top of that, you'll find Spa Land, an urban spa resort able to simultaneously accommodate up to 1,200 people, as well as an ice rink, a cineplex, and much more, in a combination offering endless fun and enjoyment.



OT 5 Cheongju International Craft Biennale		KRW 15,000 (USD 14)
Date	Programmes	Remarks
09:00 - 21:00 8 October (Sat.)	Cheongju International Craft Biennale <ul style="list-style-type: none"> ▪ Studio of Korean TV Drama, "Baker King, Kim Takgu" ▪ The Cheongju International Craft Biennale Tour ▪ Yukgeori Traditional Korean Market 	Included <ol style="list-style-type: none"> 1. English Guide Service 2. Ground Transportation 3. Travel Insurance Notice Individual payment for lunch and dinner At least 20 persons are required to operate this programme. Close with first 80 people applied.



also located in this region.

To create a new global cultural environment founded upon its historical traditions, Cheongju opened the first Cheongju International Craft Biennale in 1999. As a festival to showcase contemporary trends in the fields of ceramics, wooden lacquerware, metal, fabric, and glass and to explore new horizons for future craft, the biennale has become one of the most high-profile and one of the largest international craft events in the world. With the success of this event, Cheongju is being developed into a city of craft, culture and education. Craft, as the festival believes, is the most creative practical art form produced by the human hands, and is the common language for all countries. Craft represents useful beauty or the aesthetics of the ordinary, mirroring the lives of our times. Craft is a science, negotiation and communication, and within its essence, holds love, hope, friendship, and the voice of nature. Craft is you, acting on the stage of life, playing your role with utmost enthusiasm.



OT 6 Busan Metropolitan City Tour		Single Occupancy : 420,000 KRW (USD 400) Half Twin Occupancy: 252,000 KRW(USD 240)
Date	Programmes	Remarks
09:00 - 21:00 15-16 October (Sat.-Sun.)	Busan Metropolitan City Tour <ul style="list-style-type: none"> ▪ Busan Aquarium ▪ Yongungsa Temple ▪ BEXCO (Convention & Exhibition Center) ▪ BIFF DURERAUM 	Included <ol style="list-style-type: none"> 1. English Guide Service 2. Ground Transportation 3. Accommodation at 5 star hotel / 1 night (special discount rate applied) 4. Travel Insurance Notice Individual payment for lunch and dinner. At least 20 persons are required to operate this program.

Korea's Manhattan - Centum City

Busan is now a rapidly rising its force in the shopping and tourism sector in Northeast Asia, fuelled by the opening of several massive stores and a spike in the number of high-profile international events. More visitors are now choosing to visit Busan over other regions of Korea and Asia, in general, thereby boosting Busan's prestige. The number of foreign visitors travelling to Busan hit 2.2 million in 2010, a significant increase on its record of 2 million visitors during 2009. Centum City, in the Haeundae district of Busan, has been transformed into a Mecca for shopping, movie and media industries, and international conferences.

An Emerging Center for the Film Industry

Everybody in Korea and many movie fans across Asia and beyond, now look forward every year to the Busan International Film Festival (BIFF), which started in 1996. Moreover, this year's BIFF will open at the newly built and uniquely designed Busan Cinema Center. Also known as the "Dureaum", it is destined to become one of the city's and the nation's iconic structures, which is appropriate for a building that will serve as home to the largest and most important film festival in Asia.

No. 4 Convention City in Asia, 17th in the World

Busan now ranks as an international conference destination globally. It has been officially recognized for holding more international conferences last year than other globally renowned convention cities such as Shanghai, Beijing and Hong Kong. On June 17 2011, the Union of International Associations (UIA) announced the 2010 Convention Cities World Rankings and Busan rose to 17th in the world and 4th in Asia. Busan was the host city of the 2002 Asian Games and the 2005 APEC Meeting. It was also one of the host cities of the 2002 FIFA World Cup and, next year, the 95th Lions Clubs International Convention will bring an estimated 40,000 participants to the city. Busan is also looking at the possibility of bidding for the 2024 Summer Olympics Games.

OT 7	ANDONG Hahoe Village	TBC
Date	Programmes	Remarks
09:00 - 21:00 8 October (Sat.)	ANDONG Hahoe Village <ul style="list-style-type: none"> ▪ ANDONG Hahoe Village ▪ Byeongsan Seowon (Confucian academies) ▪ Korean Traditional Paper Factory 	Included <ol style="list-style-type: none"> 1. English Guide Service 2. Ground Transportation 3. Lunch (Korean Meal) 4. Travel Insurance Notice At least 10 persons are required to operate this programme.



Hahoe is the village where the members of the Ryu family, which originated from Hahoe Village, have lived together for 600 years. It is a representative village for one family where tile-roofed houses and thatched roofed ones have been quite well conserved for a long time.

The reason for the village's name Hahoe (Ha means a river and Hoe means turning around) was that the Nakdong River flows around the village in an S shape. Hahoe Village looks like two connected spirals called Taeguek, a lotus flower floating on the water, and a boat gliding on the river. This topological

configuration makes the village a very good residence, so it has been known as a good place to live in since the time of the Joseon Dynasty. Mountain Hwa, which originates from the Taebaek Mountains and is 271 meters high, is located in the eastern part of the village.

Low hills of the mountain are stretched to the western part of the village. The location on which a 600 year- old great zelkova tree stands is the highest in the village. The tree is called Samsindang in which a goddess called Samsin resides. The houses are faced to the river with the great tree at the center, so they are located facing various directions. Considering that many other houses in Korean are faced to the south or the south-east, the configuration of the houses in Hahoe Village is greatly contrasted. Another characteristic is its thatched roofed houses are placed in a circular form around the tile-roofed houses. Hahoe Village has conserved Hahoe Byeolsingut Mask Dance Play, performed by the public in general, and Seonyujulbul Nori, a boat ride and fire play enjoyed by the nobility called Yangban. The village conserves many cultural heritages which show Korean traditional living cultures and ancient architectural styles.





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