

# 普罗夫迪夫

## 八千年历史七种文明和你——在一起

普罗夫迪夫已经成为2019年欧洲文化之都的候选城市，我们的口号是“在一起”。八千年的历史中，七种文明已在这里找到了其文化、信仰和宗教的位置。我们生活在一起，我们创造“在一起”。

图 / 全景

Q=《世界旅游城市》杂志

A=Ivan Totev ▶

普罗夫迪夫市长

事实上，生活从未在普罗夫迪夫停止过，这里也成为欧洲最古老的连续有人居住的城市和全世界最古老城市之一，更重要的是，最美的遗迹仍然位于城市中心的心脏位置。

Q：普罗夫迪夫作为保加利亚第二大城市，对于第一次到普罗夫迪夫的游客，您建议他们到哪里去玩？体验什么样的文化活动？

A：嗯，普罗夫迪夫的故事真正开始于大约 8000

年前，这是发现第一个遗迹的时间。来到普罗夫迪夫，第一个要参观的地方当然就是步行街和旧城区。事实上，生活从未在普罗夫迪夫停止过，这里也成为欧洲最古老的连续有人居住的城市和全世界最古老城市之一，更重要的是，最美的遗迹仍然位于城市中心的心脏位置。在普罗夫迪夫能做的两件事最美好的事情就是漫步于旧城区中，和参加一场古剧院中的活动——一场歌剧、一场音乐会或是一个



舞蹈节等。

Q：普罗夫迪夫是一座既古老又现代化的城市，保加利亚的人们是如何在现代生活中保护他们的文化和传统的？现在的民俗中又有哪些传统文化的元素？

A：我们保加利亚的人民热爱并珍惜我们的传统和习俗。现在我们仍然遵循着一些，如：三月花，一种我们在每年三月一日佩戴的红白绳子编织的仪式性



装饰物。红色寓意着血液和生命，而白色则寓意着纯洁和健康。还有装扮成怪兽或典型人物的保加利亚狂欢节人物——kukers，他们在街头跳舞以驱散邪灵，驱赶寒冷，为求健康和丰收，人们会进行不同象征意义的仪式和动作，如耕地、播种等。我们也有一些展现我们不同方面传统的特别节日，如展现保加利亚传统工艺的节日。



知名旅行杂志《孤独星球》曾发表评论“普罗夫迪夫——八千年后出现的一枚宝石”，并将普罗夫迪夫纳入2015年最佳旅行地排行榜。

Q：欧洲城市中，巴黎对于亚洲人来说更加熟悉一些，而普罗夫迪夫对于他们则有些神秘，您能介绍一下普罗夫迪夫的旅游接待设施么？普罗夫迪夫对外国游客是否有一些特色的服务？外国游客是否会有语言障碍的困扰？

A：知名旅行杂志《孤独星球》曾发表评论“普罗夫迪夫——八千年后出现的一枚宝石”，并将普罗夫迪夫纳入 2015 年最佳旅行地排行榜。普罗夫迪夫距离首都索非亚和索非亚机场仅约 1—1.5 小时的车程。

此外，规模较小但潜力较大的普罗夫迪夫机场距市中心约 15 公里。我们还有贯通中欧、西欧和亚洲的高速公路。普罗夫迪夫是三个泛欧走廊（四号、八号和十号）的道路交叉点。我不确定您所指的“对外国游客的特色服务”的意思，但我确信他们肯定会感受到我们的热情好客。语言方面不会有任何问题，至少这里很多人都会讲英语，尤其在新一代的年轻人中。

Q：中国出境游客逐年大幅增长，2014 年中国出境游客人数达 1.09 亿人。请您谈谈中国游客来普罗夫迪夫的情况？他们大部分是团体旅客还是自助旅客？您计划采取措施吸引中国游客吗？您可以谈一

Tips

签证：1、凡持申根国签发有效长期签证或居留证的公民，可免办签证，直接入境保加利亚。2、保加利亚签证种类分为机场过境、过境、短期、长期、团体签证、落地签证。持短期签证入境，停留期不得延长或改签长期，须出境后重新申请。

本页图：街头艺人；  
几种宗教在普罗夫迪夫共存。  
右页图：玫瑰节上选出的玫瑰皇后；手工面包。





本页图：多姿多彩的  
手工艺品；小铺；老城  
中心。  
右页图：手工制作；穿  
民族服饰的姑娘。



下对中国游客的签证政策吗？

**A:** 大部分当然是团体游客。然而，来自中国的游客绝对数量并没有那么大。大多数中国游客都赶在 5—6 月份来到普罗夫迪夫，参加在卡赞勒克举行的玫瑰节。我们正努力吸引更多的中国游客，去年我们举行了鲜花节，也邀请一个中国舞蹈团参加了我们的国际民俗节。我们还和深圳成为了友好城市。现在我们在深圳设立了办事处和中保工商协会。作为世界旅游城市联合会的一员，我们也发挥着我们的影响力。

**Q:** 和中国的许多城市一样，普罗夫迪夫是一座拥有着悠久历史和灿烂文化的城市。普罗夫迪夫在文化古迹和文物保护方面有什么样的经验或有效措施能与我们分享呢？

**A:** 当然我们在文化遗产的保护和传承方面有许多国家立法。过去的几年里，我们也主张开展了许多的考古研究。我们也尝试和人们进行互动，让人们感受并融入历史。同时，我们也在景点重建、修复和社会化方面投入了大量的人力物力。我们致力于重启罗马竞技场、古剧院等一些古老场所，在其中举办各类活动，以吸引游客。此外，我们与国内外旅行社交流沟通，向他们推荐这些景点并加入到他们的旅游线路中，这也已经初见成效。推广一个像我们这样不太流行，鲜为人知的城市很不容易，而

世界旅游城市联合会是一个很大的平台，它能够为来自世界各地的人们提供一个建立关系网的机会。旅游产业如此巨大和复杂，我们很愿意听取同行的意见，分享经验和想法。

且保加利亚也没有那么出名，所以我们的宣传工作就更加困难，但是我们会一直进行下去。

**Q:** 普罗夫迪夫已经加入 WTCF。您认为 WTCF 将为普罗夫迪夫带来怎样的机遇和帮助？此外，您希望普罗夫迪夫在世界旅游城市联合会中担任什么样的角色？

**A:** 世界旅游城市联合会是一个很大的平台，它能够为来自世界各地的人们提供一个建立关系网的机会。旅游产业如此巨大和复杂，我们很愿意听取同行的意见，分享经验和想法。而且，我希望也相信联合会将帮助我们在旅游市场中宣传普罗夫迪夫，否则我们的推广将会非常耗时耗财。我觉得在联合会中我们有着自己的位置。首先，普罗夫迪夫是一座拥有悠久历史的城市，其次，普罗夫迪夫已经以“在一起”为口号成为 2019 年欧洲文化之都的候选城市。八千年的历史中，七种文明在这里找到了其文化、信仰和宗教的位置。我们生活在一起，我们创造“在一起”。

#### Tips

**交通：**每天有多趟火车来往于保加利亚首都索菲亚和普罗夫迪夫之间，车程约两个多小时；每天还有一趟直达伊斯坦布尔的国际列车。从罗马尼亚方向过来，可以从大特尔诺瓦乘巴士到普罗夫迪夫。





# Plovdiv

## Together with you are 8 millennia of existence and 7 civilizations

Plovdiv has won the European Capital of Culture in 2019 candidature and our motto is "Together". For 8 millennia of existence more than 7 civilizations have found place for development of their cultures, beliefs and religions. And we all live together! We create "together"!

Q=World Tourism Cities Magazine

A=Ivan Totev >



< Mayor of Plovdiv



### Tips

**Visa:** 1. Those who hold a valid long-term visa or residence certificate of Schengen countries can enter Bulgaria without a visa.

2. Bulgarian visas include airport transit visa, transit visa, short-term visa, long-term visa, group visa and visa on arrival. Visitor with a short-term visa cannot ask for an extension of his visa or change to a long-term visa during his stay in Bulgaria and he must reapply for another one after leaving Bulgaria.

Due to the fact that life never seized to exist in Plovdiv, and this is why it is allegedly the oldest continuously inhabited city in Europe and amongst the oldest in the whole World, the most important, significant and beautiful remains are still in the very heart of the city centre.

**Q:** As the second largest city of Bulgaria, Plovdiv has a history of over 6,000 years. Where would you suggest first time visitors of Plovdiv go and what kind of cultural activities would you suggest they experience?

**A:** Well, Plovdiv's story actually starts about 8000 years ago. This is the time of the first remains that are found around here. Surely the first place to visit is the Main Pedestrian Street and the Old Town. Due to the fact that life never seized to exist in Plovdiv, and this is why it is allegedly the oldest continuously inhabited city in Europe and amongst the oldest in the whole World, the most important, significant and beautiful remains are still in the very heart of the city

centre. Two of the best things to do in Plovdiv would be to have a stroll in the Old Town and to attend one of the many events that happen in the Ancient Theatre there – an opera, a music concert, a dance festival, etc.

**Q:** Plovdiv is an ancient yet modernized city. How do the Bulgarian people preserve their culture and tradition in modern life? What are the elements of traditional culture reserved in the folk customs?

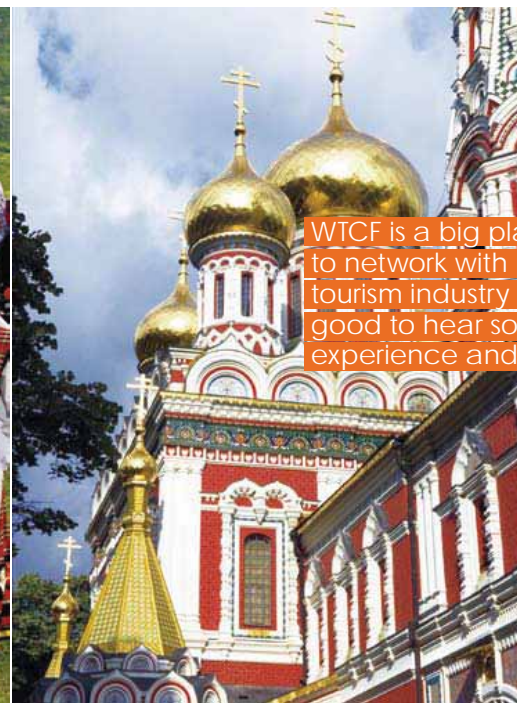
**A:** We Bulgarians love and cherish our traditions and customs. We still follow a lot of them, e.g. the martenitsa – which is in a sense a ritual decoration of twisted red-and-white threads we put on 1st of March every year. The red represents blood and life while the white is for purity and health; or the kukers – who are Bulgarian carnival figures - dressed as beasts or typical characters. They dance in the streets to scare off evil spirits and banish the cold and for health and fertility. Different symbolic rituals and actions are performed like plowing, sowing and others. There are also special festivals dedicated to different aspects of our traditions, including such dedicated to traditional Bulgarian crafts.

**Q:** Asian people are more familiar with European cities like Paris, and meanwhile Plovdiv looks a little mysterious for them. Could you give an introduction to the reception facilities of Plovdiv? Does Plovdiv have any featured services for foreign



This page: Ruins of an ancient theater.  
Left page: Rose planting is an important industry in Bulgaria.





WTCF is a big platform that gives the opportunity to network with people from all over the world. The tourism industry is so big and complex it is always good to hear somebody else's opinion, to share experience and thoughts.

Stadium and Ancient Theatre for different kinds of events and attracting crowds to them is one of our major activities. Also communicating with tour operators both local and international to include the sites in their itineraries already started bringing results. It is hard to promote a city which is not popular, which few people have heard of. Bulgaria is also not so popular so this makes things harder. But we keep on going!



“Plovdiv - A gem emerges after eight millennia” said renowned Lonely Planet and included our city in their “Best in Travel 2015” ranking.

#### Tips

**Transport:** Several trains travel between Sophia, the capital of Bulgaria, and Plovdiv, and the traveling time is about over two hours. An international train traveling to Istanbul from Romania also passes Plovdiv every day. People can also take bus to Plovdiv at Veliko Tarnovo.

visitors? Will they be bothered by problems like language barrier?

**A:** “Plovdiv - A gem emerges after eight millennia” said renowned Lonely Planet and included our city in their “Best in Travel 2015” ranking. Plovdiv is only about 1-1.5 hours drive from the capital Sofia and the Sofia airport. Also, the smaller but big in potential Plovdiv airport is about 15 km from the city centre. We also have highway connection to Central and Western Europe and Asia. Plovdiv is a road intersection point of three Pan-European corridors (IV, VIII, and X). I am not sure what do you mean by “featured services for foreign visitors” but surely they will feel our hospitality. No problems are expected to occur. Many people speak at least English, especially amongst the younger generations.

**Q:** Chinese outbound tourists are increasing rapidly every year. In 2014, the number of Chinese outbound tourists reached 109,000,000. Could you talk about the situation of Chinese tourists coming to Plovdiv? Are most of them group travelers or self-help travelers? Are you taking measures to attract

Chinese tourists? Could you talk about the visa policy for Chinese tourists?

**A:** The majority are group travellers of course. However, the absolute number of visitors from China is not that big. Most of them come to Plovdiv around the Rose Festival which happens in May-June, in and around the city of Kazanlak. We are putting a lot of efforts in attracting more Chinese tourists in Plovdiv. We did a flower festival last year, also had participation from a Chinese dance group in our International Folklore Festival and many more. We also became twin cities with Shenzhen last year. Together with the Bulgarian-Chinese Chamber of Commerce and Industry we now have an office in Shenzhen. Being part of the World Tourism Cities Federation we also consider a major leverage.

**Q:** Like many Chinese cities, Plovdiv is an ancient city with a long history and brilliant culture. What kind of experience and effective measures on cultural relics and heritage preservation can Plovdiv share with us?

**A:** Of course there is a lot of national legislation concerning protection and preservation of cultural heritage. A lot of archaeological researches have also being carried out in the past few years. We promote that. We try to interact with people and make them feel connected to our joint past. Also we put a lot of efforts into reconstruction, revitalization and socialization of the sites. Bringing back to life ancient venues like the Roman

This page: Traditional Bulgarian costumes and dance.  
Right page: A church; Gathering of the young people; Artists playing on the street; Rose oil.





# 光州

## 艺术之都的体育盛会

韩国光州被称为“艺术的故乡”，代表性的就有民族性的南宗画，光和南道美丽的西洋画，南道的青瓷粉和青瓷器、茶道文化。而今年在光州举办的夏季大学生运动会通过全世界的大学生创造了新的奇迹。

图 / 光州旅游局 全景

Q=《世界旅游城市》杂志

A=KIM IN CHUN ▶

光州旅游局负责人



### 2015夏季大学生运动会

比赛时间：2015年7月3日至7月14日(12天)。

地点：光州世界大学生运动会主会场(世界杯体育场)等 光州、全南、忠北的赛场

主办：国际大学生体育联盟 (FISU)

主管：大韩体育委员会 (KUSB)，2015 光州夏季大学生运动会 组织委员会 (GUOC)

项目：21个 (正式13/ 选择8)

正式项目：体操/跳水/篮球/排球/水球/柔道/田径/游泳/足球/网球/手球/击剑/乒乓球/机械体操

选择项目：高尔夫球/射击/羽毛球/棒球/手球/跆拳道/射箭/赛艇

规模：170个国家的2万多人(包括代表团及运营团队)

Q：光州广域市是韩国第五大城市，也是韩国西南部的行政、军事、经济、社会、文化枢纽城市，作为2015年夏季大学生运动会主办城市，请介绍下这次运动会的举办情况。

A：世界年轻人的体育盛会——大学生运动会与热情的城市——光州市的相遇，将会是一次最具有创造性的相遇。这场盛会将在多领域中实现人类和谐与共存的价值，开拓新视野。2015年光州夏季大学生运动会将通过全世界的大学生创造的奇迹，开启新的篇章。

很多大型体育盛会都会出现前期基础设施建设资金的大量投入，后期设施管理费用难承担的情况。2015年光州夏季大学生运动会将这种事例作为他山之石，减少因对设施建设的过度投资而引起的副作用，我们将举行一场以低费用，高效率为目标的经济型盛会。

大会所需的69个场馆中，射箭场、游泳池、多功能体育馆等3个设施需要新建，网球场需要扩建，除此之外的65家的比赛设施，不仅是光州，都是在全南、全北、忠北的设施基础上改建和修缮后使用，为国际体育赛事做出了新的榜样。



运动员村是国际大赛历史上的旧公寓而重建的，节约大量经费，受到好的评价，起到了模范作用。

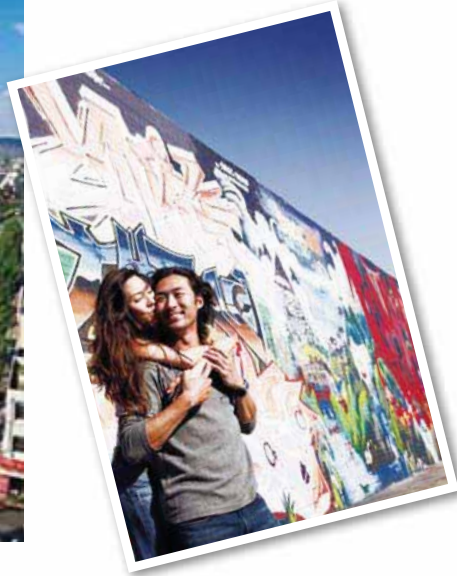
Q：对于第一次到访的外国游客，您有什么推荐的旅游项目和值得体验的文化？

A：光州是文化、艺术和自然融为一体的亚洲文化中心，介绍一下光州一定要去的景点。首先推荐国立亚洲文化殿堂（预计2015年9月开馆），光州在以构建通晓文化、循环城市自主榜样的意图上建立的国立亚洲文化殿堂，是民主、安全、和平、艺术城市光州的标志物。在市民生活中心，从前全南



本页图：光州古建筑；光州艺术街区。  
左页：光州节庆游行表演；光州泡菜节。





道厅一代投入 7 亿余元建立的亚洲文化殿堂，被题名设计称为“光之林”，内部设有多用途复合公演场、亚洲文化馆、文化交流中心、艺术电影院、儿童知识中心等。光州 Folly，通过 Folly tour 可以看到世界各国的建筑师的作品及被遗忘的历史面对公共机构所具有的潜力。其余如无等山、杨树洞历史文化村可以游览，光州世界泡菜节、7080 忠状路庆典都是不能错过的节庆活动。

**Q:** 光州是如何成为艺术的故乡的？

**A:** 光州被称为“艺术的故乡”，比其他地区拥有优越的文化传统。首先 韩国人的南宗画的民族性的书画，生命的根源的光和南道美丽的西洋画，而且是现代美术主义非定型绘画的开始。此外，南道（韩国西南地区）是青瓷粉和青瓷器，茶和茶道文化发源地的故乡。此外，1980 年光州民主化运动，亲身经历光州精神的美术家们，是正义的民众美术的发展地区。这种传统艺术的优秀艺术家们的活动，成为韩国的艺术之乡。

**Q:** 光州有不少蕴含韩国精神的历史遗迹或书院等儒教文化的遗迹，光州是如何让两种文化相互融合的，在光州人民的习俗中还保留了哪些传统的文化？

**A:** 光州乡校、月峰书院、诗歌文化馆、忠状祠等儒教文化的遗迹很多。这不仅过去的痕迹，也是现在光州市民的的生活的精神基础。这里不仅可以学习各种传统文化，也是市民们的主要旅游地。从小就学到的传统生活方式，他们虽然现代化了，但市民的意识里还是有根基。

**Q:** 可否介绍下光州的旅游接待设施如何，针对外国游客都有哪些有特色的服务，有没有语言等方面的问题困扰他们？

**A:** 光州站、光州机场、光州松汀站设有旅游咨询处，咨询处有中文职员，另外还有韩国发展局 24 小时运营的旅游服务电话 1330，有中英日韩 4 种语言服务，光州市是全国最先以中国人为中心的运营的服务中心，也是各种咨询服务呼叫中心。

**Q:** 中国游客出境旅游的人数逐年大幅度递增，2014 年中国共有 1.09 亿人次的出境旅游。中国游客到光州旅游的状况怎样？有没有一些举措吸引中国游客？他们是跟团游还是自助游比较多，请介绍下签证情况。

**A:** 访问我国的中国游客在 2014 年是 612 万人以上，超越日本成为最大的旅游市场了。其中，到光州的

## 在国际形势敏感的亚洲地区的国际旅游观光产业中，促进不同领域的观光城市间的合作。

游客大约三万多人，主要是团体游客。今年，湖南高速铁路的开通，夏季大学生运动会的召开，亚洲文化殿堂的开馆，中国的游客将会增多，光州、全罗南道会更加的努力。2014 年 4 月开始，中国团体游客在务安机场 72 小时免签证入境。

**Q:** 光州加入了 WTCF，看重的是 WTCF 这个国际性组织哪些方面的优势？您觉得 WTCF 这个平台会给光州带来什么样的机遇和帮助？请提出您的希望和要求。此外，在 WTCF 这个世界性的大家庭中，您希望光州在其中扮演什么样的角色？

**A:** 每年通过大会的参与和 WTCF 会员间分享最新的信息，并听取对光州观光旅游业的意见。通过国际旅游观光展的成员国共同参与，促进了全球的旅游业营销。通过注册机构官方网站和杂志等可以宣传光州的最新旅游信息。在国际形势敏感的亚洲地区的国际旅游观光产业中，促进不同领域的观光城市间的合作。利用旅游业的灵活性，为我国西南区的观光城市建立基础。

### Tips

光州有设备完善、等级不同的饭店，一般店内有百分之三十至五十的客房是韩国式房间。到了光州不妨尝试一下韩国式火坑房间的情调。无等Park观光饭店、新阳Park饭店等10所观光饭店位于光州市内和郊外地区，另外，在光州还有很多家民宿可以体验纯粹韩国人的生活。

本页图：韩国情侣。  
左页图：光州鸟瞰；传统舞蹈表演；韩国传统艺术。





# Gwangju

## A Sports Pageant in the City of Art

Gwangju enjoys the reputation as "Home of Art". The national painting of Korea, the source of life, the Southern School Painting and the Gwang (light), together with Jeollanam-do featuring beautiful western paintings, were the source of non stereotyped painting of modern art. With the miracle created by college students throughout the world, 2015 Gwangju Summer Universiade will open a new era.

Q= World Tourism Cities Magazine

A=KIM IN CHUN ▶



Director of Kwangju Tourism Bureau



**Q:** Gwangju Metropolitan City, the fifth largest city of South Korea, is also the administrative, military, economic, social and cultural hub in the southwestern part of South Korea. It is the host city of the 2015 Gwangju Summer Universiade. Please give us a brief introduction of the sports meeting.

**A:** A sports pageant of young people in the world—the World University Games and the Enthusiastic City, our meeting in Gwangju is heralded as an encounter of great creativity, through which the value of harmony and coexistence of mankind will be realized, and new visions will be dug up. With the miracle created by college students throughout the world, 2015 Gwangju Summer Universiade will open a new era.

In many big sports events, the sharp contrast between the earlier stage when large amounts of investment in infrastructure construction fund were devoted and the latter stage when the management cost of facilities were difficult to bear was highlighted. In 2015 Gwangju Summer Universiade, we will learn from earlier experiences to minimize the side effects brought about by excessive investment in facilities construction. Our goal is to hold a sports pageant with less investment and enhanced efficiency.

Three of the 69 stadiums for the Games, that are archery field, swimming pool and multi-function Gymnasium, need to be newly built. The tennis court needs to be expanded. The other 65 stadiums, which are located in Gwangju, Jeollanam-do, Jeollabuk-do, and Chungcheongbuk-do, will be rebuilt and renovated on the existing facilities. It has set a new example for international sports events.

Athletes' village is rebuilt on the old apartments of past international sports events, which has save a lot of money and is held in high regard. It has set an example for others.

**Q:** For foreign tourists on their first visit, what would you recommend, say, the scenic spots and worthy cultures.

**A:** As the cultural center of Asia, Gwangju blends culture, art and nature. Let me brief you about the scenic spots you must visit. First, the National Asian Culture Hall (expected to open in Sept. 2015). The Hall, which is built on the purpose of cultivating cultural atmosphere and



circulating the independent model of the city, is the symbol of Gwangju of democracy, security, peace and artistry. The National Asian Culture Hall, which was built on Jeollanam-do with an investment of over RMB 700 million, was herald as "The Forest of Light". Inside the Hall there are Multipurpose Composite Performance Ground, Asian Cultural Center, Cultural Exchange Center, Art Cinema, Children's Knowledge Center, etc. Through Gwangju Folly, we can catch a glimpse of the works of architects throughout the world. Besides, the potential of forgotten history can be developed as well for the benefits of public institutions. Mudeungsan Mountain, Yang Shudong Historical and Cultural Village are also worth visiting. Gwangju Kimchi Festival, 7080 Chungjang Recollection Festival are too good to miss.

**Q:** How did Gwangju become the home of art?

**A:** With more superior cultural traditions than other regions, Gwangju enjoys the reputation as "Home of Art". The national painting of Korea, the source of life, the Southern School Painting and the Gwang (light), together with Jeollanam-do featuring beautiful western paintings, were the source of non stereotyped painting of modern art. Nam-do, the southwestern part of Korea, is the source of Celadon powder and green porcelain, tea and tea culture. Artists who had taken part in the Gwangju Democratic Movement in 1980 had created an art form here which was both righteous and popular. The active involvement of outstanding artists in the traditional art facilitated Gwangju to become the "Home of Art" in South Korea.

**Q:** In Gwangju there are quite a lot of historical sites or cultural relics of Confucianism such as academy of classical learning that embody Korean Spirit. How does Gwangju manage to merge the two cultures? Besides, in the customs of people in Gwangju, what traditional cultures are preserved?

**A:** There are many cultural relics of Confucianism in Gwangju such as Gwangju Hyanggyo (Confucian School), Wolbong Seowon-Confucian School (Bingwoldang), the Gasal Literature Hall, and Chungjangsa Shrine. They are not only the heritage of the past but also the spiritual foundation of people in today's Gwangju. They are favorable tourist destinations for the natives who engage in various traditional educational activities. People were brought up with knowledge of the traditional lifestyle. And now, they become modernized, but the traditions still lie deep in their minds.

**Q:** Can you introduce the tourist reception facilities in Gwangju or services for foreigners with characteristics. Do they have language obstacles?

**A:** In Gwangju station, Gwangju Airport and Gwangju

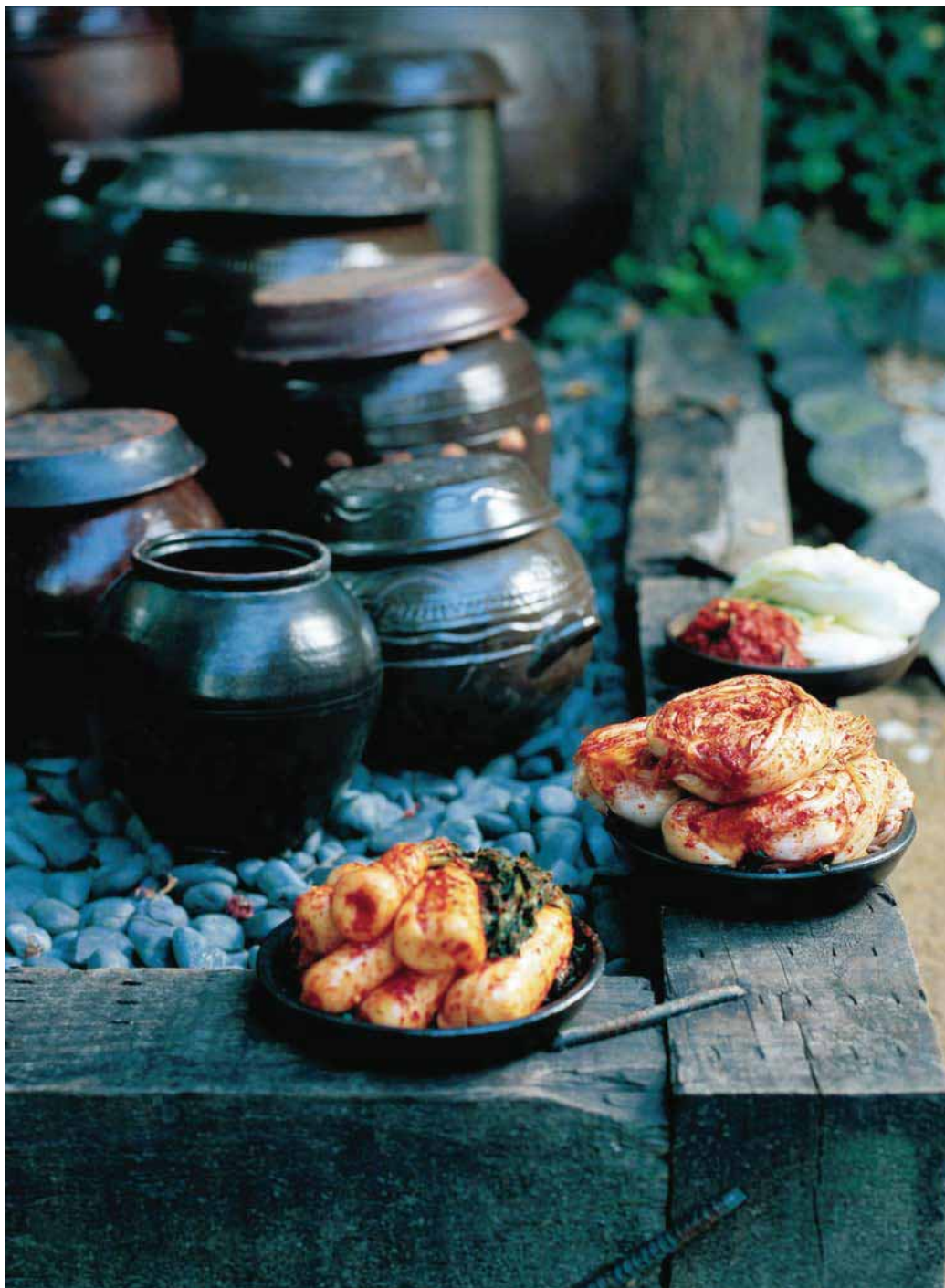
### Tips

Kwangju has various hotels with complete facilities and usually 30% to 50% of their guest rooms are decorated in Korean style. Visitors can try rooms with Korean heatable brick beds. Besides the hotels in the downtown and suburb, there are also many family hotels in Kwangju where visitors can experience authentic South Korean life.

This page: A temple in Kwangju.

Left page: The interior of traditional a Korean folk house; The exterior of traditional a Korean folk house; Children celebrating the Lantern Festival.





We hope to enhance cooperation among tourist cities of different fields in Asia's international tourism industry, where the sensitive international situation is developed.

Songjeong Station there are information desks with Chinese staff. Besides, there is a 24-hour travel service hotline 1330 of Korea Tourism Organization which provides services in Chinese, English, Japanese and Korean. Gwangju has the first service center in Korea that provides service in Chinese and is the center of all kinds of consultation services.

**Q:** The number of Chinese outbound tourists has been increasing year by year. In 2014, a total number of 109-million-person-time Chinese people had made cross-border trips. What is the situation of Chinese tourists in Gwangju? Are there any measures to attract Chinese tourists? Do they join tour groups or go DIY? Please give an introduction of visa.

**A:** China has surpassed Japan as the biggest tourist market of Korea, with over 6.12 million tourists in 2014, of which over 30,000 went to Gwangju. They were mainly group tourists. We expect that there will be more tourists from China with the opening to traffic of the Honam high-speed railway (from Daejeon to Mokpo), the launching of 2015 Gwangju Summer Universiade, and the opening of National Asian Culture Hall. Gwangju and Jeollanam-do will build up their efforts to serve the guests. Starting from April 2014, group tourists from China can enjoy 72-hour Visa free entry in Muan International Airport.

**Q:** What advantages was Gwangju looking for when it became a member of the international organization World Tourism Cities Federation (WTCF)? What opportunities and assistance will WTCF bring to Gwangju? What expectations and hopes do you have? Also, what role do you expect Gwangju to play in the big family of WTCF?

**A:** By taking part in the annual meeting, we will share the latest information with WTCF members and we will include their advices on Gwangju's Tourism into deliberation. With the joint efforts of member States, global tourism marketing will be promoted. By registering the official websites and magazines of WTCF, we can publicize the latest tourism information of Gwangju. We hope to enhance cooperation among tourist cities of different fields in Asia's international tourism industry, where the sensitive international situation is developed. We want to make full use of the flexibility of tourism and lay a solid foundation for the tourist cities in southwestern region of our country.

#### 2015 Gwangju Summer Universiade

**Duration:** July 3rd-14th, 2015(12 days)

**Venues:** Gwangju Universiade Main stadium (World Cup Stadium) and other stadiums in Gwangju, Jeollanam-do, and Chungcheong-do

**Sponsor:** International University Sports Federation(FISU)

**Organizers:** Korea University Sports Board (KUSB), 2015 Gwangju Summer Universiade Organizing Committee (GUOC)

**Sports:** 21 (13 compulsory sports / 8 optional sports)

**Compulsory sports:** Artistic Gymnastics / Diving / Basketball / Volleyball / Water polo / Judo / Athletics / Swimming / Football / Tennis / Fencing / Table Tennis / Rhythmic Gymnastics

**Optional events:** Golf / Shooting Sport / Badminton / Baseball / Handball / Taekwondo / Archery/Rowing

**Scale:** Over 20,000 participants from 170 countries (including delegations and staffs)

This page: Picked vegetable factory; Everyday diet. Left page: Homemade picked vegetable.

