
Hongbeopsa

Hongbeopsa Temple 202,
Dugu-ro 33beon-gil,
Geumjeong-gu, Busan 46206
(051) 508-0345
<http://www.busanbuddhism.net/>

Experience Hongbeopsa

<http://experiencehongbeopsa.weebly.com/>

PURPOSE, AUDIENCE, AND TONE

1. Purpose: the purpose of this website is to attract English-speaking foreigners to the temple. I need to focus on things that they will find important. Some will be interested in learning something new about Buddhism, which they may not have much knowledge about. The history of the temple is interesting, so that may be something I can share with readers as well.
2. Audience: The audience, English-speaking foreigners, are going to be primarily young people who are interested in having interesting experiences during their time in Korea. Many foreign visitors will be tourists who want an experience that they can share with others on social media. I need to focus on things they can DO more than things they can SEE. Activities, events, temple stays, and that sort of thing may be the most interesting to this kind of audience.
3. Tone: I want to generate the following emotions in the people who see this website: excitement, curiosity, and an expectation of a powerful spiritual and emotional experience. I think the colors blue, gold, and green may be best to create the mood I need. I would also like to find some photos that show the quiet beauty of this place, highlighting it as a place where people can rest, relax, and feel calm and peaceful.

PAGES

1. Home: Experience Hongbeopsa
2. The Temple: Experience Love
 - a. The History: "The Farmer and the Monk" The history of the temple goes back to the day when a devout Buddhist woman named Miss Munghwa Hado met a kindly monk. Miss Hado had a farm on the northern edge of Busan, and she had a dream

of building a temple on the land of her farm someday: a temple that would be devoted to spreading the message of the Buddha's teachings to all the people of Korea and even the world. She waited patiently for many years, seeking a sign that it was the right time to begin this great project. One day, in 1992, she met a kind Buddhist monk who shared her desire to help others. On that day, Heongbeopsa was born.

- b. The People: "The Kind Soul of the Venerable Shimsan" That monk was named Shimsan. As the Head Monk of Hongbeopsa, he has devoted his life to making the dream of that Miss Hado a reality. As he helped plan and build the temple he always kept in mind it's primary purpose: to show people the freedom and happiness available through the practice of Buddhism. And though the temple itself is an incredible place filled with love and joy, the greatest demonstration of the Buddhist way has always been the kindness of the Head Monk Shimsan himself. When you meet him (and he often makes time to visit with guests to the temple) you will feel you are in the presence of someone very special. He seems to radiate a contagious sense of peace and equanimity.
 - c. The Place: "Spreading Buddha's Teachings Far and Wide" It was always Miss Hado's desire that the temple a beacon to draw people towards the Buddha's teachings. The symbol of this idea is the giant Buddha which sits atop the main temple, visible from many miles away. The temple is a special place where you can experience a deep sense of community. There are many programs to attract visitors to the temple, including cultural events like traditional music performances and kimchi-making classes, templestay experiences, and even soccer tournaments. Visitors have told me that they always feel at home at the temple, and that is no accident.
 - d. Highlights: "Five Amazing Things to Experience at Hongbeopsa" The temple itself is a magical place, and it contains surprises around every corner. Here are just some of the amazing things you can see and do when you visit:
 - i. Sip green tea in the temple cafe and chat with a Buddhist monk.
 - ii. Visit the main hall and experience the peaceful feeling of quiet meditation or listen to the beautiful rhythmic chanting of monks reciting the dharma.
 - iii. Climb to the quiet meditation room high in the belly of the giant Buddha and see the holy relic donated to the temple by the Dalai Lama.
 - iv. Visit the hall of 3000 Buddhas and see if you can count them all.
 - v. Stroll through the temple gardens and view the many sculptures. See if you can find the statue of Gandhi which was donated by the Indian government.
3. Templestay: Experience Peace

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- a. What is a templestay? The templestay program at Hongbeopsa provides an oasis for people living a hectic urban life. It is an opportunity to recharge and unwind in a peaceful environment. It is also an opportunity to learn a little bit about the culture of Korean Buddhism, including the meditative practices and daily rituals of monastic life.
 - b. What happens at a templestay? The templestay program lasts from 3 pm until 10 am the following morning. The specific activities and schedule may vary slightly, but in general the following applies: After checking in and finding your private room, you will be taken on a tour of the temple and have a short orientation where you will be given some information about the program and the basics of temple etiquette. This will be followed by a simple vegetarian meal eaten in the monastic style. After dinner, participants will join the evening Buddhist service in the main hall, then join an activity where each person will make their own set of prayer beads. The rest of the evening participants are free to relax, meditate, or explore the temple grounds. Bedtime is early at the temple, 9 pm, because the next day begins early, with a dawn Buddhist service at 5 am. After the service guests have free time to relax or meditate until 7 am when breakfast is served. At 8:30 guests have tea with the head monk, who will deliver a short dharma talk. After this, it's time to clean up and check out.
 - c. What should I bring? The temple provides a set of traditional temple clothes for your visit. You will need toiletries, socks and comfortable sandals or slip-on shoes, a warm jacket (if visiting in winter), and a water bottle. While this temple doesn't take away your electronic devices, it is highly recommended that you try to limit your usage of them during your visit to allow your mind to become still and get the maximum benefit from the experience.
 - d. How much does it cost? The fee for the regular temple stay program is ₩50,000.
 - e. How do I make reservations? Please fill out the contact form on the Contact page and Mr. Choi or Haewon Sunim will help you make a reservation.
4. Special Events: Experience Joy
- a. Overview: "Window to Korean Culture" Hongbeopsa hosts a series of events (214 and counting) which offer foreign guests the opportunity to experience Korean culture hands-on. Examples:
 - i. Food classes, including Kimchi Making courses.
 - ii. Korean Holiday Celebrations, including Buddha's Birthday
 - iii. Music events where participants learn and play Samulnori, Korean traditional music
 - b. Upcoming Events
 - i. "Kimchi-making Classes"

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1. Event Description: This event highlights the annual Korean tradition of Kimchi-making. Each fall the family members of Korean families join together to make large pots of kimchi, the spicy fermented cabbage that is one of the main staples of the Korean diet and the centerpiece of Korean cuisine. This is a “hands-on” activity, and guests will get to take home some of the kimchi they make.
 2. When: 14:00 to 17:00, on Sunday Dec 13th, 2020 (check in: 13:40)
 3. Who is invited: All foreign guests are invited to join
 4. Cost: Free of charge
 5. Special precautions for COVID
 - a. We abide by all safety regulations and health guidelines of the Korean Health Ministry.
 - b. Masks will be worn at all times by everyone at the event, including staff and guests.
 - c. In order to limit exposure, the event will be held outdoors.
 6. What to bring:
 - a. A warm jacket and hat, as the event will be held outdoors.
 - b. Masks
 - c. Water (due to COVID precautions, guests are encouraged to bring their own water bottle)
 7. Reservations: Please use the form below to send the following information to event coordinator Jiyong Sim (Your information is only used for our records.)
 - a. Full name
 - b. Nationality
 - c. Gender
 - d. Age
 - e. Occupation
 - f. Phone number

5. Contact

- a. Phone Numbers: Mr Gil Cha Choi (Chair, Hongbeopsa International Relations) 010-3844-1419; Ms Ji Young Sim: Vice-Chair, International Relations); The Venerable Haewon Sunim (Templestay Dharma Teacher) 010-6280-5568
- b. Email: naranara1215@naver.com (Ms Ji Young Sim: Vice-Chair, International Relations)
- c. Address for navigation by car or taxi: Dugu-ro 33, 202, Keumjeong-gu, Busan, Korea (taxi from Nopo Station: 5 minutes / W3200)
- d. Directions:

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- i. Directions by shuttle bus: From Nopodong Station Exit 1, walk down the stairs and turn right at the main road. Walk 100m along the main road to the “Hongbeopsa Shuttle Bus Stop.” (You will know you are in the right place when you see the large circular mirror.) The shuttle bus arrives at 15 and 45 minutes after the hour (8:45, 9:15, 9:45, etc.) from 8:45 a.m. to 5:45 p.m.
 - ii. Directions by bus from Nopo Station (with map image): From Nopodong Station Exit 1 you can take bus 1 or 1-1. Google Map link:
<https://goo.gl/maps/NBPV3yL2fPeURewTA>
 - e. Social Media: <https://www.facebook.com/choi.dalma>