

Cheju Island is characterized by natural charms which change their looks according to the seasons. The sunset, left, and the changing natural life enchant tourists who visit the island.



## Cheju Perfect Place for IULA World Congress

By Jeon Kyung-sook  
Staff Reporter

Cheju, the sub-tropic island on the South Sea furnished with state-of-the-art hotels and convention amenities, will hopefully host the international conference of local autonomous governments in the year 2003.

The Cheju provincial government will make the bid at the International Union of Local Authorities (IULA) World Executive Committee (WEXCOM) meeting in Seoul next week.

Over 110 representatives from 43 countries across the world will attend the conference held under the auspices of the Korea Local Authorities Foundation for International Relations (KLAIFIR) at the Sofitel Ambassador Hotel on Oct. 24-28.

The Hague-based IULA, has some 400 governmental, organizational and individual members from 116 countries and has seven branches around the world.

Korea first established the relationship with the IULA when KLAIFIR, led by Moon Chang-soo, joined the IULA in 1995. Now, its members in Korea are the local governments of Seoul, Pusan and Cheju, three institutional members including the foundation and four individual members.

In the Seoul conference, the partici-

pants will discuss the direction of collaborative exchanges and the common issues facing the local autonomous governments. Additionally, they will officially mention the candidates to host the world congress of IULA in 2003, where Cheju-do will compete with Taipei, Kito of Ecuador and Jerusalem of Israel. The final decision will be made by the IULA congress in 2001.

In two years, the island will see the dedication of a convention center of international standards, able to accommodate some 2,500 delegates for the IULA conference.

Through this conference, Cheju will prove its competitiveness as a destination for large-scale international conferences and international tourism.

Due to current situations in Asia, Cheju could gain status if it wins the IULA bid. With Hong Kong's transfer to China two years ago and Macau's return to China at the end of this year, Cheju wants to take their place as the international gateway to Northeast Asia. And Asian countries are building up feasible strategies to capture the economic power in the region earlier than others. At this juncture, Korea needs to set up national management strategies to actively prepare for such major changes.

Cheju has some merits compared to other places. First of all, it is an island, so it can be easily controlled in times of need and special laws can be applied. Second, Cheju has good social overhead capital conditions

such as an international airport, ports, roads and communications. Third, Cheju could easily become a hub of tourism, thanks to its beautiful natural views and pollution-free and clean environment. Fourth, Cheju geographically occupies the center of Northeast Asia and, thus, has great potential for financial growth.

Whoever hears the name "Cheju-do" thinks of a paradise for honeymooners. A land of "samda" (three affluent things) — women, wind and stones, it is also famous for "sammu" (three things which don't exist) — thieves, gates and beggars — and "sambo" (three treasures) — nature and folk art, language and flora and fauna.

In the old days, this province has been called many names such as "Tomi," "Tongyongju," "Sopna," "Tammora" and "Tangna." All the names except "Tongyongju" meant "island."

Its beauty is a mixture of primitive nature and sophisticated artistic features. The heartfelt kindness of the islanders also is one of the main tourism resources. The island is where the mountain meets with the crystal-blue ocean and people can feel the creative work of god there.

Yongdu-am Rock, formed from the lava of Mt. Halla, is a natural masterpiece taking after the head of a dragon which seems to be flying into the sky with its mouth wide open. It is said that the Dragon King sent a messenger to pick up the elixir of life, but it was

shot dead with an arrow by an angry god of Mt. Halla, leaving the body immersed in the sea and the head protruding.

Chungmun is well known for Chungmun Beach, where 50 to 60-meter high cliffs, soft white sand, black, white, red and gray sand called "Chinmosal" and transparent cobalt-blue water all come together. In addition, Chonjeyon Waterfall is nearby. The mild year-round climate attracts many tourists to the site.

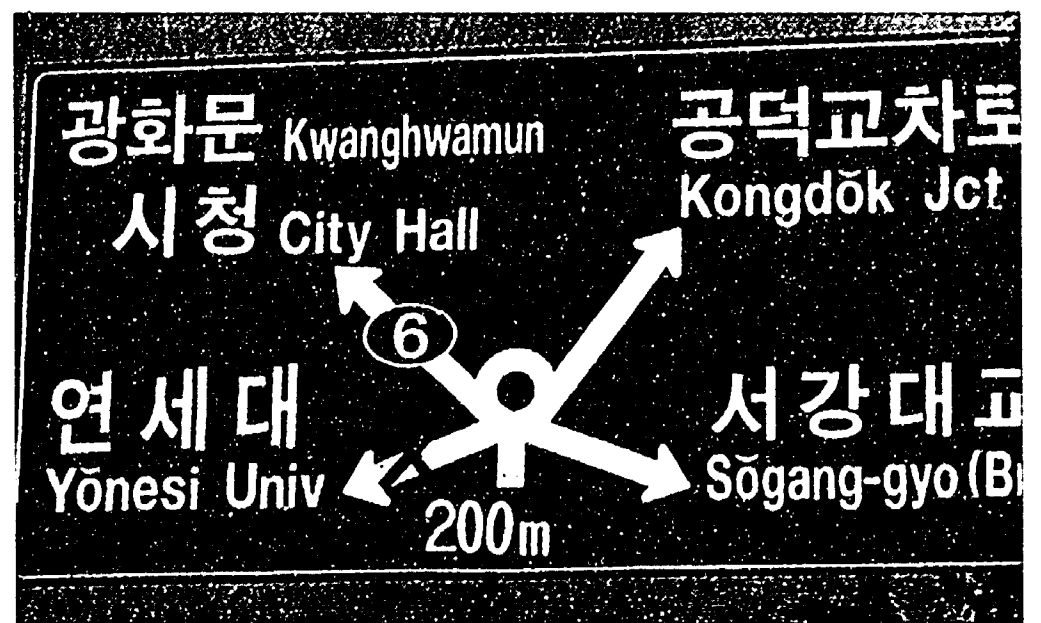
Encouraged by such natural conditions, the largest tourist complex in Korea for the 21st century is under construction in the Chungmun area. This complex provides luxurious lodgings to accommodate more than 5,000 guests and tourist facilities like golf courses, beaches, marine aquarium, botanical gardens, shopping centers and recreation facilities.

Mt. Halla is one of the "Samsinsan" (a legendary mountain where supernatural beings live) in Korea, with an altitude of 1,950 meters. Atop the mountain is Paengnoktam, a rare crater lake like Chonji Lake at Mt. Paektu. Alpine woods and grasslands surround the lake. Every May, hikers can see precious azalea flowers blend with the nearby snow, creating a scenic beauty they will never forget.

Cheju Island is bursting with 21st century vigor, while preserving its historic traditions and culture as well as its breath-taking natural beauty.

jks@koreatimes.co.kr

## Signs of The Times



In this traffic sign in the Hongik University area, "Yonsei" University is misspelled in English as "Yonesi." In many road signs, English speakers find such misspelled words.

This photo was contributed by Paul S. Penczner who works as a foreign client liaison at the Kim & Kim law firm in Seoul. The contributor is also a member of American and D.C. bars.

The winning contributor to Signs of the Times will receive two buffet dinner coupons at the Grand Hyatt in Seoul and a complimentary necktie from the Korea National Tourism Organization (KNTO). Signs of the Times is a section featuring reader-contributed photographs of erroneous travel signs and is aimed at creating a better tourism environment. Send your contribution to: Korea Times, Culture Desk, 14 Chungliak-dong, Chongno-ku, Seoul. Call 02-724-2346 for more information. — ED.

The Korea Times, KNTO, Grand Hyatt Seoul



A ttokppokki festival to be held in Sindang-dong today brims with a host of events ranging from a make-your-own competition to street performances.

## 'Ttokppokki' Lovers Give Vitality to Street Festival

By Chung Jin-young  
Staff Reporter

When it comes to a love of spicy food, there is no equal to Korean cuisine. Not only an essential ingredient of the Korean staple kimchi, the hot red pepper goes into almost every local foods, vegetable and meat dish, soups and stews and many others. The culminating point of the chili fetish, however, is ttokppokki, one of the most favored local snacks which conventionally comprises white rice cake strips and vegetables, stir-fried with plenty of red chili paste.

A food festival to be held today in Sindang-dong, accessible by subway line 5, will celebrate the local ttokppokki tradition as a part of Culture Day events, which encompass three other cultural sites throughout Seoul. For decades, the district has been the center of ttokppokki eateries, giving birth to the famed Shindang-dong brand.

The popularity of the town's eateries reached its height in the 1970s when many were frequented as popular joints for teenagers and twenty-somethings, some of them even hav-

ing a disk jockey box. A recent hit song "Hurricane Park" by DJ. Doc is reminiscent of that ttokppokki place which had a handsome DJ of the same name of the song's title.

Hoping to reclaim its old glory, the Sindang festival hosts a variety of ttokppokki-themed events and performances, from a make-your-own competition to wacky performance shows by the youth who will showcase their enthusiasm for the town's ttokppokki.

The high moment of the day will be an ambitious Ttokppokki Competition which involves professional and amateur chefs, both locals and foreigners. A glimpse at the list of ingredients on application list reflects the multicultural potential of the snack; there is ttokppokki mixed with squid, ketchup, meat and sweet potatoes, even Coca-Cola.

The majority of the contestants lining up for the match are college student teams wearing T-shirts or flags emblazoned with the group's symbols. Their "Techno" or "Fusion" ttokppokki will face a tight match with the town's established brands such as "Grandma Ma Pongnim's ttokppokki."

gyoung 72 @ mailcity. com.

## Oktoberfest Comes Alive at Seoul Hilton This Weekend

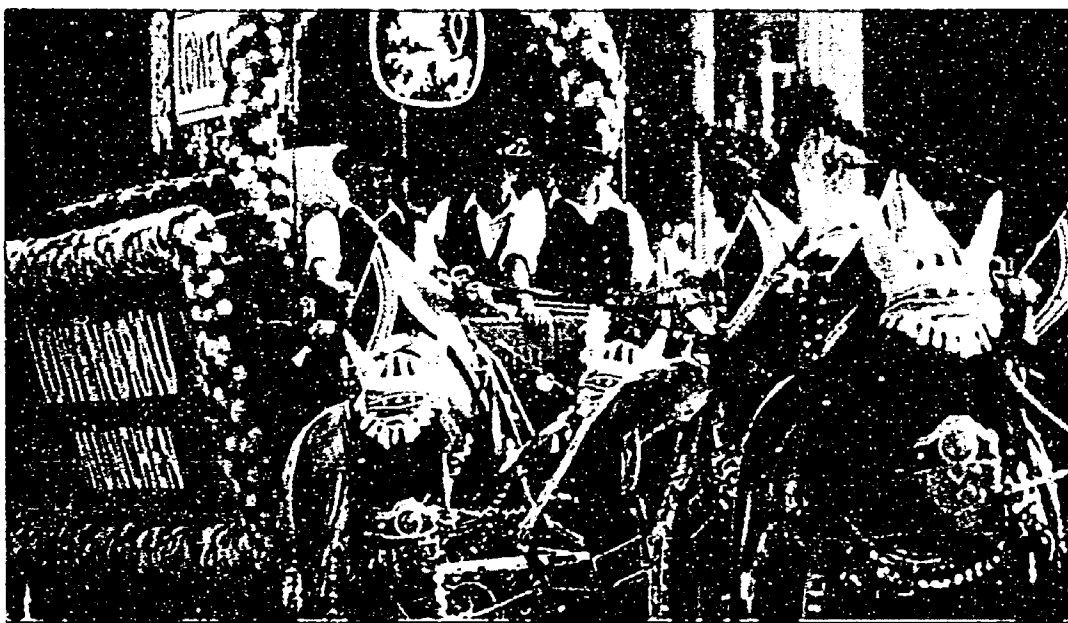
By Hong Sun-hee  
Staff Reporter

The Bavarian pumps with beer and activities will come alive at a five-star hotel in Seoul next weekend.

On Oct. 22 and Oct. 23, around 1,000 party goers per night will be letting their hair down to the Bavarian beat over an enormous buffet of Bavarian bounty on the occasion of Oktoberfest, with unlimited beer and games in a typically Bavarian rural setting.

The food and beverage teams of other deluxe hotels featured German themes earlier this month but the upcoming event will be the real version of Oktoberfest though, regrettably, it will take place indoors.

In Korea this feast has moved from one hotel to another over the past decade with continued growth in its scale, from the Westin Chosun Hotel to Seoul Renaissance. The Seoul Hilton has been picked up for the venue this year because of its convention center which has the largest seating capacity among hotels in Seoul and for its food



Germans amuse themselves during Oktoberfest in Munich. The typical Bavarian lifestyle and beer will be presented at the Convention Center, Seoul Hilton, on Oct. 22-23 at 6:30 p.m.

and beverage department studded with German-bom hoteliers. In Pusan the event was held at the Westin Beach earlier this month.

At the Seoul Hilton, games will include contests of nail driving, arm

wrestling and beer drinking. Contest and lottery prizes include complimentary room and board at the hotel and a round-trip ticket to Munich offered by Lufthansa. BMW, Nivea and other businesses in the German community here

will make contributions.

A stall at the center will sell German folk crafts and other souvenirs.

The origins of Oktoberfest date back to early in the 19th century. While the wedding of Wilhelm, King of Bavaria, was underway on Oct. 17, 1818, the residents showed their respect and well wishes to the king. In appreciation, the king threw a feast for his people. It was then continued year after year and was hosted by the people on their own.

In Germany today, it kicks off at noon on Sept. 20 with a motion of the Munich mayor draining a glass of beer and the event continues through the first Sunday of October.

In every German city where Oktoberfest is held, tourists from around the world surround the procession of wagons carrying beer barrels and savor a wide variety of beers at the "hofs" boasting their own decorations and services. Each year, over 7 million people visit the festival.

For reservations and additional information on Seoul's Oktoberfest, contact 02-317-3077.

uhuru@koreatimes.co.kr

## THE WESTIN CHOSUN

O'Kin's Irish pub (02-317-0398) and Sports Bar will be transformed into a haunted house full of ghosts, goblins and ghouls, and various other creatures of the nether world on Oct. 29-30. The staff will be dressed up in their spookiest, and guests are encouraged to come in costume. There will be prizes for the best costume, as well as for guessing the weight of our monster pumpkin. There will also be an opportunity for guests to get up in front of the room with a microphone to tell scary stories.

## swissotel

Discotheque BABALU (02-2287-8059/60) offers Halloween festival on Oct. 30. Most famous four DJs will entertain guests with techno music. People can take part in an incredible Techno Horror Picture Show while dancing. The devilishly delightful party will go on until 4 a.m. For W20,000.

## HOTEL LOTTE

SEOUL KOREA

"Oktoberfest" is being presented at the Bobby London (02-317-7091) on Oct. 15-23. Servers will draw and deliver fresh beer wearing the traditional costume of a genuine German Beer Garden. The festival features "fastest drinker" contest, a "golf-putting" contest and "darts" competition. A lottery drawing will be held on Oct. 23 and participants can win free lodging and buffet tickets.



## Hotel Lobby



Trick or treat from Nyx & Nox (02-3451-8444)! Enjoy Halloween here on Oct. 28-30. Entertainment director "DJ Freddy" and his Nyx & Nox team will showcase a spooky fun wit plenty of games, food, drinks for a memorable event. There will be a dancing session too. Dress in best spooky costume for a "Best Costume Contest"



every evening with plenty of lucky draw prizes to go around.

## THE SHILLA

SEOUL

Japanese restaurant Ariake (02-2230-3356) presents the hero of a popular Japanese cartoon, Mr. King of Sushi, who brings the most flavoring and authentic sushi specialties on Oct. 22-30. The freshest ingredients prepared the master chef will provide the real taste of Japanese most-renowned fish.



J.J. Mahoney (02-799-8601) celebrates two special occasions, Kenzo's 30th anniversary and Hennessy's brand new

cocktail sensations. On the evening of Oct. 21, the perfect harmony of beauty, fun, freedom and refreshment will come together on the fashion runways at J.J. Guests will enjoy Kenzo's Nomadism fashion show of 21st century design and discover a world of new pleasures with Hennessy V.S.O.P.



Hotel Commodore

PUSAN

Choongmu Hall (051-466-9101) will host the well-known French pianist Cedric Tiberghien's concert on Nov. 3, 7:30 p.m. under the sponsorship of Alliance Francaise and Bank of National Paris. The hotel will invite some major celebrities for the event. The pianist is currently having a concert tour in Mexico and Asia. The admission is free.



The hotel presents the annual Halloween night event "The Night of Fear"

HOTEL INTERCONTINENTAL

SEOUL

The hotel opened Grand Cafe (02-559-7614) on Oct. 13. It offers the guests the opportunity to experience a variety of unique dining and drinking experiences all in one location, including a Vintothèque, Coffee Bar, Open Kitchen, Library Private Room and Retail Shop.

