

SOUTH KOREA

Immersed in Tradition



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Korea

Avanti
Destinations

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KOREAN PAVILION

HISTORY

HISTORY VIDEO ▶

ADVENTURE VIDEO ▶

PAST

Following the Second World War, Korea was divided into 2 territories, with the Soviet Union administering the northern section, and the United States the southern. Although a temporary separation, the union that was meant to follow never came to fruition, with both parties pursuing different political ideologies. Alternating between democracy and authoritarianism, South Korea's path to discovering its new identity has been hard but well fought, making admirable progress towards a better future.

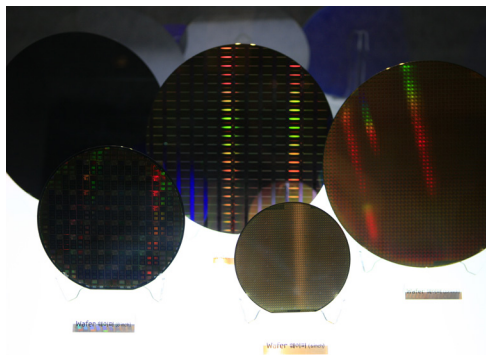
FUTURE

Since then, South Korea has emerged as one of the wealthiest countries in Asia, with a strong passion for culture and modernization. With impeccable transit infrastructure and one of the safest airlines in the world, the country continues to make great progress in tourism. This economic boom has greatly influenced cultural rejuvenation, bringing into light new destinations, culinary delights, and much more.



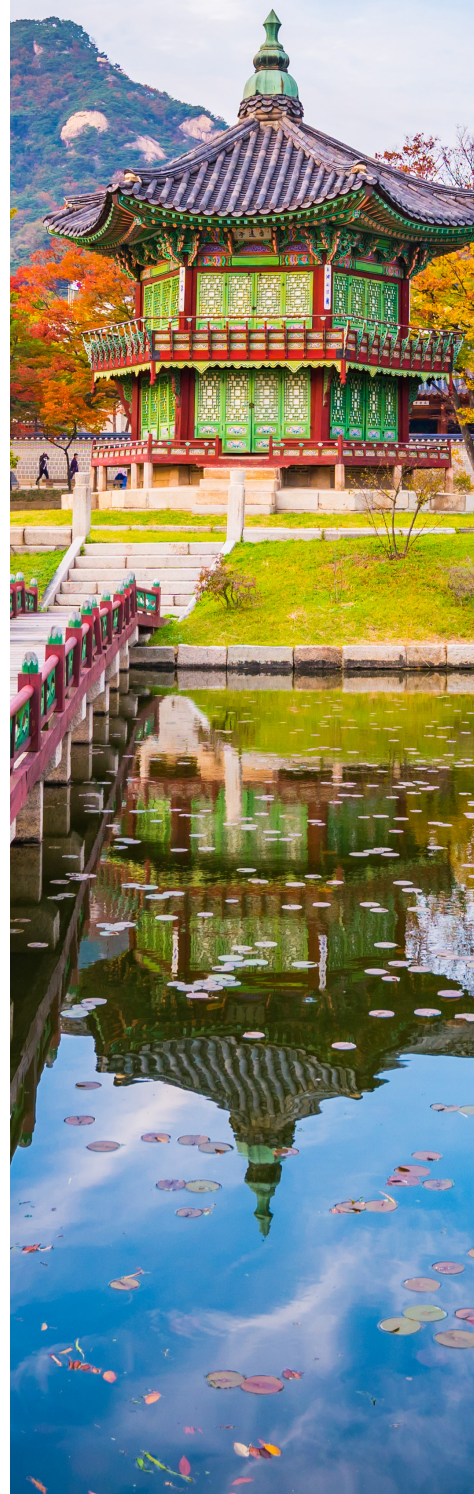
MEMORIES OF THE WAR EXPERIENCE

Learn about this historic conflict at the Korean Demilitarized Zone. Observe Kijongdong,, also known as the Peace Village, while a guide explains the life on the other side. See the infiltration tunnels, and study war artifacts at the Exhibition Hall.



SAMSUNG INNOVATION & TRANSPORTATION MUSEUM

Explore the fascinating timeline from electricity, to the birth of Samsung, and to the global market leader we know today. The Transportation Museum is the country's first automobile museum, with priceless cars, motorcycles, and other prototypes.



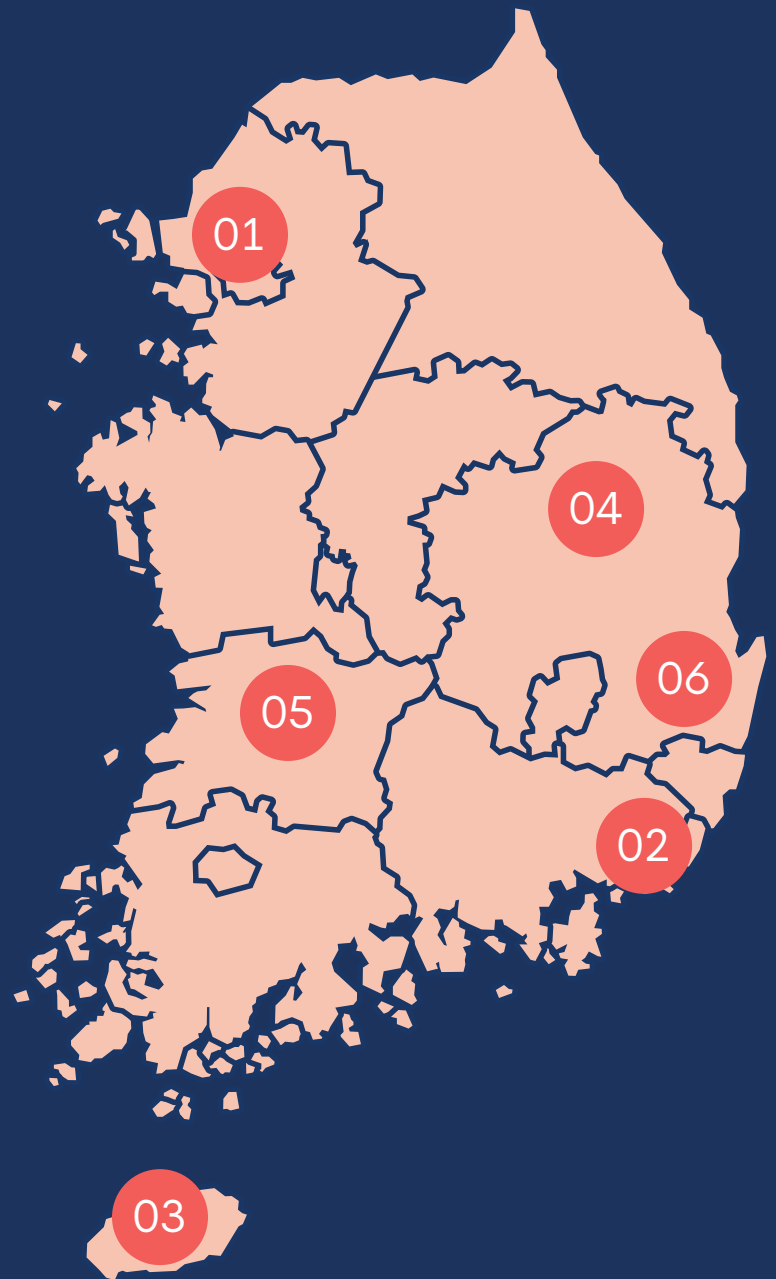
GETTING AROUND

Trains are an essential transit option in South Korea. With signs in both Korean and English, the high-speed railway system is punctual, comfortable, and eliminates the hassles of airport security and luggage restrictions. To access smaller villages such as Andong, Haeinsa, and Jeonju, private car transfers are required. In the case of Jeju Island, we recommend flying from either Seoul or Busan.

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PRE & POST CRUISE

South Korea is becoming a popular cruise destination. To get accustomed to the time zone, soak in the local culture, and prepare for the exciting voyage over the seas. Fully customizable itineraries include great accommodations and experiences in cities such as Seoul, Busan or Jeju. Along with private transfers to and from the pier, our Pre & Post packages are the perfect addition to any cruise.



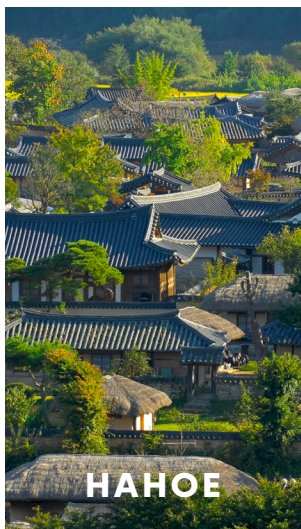
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TRADITIONAL KOREAN EXPERIENCES



JEONJU



HAHOE



GAMCHEON



YANGDONG



SEONGEUP

HISTORICAL VILLAGES

Mirrors into forgotten times, historical villages accurately depict the daily life led by the people of centuries past. Great efforts have been made to preserve these spectacular settlements which enjoy their rightful place as national treasures and UNESCO World Heritage sites. The traditional architecture reflects the strong connection between the people and the land, designed to represent the residing family and the surrounding landscape. Aside from modern reminders such as souvenir shops and restaurants, visiting these villages offers a truly immersive experience.



SLEEP IN A TRADITIONAL KOREAN HOUSE

Start the day in Hahoe (translated to “village surrounded by water”). Engulfed in the stunning scenery at the foothills of Hwasan Mountain, this 16th-century settlement is a prime example of traditional Korean architecture. After visiting the mask museum and an impressive Confucian school, proceed to Andong where you will spend the night in a traditional Hanok home. Renovated for the convenience and safety of their guests, these houses still retain their historic beauty, offering an authentic cultural experience of Korean life in previous centuries.



ENJOY NATURE

A blend of various landscapes gracefully slopes from east to west, from cliffs dropping into undulating hills, and down into the lowlands. Each destination offers something spectacular in terms of natural beauty. Mt. Namsan with its 100 temples, the rugged cliffs of Busan and the national parks of Jeju, all seem to inspire the local culture.



In Seoul, engage in a traditional tea ceremony, calligraphy session, or a kimchi class, all while wearing the traditional Hanbok outfit.



Learn the ways of the Taekwondo martial arts in Seoul along with a renowned master and witness a demonstration from his students.



Release all stress in a traditional Jjimjilbang (dry sauna). An invigorating experience topped with hot tubs, kiln saunas, and massages.

LOCAL FLAVORS

Since ancient times, the idea of food as medicine has dictated the culinary practice of Korea. This philosophy accurately reflects the country, unveiling the people's deep connection with the land. Emphasizing seasonal vegetables, simplicity, and the restorative properties of each ingredient, it is revered as one of the healthiest diets on earth.



PROBIOTICS

The metabolic process of fermentation plays a big role in traditional food. The art of kimchi making is a process that can take anywhere from a few months to a few years, it has become a key technique in many Korean dishes.

FINE DINING

Korean gastronomy is an artform in every way, harmonizing various flavors, textures, and nuances. Historically inspired by a communal lifestyle, the cuisine revolves around a family-oriented culture, with rice as a staple, paired with many vegetable, meat, or tofu side dishes to share. This dedication is still present in modern times, reaching dining tables across the globe.

A strong passion coupled with an adventurous spirit has allowed South Korea to reach new heights on the world culinary scene, with Seoul alone boasting close to 26 Michelin starred restaurants.



COOKING EXPERIENCES

Join a master chef and uncover the secrets of Korean cuisine. Start by visiting a local market to shop for ingredients, before attempting to make some of the most popular dishes such as Bulgogi, Japchae, Bibimbap and many others for yourself.



KOREAN MARKETS

Experience a day as a local while exploring various markets of Korea. In Seoul, visit Garak Market, the first of its kind in Korea, before reaching Gyeongdong Herbal Medicine Market. You will be greeted by an exciting amalgam of flavors, colors, and fragrances.



LOCAL SPECIALTIES

In the coastal city of Busan, enjoy the experience of creating Fish Cakes at the oldest producer in the city. Eomuk is a seasoned batter of crushed fish meat known for its versatility. Cooked, fried, molded or rolled, this delicacy is a staple on Korean tables.





SEOUL CITY BREAK



HISTORY

GYEONGBOKGUNG PALACE

A symbol of the Joseon Dynasty's prosperity, it is the largest of the Five Grand Palaces, built in the heart of 14th-century Seoul, and restored after two Japanese invasions.



JOGYESA TEMPLE

Built in 1395, it stands as the main temple of the Jogye Buddhist Order. It welcomes many visitors drawn by the stunning Daeungjeon Hall and the 500-year-old white pine tree.



BUKCHON HANOK VILLAGE

This incredibly well-preserved historic village is a living work of art, allowing travelers to fully immerse themselves in Korea's bygone times.



CHANGDEOKGUNG PALACE

Translated to "Prospering Virtue Palace", it retains many elements dating from the Three Kingdoms of Korea, gracefully blending in with the natural topography.





SHOPPING



FASHION & COSMETICS

A leading hub in fashion and cosmetics, spend an afternoon shopping through Seoul's malls and boutique shops showcasing the latest trends in Korean style.

SEOUL MARKETS

Lively and dynamic, markets always reflect the desires of the local society through food, fashion, electronics, and fun. Enjoy the cultural immersion and see the many markets found in Seoul.

SEOUL HERITAGE

A great opportunity to explore modern Seoul! Start with the magnificent city views from the 63 Building, proceed to the newly remodeled Cheonggyecheon Stream, and reach the imposing Dongdaemun Plaza. This exciting day will end with a hands-on kimchi making experience, and the opportunity to try out the brightly colored hanbok traditional outfit.



ANDONG

Laid back and surprisingly welcoming, Andong is a destination worth visiting for the myriad of historical sites that surround it. Known for its regional specialties, as well as the strong soju liquor, this city offers a glimpse into an authentic Korean lifestyle.

HAHOE VILLAGE

A worthy UNESCO World Heritage Site, Hahoe Folk Village holds a mystical beauty. This clan-based settlement seems untouched by time and the preservation efforts have been remarkable. Following the Pungsu-jiri (Korean feng shui) guidelines, the village is shaped like a lotus flower.

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BUYONGDAE CLIFF

Just outside Hahoe, this 200 ft. cliff offers incredible bird's eye views of the village, thus bearing the ancient Chinese name of lotus.

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HAHOE MASK MUSEUM

Not only a great exposition of Korean tradition, this museum displays a vast collection of masks from many parts of the world along with the traditional Hahoe.

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BYEONGSANSEOWON CONFUCIAN ACADEMY

Nestled between the river and the hills, this Confucian academy radiates peace and stillness due to its airy layout and typical architecture.



[VIEW THE EXPERIENCE ▶](#)



JEONJU

A slower paced destination compared to the bustling Seoul or Busan, Jeonju knows how to enjoy the simple pleasures in life. A city with an artistic soul and great nightlife, it stands amongst the favorite destinations for Koreans. A must-see destination for foodies, Jeonju boasts an astonishing culinary scene with great street food, high-end restaurants, and the typical makgeolli (unfiltered rice wine) bars.

Commonly used as a base while exploring the surrounding attractions, Jeonju is easily accessible from all the major cities by train; however, our preferred method of transportation is booking a private car, driver, and guide.



[VIEW THE EXPERIENCE ▶](#)

GYEONGGIJEON SHRINE

The shrine presents the traditional motifs found throughout South Korea. An airy layout following the guidelines of Pungsu-jiri, the roofs are covered by the typical black tiles and the exterior showcases the beautiful contrast between the earthy red and turquoise green colors. This sanctuary commemorates the founder of the Joseon era, King Tae-jo, along with his wife. In the museum, many portraits of successive kings are showcased.



JEONJU HANOK VILLAGE

With over 800 traditional homes, the Jeonju Hanok Village offers an exceptionally immersive experience. To really encapsulate the bygone era, visitors can enjoy the relaxed atmosphere while strolling through the village wearing a traditional hanbok outfit, indulge in the regional cuisine, and spend a night in one of the historic houses.





HAEINSA TEMPLE STAY

HAEINSA TEMPLE

The serene Haeinsa – Temple of the Ocean Mudra – is home to the famous Tripitaka Koreana. Counting exactly 81,352, these wooden printing tablets represent the world’s oldest and most comprehensive Buddhist scripture, with 52 million flawless Chinese characters. Due to impressive efforts, not one tablet has been damaged in over 760 years. Located in the Gayasan National Park, the stunning mountainous scenery complements the peaceful aura that engulfs the temple.

TEMPLE STAY EXPERIENCE

Enjoy the unique privilege of spending 2 days at the temple. As a cultural experience designed to educate people on Korean Buddhism, it is open for everyone regardless of religious belief.

During this stay, engage in Seon meditations, monastic meals, and a variety of programs that will broaden your understanding of Buddha’s teachings. Above the temple, visit the peaceful hermitages where many great old monks reside.



GYEONGJU

YANGDONG VILLAGE

A beautifully preserved village of South Korea, Yangdong is a fine example of traditional Korean architecture and Confucian aesthetics. The picturesque ambiance is best described on misty mornings, when the sun starts to illuminate the 4 spines of Mt. Seolchangsansan, and a divine silence reigns over all.

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On the slopes of Mt. Tohamsan, this imposing 6th century temple harbors many national treasures, such as 2 stone pagodas, stunning bridges and, among many other, the bronze Buddha of Enlightenment.

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Part of the Bulguksa Temple, visit this grotto that showcases one of the best Buddhist sculptures in the world, along with stunning sunrise views over the East Sea.

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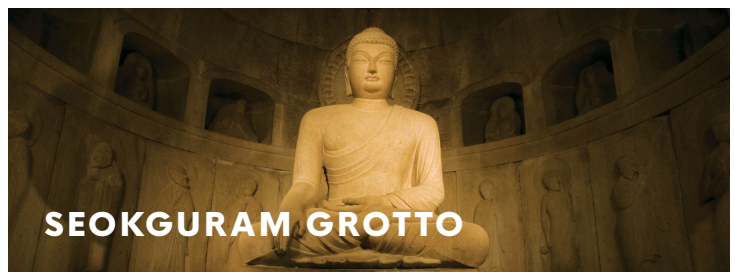
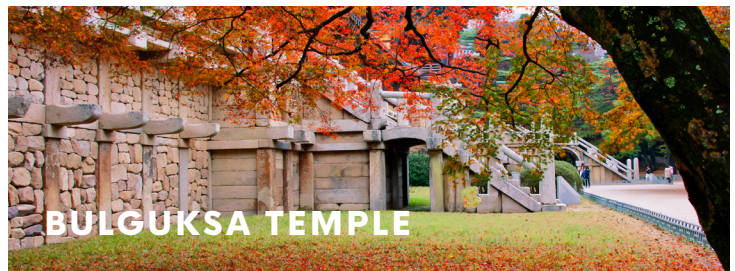
Once an exotic garden filled with beautiful flowers and rare animals, Donggung Palace is now home to an exhibition with over 700 priceless historical relics.

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These abrupt rolling hills hide many secrets! Discovered in 1973, this royal burial complex comprises 23 tombs, with each one containing thousands of incredible artifacts.

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Enjoy a relaxing day hiking along through the scenic Namsan Mountain, home of countless temples, Buddha stone carvings, and pagodas.



BUSAN CITY BREAK



HAEDONG YONGGUNGSA TEMPLE



INTERNATIONAL CULINARY RECOGNITION

As with any respectable port city, word of Busan's vast gastronomical scene has spread far and wide. With a passion for food and the best ingredients that the sea can offer, this city takes great pride in its signature dishes. From crowded street food markets to exquisite high-end restaurants and everything in between, Busan's culinary diversity seems endless. Traditional Korean food combined with the adventurous spirit makes this destination one of the main food hubs in all of Korea.



THE CITY

Busan is a city of many characters, with each neighborhood uncovering a different trait of its personality. Vibrant and youthful, it lives up to its reputation as a forward-thinking art hub. Busan invites visitors to get lost through the narrow streets of Gamcheon Culture Village and discover the amazing street art hidden amongst the pastel-colored houses. Home to the only United Nations cemetery in the world, here lie 2,300 service members from 11 different countries that fell during the Korean War.

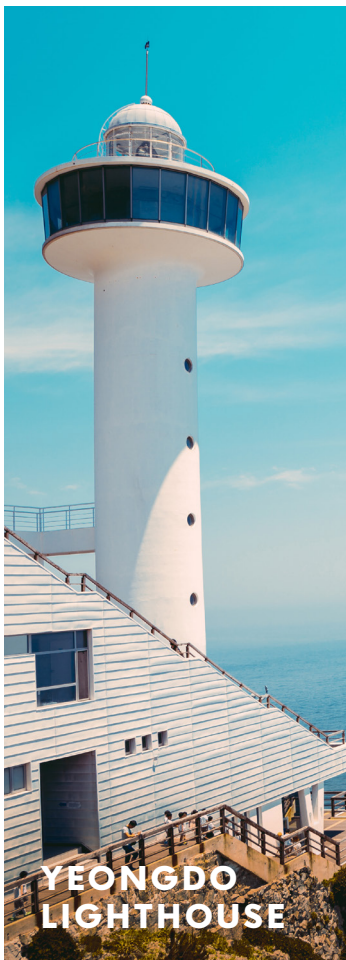


Despite its size, this destination maintains a mellow mood, aside from the lively markets in the morning, and the bustling night life. The cuisine is otherworldly, attractions are many, and the city is undergoing a constant state of modernization. For architecture lovers, the Nurimaru APEC House, a prestigious international building, is a must see.



THE OUTDOORS

There is just as much to see outside the city as there is inside. Fixed between majestic mountains and the ocean on both sides, Busan's natural allure is truly impressive. Scenic hiking trails, lush parks, and rugged cliffs, all contribute to its beauty.



The Busan Air Cruise offers impressive views of the surrounding area, while crossing over the small gulf that meets Haeundae Beach. With panoramic windows and glass flooring, passengers can soak in the beauty of Busan from one of its main attractions.

On the southern point of Busan, Taejongdae Resort Park is another ideal place to unwind and enjoy the beautiful nature. Scenic, and quiet, it offers astounding views of the ocean and the rugged cliffsides.

JEJU ISLAND

Korea's largest island, Jeju, is a popular destination for both national and international travelers due to its pleasant climate, beautiful nature, and beach resorts. Although known as one of the best adventure destinations thanks to its stunning landscape, many look forward to a relaxed vacation with sand between their toes.



HISTORY

From Mongol invaders to Japanese colonials, and to the communist uprising of the 20th-century, Jeju has been at the center of many historical events. With the recent shift from agricultural to tourism based economy, Jeju is experiencing prosperous times.



CULTURE

Jeju brings a unique facet to Korean culture. The island lifestyle coupled with the influence left by various nations have created an original appeal. The unique cuisine, the colorful folklore, and the fascinating dialect, all contribute to the island's appeal.

ISLAND FLAVORS

Jeju's culinary culture has left its mark on traditional Korean food. Locally sourced ingredients paired with the fresh seafood brought in by the Haenyeo women divers raise this original cuisine to world-class level.





A STUNNING OASIS

Roughly 2 million years ago, volcanic eruptions led to the birth of Jeju Island. This unique landscape, now a UNESCO World Heritage site, harbors truly impressive landmarks. Lava tubes run serpentine below the island, unique rock formations clash with incoming waves, and the sub-tropical flora compliment the paradisiac atmosphere.

Venture beyond the luxury resorts and traditional villages where divine silence reigns, broken only by the sound of roaring waterfalls or gentle streams. Marvel at the castle-like tower of Seongsan Ilchulbong Peak and the many other concave land formations throughout the island, before reaching Jusangjeolli Cliff or Yongmeori Beach in wait for that perfect sunset.



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IMAGE CREDITS

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Image provided by the Korea Tourism Organization and Cultural Corps of Korean Buddhism: Page 14 (Top Haeinsa Image)