



BUSAN

SOUTH KOREA

Busan (formally known as Pusan) is located in the extreme southeast corner of the Korean peninsula between the Nakdong and Suyeong Rivers. With a population of close to 4 million it is the country's 2nd largest city and the nation's premier sea port.

Though the city has grown over the years and spread up the valleys of the surrounding mountains, Busan's aspiration has always been focused on the sea.

As far back as the 1400's Busan has been an important trading port, especially with Japan, which lies just over the eastern horizon. During the time of increasing trade many Japanese were welcomed as they settled in Busan in order to expand their businesses. The people of Busan were quick to absorb many new ideas from the Japanese...and vice versa. This relationship continued until 1592 when Japan invaded Korea. During the Korean War in the early 1950's Busan was one of only two South Korean cities that held out and was not overrun by the invading army of Communist North Korea. UN forces were able to form what was called the Pusan Perimeter and hold their defensive position until they were relieved. Consequently Busan became a safe haven for many Korean civilians fleeing from the ravages of the war.

Today modern Busan is ranked as the third largest cargo port in the world. Designated by the Korean government as one of only two Free Economic Zones (the city of Incheon being the other), Busan has seen its influence as a center of trade steadily grow. The city is a strategic shipping hub between Vladivostok, Shanghai, Beijing, Tokyo and Seoul. Cargo and container ships from all over the world enter the harbor as their international merchant seamen prepare to disembark and explore the Busan.

So many international visitors have been coming to the port of Busan over the years that a market area near the docks, full of shops and stores catering to foreigners, has been a fixture of the city since the mid 1940's. Today many Russian businesses have been established to accommodate visiting Russian sailors and Busan's growing Russian population. Busan has become Korea's playground for summer fun. With six of the country's most beautiful beaches in the area a modern infrastructure of national and international transportation has been built to include airports, ferries, high-speed trains and an extensive highway and subway system.

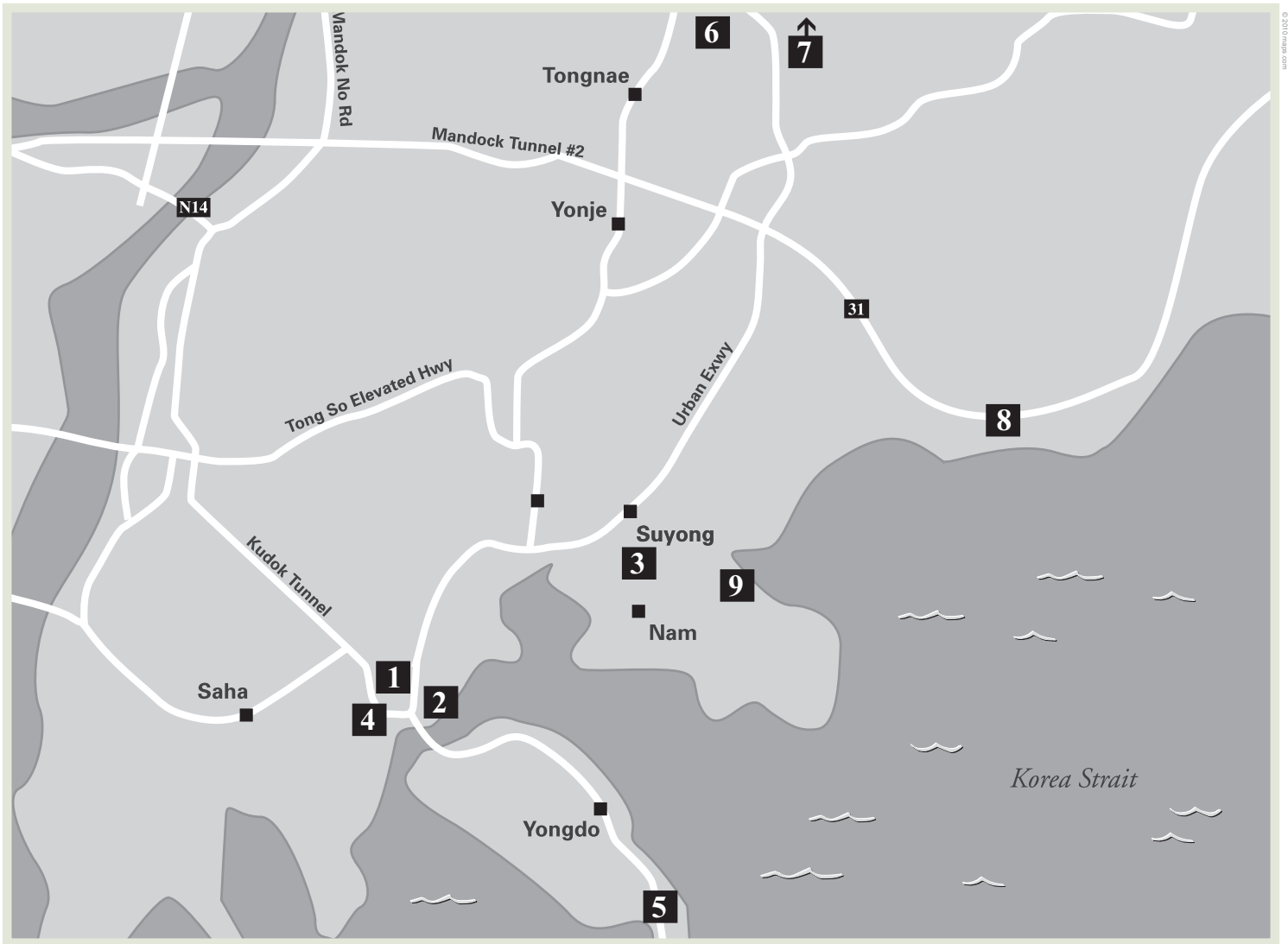
From the vicinity of Kyungsoong and Pukyung National Universities, alive with cafes and bars attracting the young and studious, to the Namdong and Gwangbok-dong districts with restaurants that have been in the same family for generations, to the new city center in trendy Seomyeon, Busan has become a vibrant and energetic metropolis.

Though the nation of Korea is steeped in the rich history and traditions of its ancient kingdoms and philosophies, Busan is planted firmly in this new millennia...looking towards a bright and dynamic future.



HISTORY

Archeologists have uncovered rock carvings and stone tools, evidence of human habitation on the Korean peninsula that date back over 500,000 years to the Lower Paleolithic Period. Recorded history, however, dates the first kingdom of Korea, Chosun (Gojoseon) and its founder Dangun Wanggeom, to around 2333 BC. Korea's first dynasty, whether fact, fiction or ancient folklore, historians are still debating, was the theocratic Tan'gun Dynasty, in mid 2000's BC. On the subject of Korea's origin, the truth may be forever lost in the mist of time. Regarding its history, there is no doubt that for millennia the people of the Korean peninsula have experienced the enormous struggles that accompany the rise and fall of great dynasties, the ascendance and collapse of mighty kingdoms, the invasion by armies, the occupation by expanding empires and finally the political, economic and individual rewards to be found in the arduous travail of a people's desire and sacrifice for freedom and an honorable national identity. China's Han Dynasty spread thru much of the northern peninsula in the first century BC. With it came the philosophy of Confucius and the development of a highly organized imperial bureaucracy. As China governed the north, now known as the province of Nangnang, the south of Korea was divided between three Han tribes; Ma Han in the southwest, Chin Han in the southeast and Poyon Han in middle. This period, 37 BC – 935 AD, became known as the Age of the Three Kingdoms. The Pyon and Chin Han would soon create a strategic alliance that would become known as the famous Shilla Dynasty. The Shilla Dynasty saw the expansion of scholarship and the introduction of Buddhism. General Wangkum followed the Shilla Dynasty as he established the Koryo Dynasty in 918 AD. With the general's rise to power came extensive changes in governance, education, the consolidation of farmland and the unifying of the military. All changes were brought about in order to centralize power. In 1443 King Sae Jong, of the now ruling Yi Dynasty, commanded his scholars to create Korea's own phonetically based written language called Hangul. Up until this time the Korean language could only be written by the use of Chinese style characters. Easier to teach and learn than the complicated Chinese style characters, and with his Hangul style still in use today, Korea shows their respect by placing King Sae Jong's likeness on their W100 coin and W1,000 bill.



The first western ideas came to Korea in 1777 in the form of Roman Catholicism brought by a Korean convert upon his return from studying with missionaries in China. By the early 1800's, concerned by their growing influence, Prince Tae Won Kun would ban their ideas and bar westerners from the country. It would be to no avail. Major powers and countries that were determined to become a major power, were carving up much of the world into colonial possessions. By the late 1800's Korea had become a de facto vassal state of Japan and would remain so until its liberation at the end of World War II, in 1945. Liberation did not bring peace. Korea was divided along the 38th parallel by the United States and the Soviet Union.

In June of 1950 the Soviet and Chinese backed army of Communist North Korea attacked in mass across the 38th parallel. Under the flag of the United Nations, 22 countries joined in defending the sovereignty of the Republic of Korea. In 1953 a cease fire agreement was signed and official hostilities came to an end. South Korea lay in ruins and her people destitute. When the United Nations Police Action came to an uneasy conclusion the United States offered economic support to the Republic of Korea. In the second half of the 20th century, in less than the span of one lifetime, after thousands of years of great turmoil and upheaval that yielded very little real change or advancement, the Republic of Korea, a decimated and impoverished country, developed into a juggernaut and burst upon the world stage. Not as a conquering empire but rather as an international industrial, manufacturing and trading powerhouse...one of the famed Asian Tigers. Korea in the early 21st century is an amazing example of the power of freedom combined with a great deal of hard work put forth by an independent and determined people.

BUSAN PLACES OF INTEREST

1 **Yongdusan Park** is a beautiful oasis in the middle of this bustling city. With over 70 different species of trees this tranquil park is a favorite site for the people of Busan. A statue honoring Lee Sunsin, Korea's great naval hero, looks out over the city and harbor. The park is also home to the Busan Tower that climbs 387 feet (118 meters) into the sky.

2 The **Jagalchi Fish Market**, located on the harbor front, is one of the largest and busiest in all of Asia. Korea is mountainous with very little land available for grazing. Fortunately Korea has the sea and this market is wondrous proof of the available bounty. Beginning early in the morning when the fishing boats arrive with their daily catch, the market is an exciting focal point of activity with the sights and sounds of bidding and bargaining over every conceivable species of the freshest seafood... straight off the boat.

3 The **Busan Municipal Museum** is home to ancient artifacts and exhibits that relate the history of Busan and the surrounding area. The grounds that surround the museum are a very nice place to enjoy a quiet stroll.

4 The **Gukje (International) Market** has been in operation since the mid 1940's. The market got its name from the foreign products that could often be found there. Today it is an area of over 1,400 shops and innumerable vendors offering everything from delicious street food to amazing jewelry. This market is a great place to get a feel for and taste of the city.

5 Taejongdae Park was created in an area to the south of the city. This beautiful park is a romantic, forested setting high on cliffs overlooking the sea. It is said that King Taejong Muyeol, who ruled in the 600s AD, particularly loved this area and often visited.

6 The Tongnae Hot Springs are unique in that they are located in the middle of the city. While most hot springs are outside, these springs are inside the hotels of the Tongnae district. There are separate accommodations for men and women and the price is very affordable.

7 The Bomosa Temple is surrounded by forests that cover Mount Geumjeong in Busan. One of the largest temples in Korea, it was built in 678 AD during the period of the Silla Dynasty. The temple originally had 360 rooms that provided home to over 1,000 Buddhist monks. The temple has been destroyed and rebuilt numerous times over the centuries yet it retains the same peaceful aura that the early designers intended.

8 The Busan Aquarium is a relatively new attraction in the city and has quickly become one of the most popular. The aquarium has over 40 saltwater and freshwater exhibits. The huge glass walled tanks are home to thousands of freshwater fish as well as sharks, eels, sting rays, giant octopus and penguins. In all, the aquarium exhibits over 30,000 fish, corals, mammals and reptiles representing over 200 separate species.

9 The UN Memorial Cemetery is the final resting place for over 2,000 fallen soldiers representing 11 of the 22 nations that fought under the flag of the United Nations during the Korean War, 1950-1953. The land is a gift from the people of Korea as an eternal expression of their gratitude towards the men who made the ultimate sacrifice in defense of Korea's freedom.

Beyond Busan

Gyeongju (originally named Kyongju) became the Shilla Kingdom's capital in 57 BC and lasted for over 1,000 years. Today the city is home to hundreds of well preserved ancient buildings, temples and royal tombs, all of which are national treasures and many of which have been designated as UNESCO (United Nations Educational Scientific and Cultural Organization) World Cultural Heritage Sites. All of the sites are within easy walking distance of each other. Of special interest is the Kyongju National Museum, exhibiting over 80,000 artifacts from the ancient Shilla Dynasty.

Bulguk-sa Temple is one of the highlights of historic Gyeongju. Originally built in 528 AD, it stood for a thousand years before being destroyed by invading armies. The restored temple is a classic example of Shilla Dynasty architectural design and craftsmanship.



The **Buddhism Art Gallery** is an outdoor collection of over 100 Buddhist temples and pagodas set on Gyeongju's Mount Namsan. Beautiful walking paths wind through stream fed valleys. Around every turn another stunning site unfolds.

Tumuli Park (Gyeongju) is the location of the Royal Shilla Tombs and Flying Horse Tomb. As important to and respected by the people of Korea as the tombs of the Pharos to the Egyptians, the archeological excavation of the site revealed a true king's ransom of over 10,000 royal artifacts such as beautiful paintings, studded silver swords and a royal, jade encrusted, gold crown.

Dongbaek Island is best known for the marvelous scenery along famous Haeundae Beach and the stunningly designed Nurimaru House overlooking Busan Bay and Kwangan Bridge. The Nurimaru House welcomed world leaders for the Asia-Pacific Economic Cooperation Summit (APEC) in 2005.

The **Nakdonggang Estuary Seasonal Bird Migration Site** is

just to the west of Busan where the Nakdonggang River feeds into the East China Sea. The estuary, declared a national monument in 1966, is a stop-over site for hundreds of species of migratory birds that fly south in the autumn and north in the spring. Eagles, cranes, swans and spoonbill are just a few of the birds that can be seen, depending upon the season. The best way to get to the sanctuary is to hire a small boat and guide from the Myeongji-dong harbor.

Songjeong Beach is a wonderful family beach with nice sand and calm water set away from the hustle and bustle of the city. The scenery and serenity are unique to southern Korea. Motor boats and sea excursions are available at the dock. The Songjeong Pavilion, just a short walk from the beach, provides a beautiful view of the sea and surrounding area. The Mountain Fortress of Kumjongsanong snakes along the Sanhaksan Mountains ridgeline for over 10 miles (17 kllms). The view from this ancient stronghold seems limitless. For the adventurous the fort can be reached by hiking. For the rest of us, a cable car provides a ride to the top. On the summit the park has a beautiful botanical garden and a Buddhist shrine. There are also a couple of very good restaurants that serve Korean cuisine.

SHORE EXCURSIONS

To make the most of your visit to Busan and surrounding areas, we suggest you take one of the organized Shore Excursions. For further information consult your Shore Excursion brochure or contact the Shore Excursion desk. When going ashore, guests are advised to take with them only the items they need and to secure any valuables.

LOCAL CUSTOMS

Korean social customs are built largely upon 500 years of following Confucius. The good of the family comes first then society at large before the needs of the individual. Age is highly respected in Korea. As in many western countries, it is expected that the elderly be seated first at a dinner gathering or, if on a bus, for a young person to offer their seat to a senior. Unlike Japan, raising a bowl of rice to the mouth then using chopsticks to scoop it out is not practiced. Bowls stay on the table. In Korea the public display of affection is not considered socially acceptable. "Face", an individual's self-respect or reputation, is extremely important in Korea. To become visibly angry or to criticize someone in public is to be avoided at all cost. It would cause one to lose face.

Bargaining: If a store has marked prices and most of them do, bargaining is not policy. Most street markets and vendors will bargain. Remember, be polite and do not press too hard to get a better deal.

Tipping: This is not a custom in Korea, but many restaurants will automatically add a 10% service charge.

LOCAL CUISINE AND DRINK SPECIALTIES

Korean cuisine is usually very spicy. Some of the country's favorite and most common dishes are: Kimchi is vegetables, usually cabbage, fermented with ginger, garlic and chili pepper. Bulgoggi is thinly sliced and grilled beef that has been marinated in a combination of onion, soy, ginger and sesame oil. Jangeo-gui is grilled eel that has been seasoned with sugar, soy and sesame oil. Dongnae paejon is a pancake that has onions or other vegetables and is eaten with a side dish of seafood. Kimbab is a mixture of rice and vegetables wrapped in seaweed. Bibimbab is a combination of rice with egg, vegetables and chili sauce. Mandu is a tasty spicy meat dumpling. Patpingsu is a mixture of fresh fruit combined with ice cream and red beans. Kongnamulbap is rice cooked with bean sprouts and seasoned with sesame salt, garlic, oil and soy. Yangnyeom Tongdak is sweet and sour chicken that has been slow roasted. Maeun-tang is a very spicy soup made with leftover fish that is boiled with red pepper paste, vegetables, soy, black pepper, garlic and spicy red bean paste called kochujang. Gaji namul is egg plant that is sea-

