

Globalization in Busan and beyond: solving problems in international trade, transport and tourism through applied social science

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Abstract

Busan (Pusan), Korea's second largest city (population 3.6 million) and fifth busiest port in the world, is experiencing rapidly increasing trade, global connections, events, and resulting infrastructural projects. What should Busan do to better handle the social, political, and economic complexities brought by these changes?

To answer this question, this paper explores the relationship of globalization and culture, as treated by cultural anthropology. It also considers how the tools of applied social science and anthropology can be mobilized to help Busan and the southeast region of Korea deal with these challenges.

After introducing anthropological treatments of culture, globalization and global problems, I discuss how applied social science/anthropology is used in international business/trade, tourism, and transport/logistics, especially the third area. To show how applied social science can help transportation and logistics projects in Busan and Korea, I present lessons from case studies and examples in Denver, Colorado Springs, Chuuk (Truk, South Pacific), and Korea.

Applied social science and applied anthropology present a wealth of helpful methods and insights to help Busan and Korea improve planning, public participation, political, social and environmental issues in transport and logistics projects, and to help prevent ethical and budgetary lapses. Finally, I offer suggestions for initial training programs and future studies to help expedite these goals.

Keywords: *busan (pusan, south korea), international transport/logistics, international trade, tourism, globalization.*

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1. Introduction: Metropolitan Busan, Korea's Second Largest City

In this paper, I explore perspectives on international business and transport that are not well known in the wider metropolitan community of Busan, South Korea, Korea's second largest city. Global connections between Busan and other parts of the world are quickly increasing. What can Busan's government, leaders and citizens do to increase the metropolitan region's capacity to handle the human and other challenges accompanying these changes?

Busan (Pusan) is a large metropolitan area in East Asia (population: 3.6 million, area: 766.12km²)¹, a major tourist destination, and the fifth busiest port in the world². The city is rapidly raising its global profile, partly through hosting more international events.³ Because of the increasingly international profile and number of international visitors to the city and surrounding region, Busan is in the midst of erecting several huge infrastructural projects.⁴

The basic questions explored in this paper include, first, how increasing cultural globalization affects international business, transport and tourism, in general and in Busan. How can these issues be better handled, to help area business and transport organizations to better serve their clients? What can the city do to better handle the social, human and environmental complexities emerging from the new infrastructural projects and the increased global connections they encourage? Despite the challenges of cultural globalization, how can economic and other benefits to the Busan region be maximized?

First, I will define culture as it has been explored by anthropology, the social science that has studied culture the most. Then I will examine globalization and how it affects culture. Third, I discuss how anthropology is used practically, to help solve people's problems in many fields, and how it relates to globalization. Then I explore how anthropology's tools can be used by Busan organizations, officials, and business people to help Busan grow and maximize the benefits of its increasingly global environment, in the areas of international business, transportation and logistics, and tourism.

2. Solving the Problems of Cultural Globalization through Applied Cultural Anthropology

Before exploring how applied anthropology can help solve problems connected with the globalization of culture, I need to define culture and globalization, and identify how they relate. Culture may seem simple to the average person. We commonly define it as music, art,

¹ http://english.busan.go.kr/01_about/03_02.jsp, accessed 9 July, 2010.

² According to Olsen (2009), Busan is South Korea's busiest port (in terms of freight traffic), and the fifth busiest in the world. In 2009, it handled nearly 12 million containers.

³ For examples, see Part 5 below (Effects of Cultural Globalization: International Tourism).

⁴ Details on some these projects are explored in Part 4, Cultural Globalization: International Transport and Logistics.

or literature. To social scientists, it means much more. It has been hotly debated for decades. In anthropology, culture may be called all learned behavior, knowledge, values and attitudes. Culture “...is a shared worldview held by a group or organization.” It is distinctive, and has three main parts: technology, behavior, and knowledge.⁵

Globalization can be called speeded up and intensified global connections, including economic, social, cultural, and political linkages. How globalization affects culture can be studied on the micro-level (how it is seen by individual, human actors) or the macro-level (public, shared perceptions).⁶ More study of the experiences of individuals and groups around the world will help us to develop a richer understanding of what globalization means, and how it is experienced. Globalization does not spread from one center or cultural tradition, but from several, such as the United States, Great Britain, France, Japan, China, and Korea. In anthropology, a well-known portrayal of global cultural flows is Arjun Appadurai’s concept of “scapes:” *ideoscapes*, *ethnoscapes*, *financescapes*, *mediascapes*, and *technoscapes*.⁷ As products of culture go around the world, they affect ideas, people, finance, media, and technology, among other areas. They create changed “scapes,” implying altered environments and landscapes.

What is anthropology and how does it relate to global human problems? Anthropology is the social science that studies human life in all forms, past, present, cultural, social, biological, political, economic, and more. In North America, anthropology includes four main branches: Archaeology studies the remains of material culture left by past humans. Cultural and social anthropology studies the cultural and social life of humans, especially those presently living. Physical anthropology examines the origins and physical “... variation of human beings.”⁸ Linguistics (linguistic anthropology) is the scientific study of language⁹ and its relationship to culture.

Cultural anthropology has practical tools to help us understand why and how people from different cultures around the world feel, think and behave as they do. It offers us practical ways to learn what local people, all over the world, do in their daily lives, and what those actions mean. A common research tool of anthropology is ethnography, the study or description of a single contemporary culture, or a piece of culture.¹⁰ It often includes “... the study of a community or ethnic group,” up close.¹¹ Cultural anthropologists do participant observation.¹² When they study a cultural group, anthropologists learn the group’s language

⁵ Shannon (2008), 835; Nolan (2002), 309. I add the values and attitudes portion of the definition, based on political science work on political culture, which defines that issue as people’s attitudes and opinions about democracy and politics [Almond and Verba (1963)].

⁶ Befu (2001), 4; Befu and Guichard-Anguis (2001), xx-xxi.

⁷ Appadurai (1990), 48-49.

⁸ <http://wordnet.princeton.edu/perl/webwn>, accessed 6 May 2009.

⁹ <http://wordnet.princeton.edu/perl/webwn>, accessed 6 May 2009.

¹⁰ Bernard (1994), 16-17.

¹¹ Gardner and Lewis (1996), xiv.

¹² DeWalt and DeWalt (2002).

and enter into the daily lives of the group's members, quietly watching, participating and talking to people about their activities, lives, beliefs, and their meaning. Anthropologists can study virtually any place imaginable.¹³

People often misunderstand what anthropology is, and what it can do to help solve problems in many areas of life. In the United States, many people think of anthropology as one of the most impractical fields of study. People often think anthropologists are like the movie character Indiana Jones-people who study old bones, human remains, or lost Indian tribes. Applied anthropology means using anthropology to solve human problems. Some of the areas where anthropology is applied include economic development, medicine, nutrition, education, social services, and business.¹⁴

Anthropology is unique because it helps us listen and talk to people in natural ways, though in a highly focused manner. Anthropologists learn to listen to people and their feelings, where they are. They let people tell them how *they* feel and think. They do not tell people how they must think. Often anthropologists let informants talk about anything they want. We care most about what the people under study think, and why. This ability to listen to people, question and observe in depth to what is happening on the ground helps anthropologists dig deeply, to uncover what is really happening and why. This is a skill few other experts have.

If public and private actors fail to listen, they can never understand who people in different cultures are, or why they think and behave as they do. If businesses do not understand these things, they cannot serve clients effectively in international trade, transport, tourism, and other fields. After learning who people from different cultures are and how they think, organizations can more effectively tailor and market their goods and services to clients' true needs and wants. Organizations can also help people to better their lives and solve their own problems. This is something that many applied anthropologists dedicate their lives to doing.

Anthropology is also useful because it is broad. Anthropologists study every area of human life, from pearl diving to prostitution to customs agents to soccer players. Anthropologists study many subjects and learn to draw the connections among these things in highly creative ways. They often practice thinking widely, not narrowly. This *holism* (thinking of the "whole") is one of anthropology's greatest strengths.¹⁵ Anthropology can help us see new, multiple connections among many people, places and things, local and global, Korean and international, in Busan and beyond. These are vitally needed skills for contemporary Busan. Next let us consider how anthropology can help Busan learn how to solve problems and challenges as it becomes increasingly internationalized.

¹³ Places studies include a Mexican Indian town, black men on a street corner in urban America, business life in a Chinese city, sponge divers in Greece, and a physics laboratory in Japan [Kearney (1972), Liebow (2003); Bruun (1993); Bernard. (1968); and Traweek (1988)].

¹⁴ Kedia and van Willigen (2005).

¹⁵ Jordan (2003): 108-113.

3. Effects of Cultural Globalization: International Trade and Business

There are many ways that anthropological skills have been applied to solve problems of international trade and business.¹⁶ To succeed, businesses must understand the needs, wants, and opinions of customers. In international business, customers come from many different countries and cultures. To understand their needs, a businessperson must learn to understand their languages and customs, and behave in culturally appropriate ways. One must learn to effectively research and listen to what is happening on the ground in local places and markets around the world. For this, the cross-cultural training and research skills of anthropology are highly relevant, whether one travels to foreign markets, or whether one deals with foreign clients at home. Many consulting firms specialize in training businesses in how to do business overseas, and how to prepare their employees to successfully work and live there. Firms help businesses learn how to deal with complex issues of ethnic and cultural differences as they invest around the world, and as their home markets become increasingly globalized and multicultural.

Anthropologists have formed consulting firms to train businesses in handling cross-cultural and global issues, including intercultural communication. That means understanding the different ways that people in different cultures communicate, verbally and non-verbally. The latter includes gestures, facial expressions, and where people stand as they talk (called proxemics). If businesses do not understand these differences, they can make many embarrassing mistakes that can be very costly. Another area is training workers and their families how to live abroad if they are sent overseas.

Anthropologists research the organizational cultures of different organizations, domestic and international, public and private, such as General Motors and many others.¹⁷ Like societies, organizations have their own cultures that make them a bit different from other groups.¹⁸ Organizational culture research helps organizations solve management and human resource problems that are unknown or hidden to management.

Another area of business anthropology research is in-depth marketing, consumer behavior and human factors research.¹⁹ Many U.S. high technology firms employ anthropologists to study not just consumer opinions, but the contexts and factors surrounding how consumers feel about products, marketing, and how products are actually used. This helps in designing products and services that more closely match customers' true desires.

There are four additional issues with which business anthropologists work: work process, group behavior, diversity, and the globalization of business.²⁰ In the last area,

¹⁶ Baba (2005): 221-262; Jordan (2003).

¹⁷ Hamada and Sibley (1994); Hamada (1991); and Neyland (2008).

¹⁸ Nolan (2002), 313, quoted in Shannon (2008), 848.

¹⁹ Jordan (2003); Sunderland and Denny (2007).

²⁰ Jordan (2003), 3-7.

Ann Jordan offers fascinating case studies and examples in the areas of the management of products, people, capital, and transnational joint ventures.²¹ Her volume, *Business Anthropology*, is one of the best introductions to the field.

3.1. Case Study: Examples of Cultural Globalization Affecting International Business and Trade in Busan

In late 2008, the major cities of Busan and Fukuoka, Japan announced plans to create a common zone of economic and cultural cooperation, due to their close proximity across the Strait of Tsushima, their historical connections and exchanges, and economic synergies. The zone is due to be completed in 2023. It should create the seventh largest regional metropolitan economy in Northeast Asia.²² Another case of international business in Busan that features a significant amount of present and future cultural globalization is the Busan-Jinhae Free Economic Zone.²³ Further evidence of increasing cultural globalization in Busan is the gradual but steady rise in the number of foreigners investing in Busan area businesses (see Table 1).

Table 1.²⁴

Investment by Foreigners in Busan Area Businesses, 2005 to 2008

Year	2005	2006	2007	2008
Number of Busan businesses receiving investment by foreigners	332	427	428	436

Obviously Busan's international business community faces issues similar to the issues faced by international businesses in major cities worldwide. For example, Busan's businesses need personnel who are knowledgeable in the languages and foreign cultures of the markets where they seek to do business. Busan organizations hire some foreign employees, so they

²¹ See Jordan (2003), Chapter 8.

²² Do (2009a); Do (2009b). For perspectives on the broader implications of Busan-Fukuoka cooperation, see OECD (2009).

²³ For more on the Busan-Jinhae Free Economic Zone, see www.eng.bjfez.net.

²⁴ KOSIS (Korean Statistical Information Service), <http://stat.kosis.kr>, accessed 17 November 2010.

need to train both Korean and foreign employees how to interact with each other.²⁵ Firms need to be prepared to do marketing and consumer research of the needs of their clients in foreign markets, and of their international clients and customers in Busan and Korea. Training employees in cross-cultural skills will help them to better handle foreign clients.

Additional issues for Busan's businesses include Korea's rising number of foreign residents, workers, and international marriages. See Figure 1 for recent trends in the number of Busan's international residents, which doubled from 2001 to 2010.

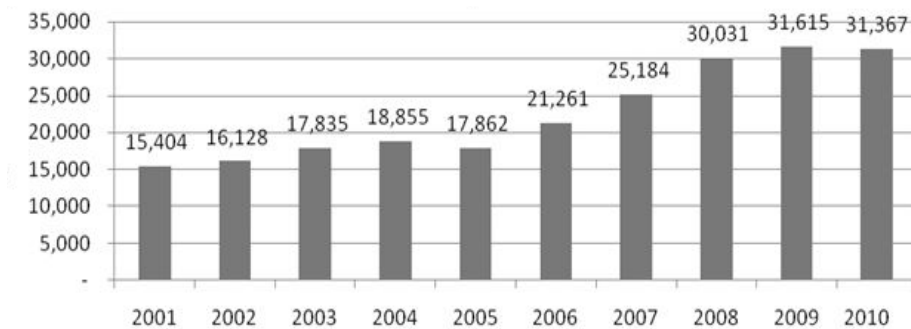


Figure 1.²⁶

Number of International Residents Registered in Busan Metropolitan City

International marriages are encouraged by the national government's recent policies on multiculturalism, for the nation's demographic crisis.²⁷ Along with the strong American influence on South Korea, Korea's new free trade agreement with the European Union, and possible reunification with North Korea both add to South Korea's increasing cultural complexities. As Busan's and Korea's degree of cultural globalization rises, the need of Busan's international business community for the intercultural skills and unique training that applied anthropology offers will increase.²⁸ See Table 2 for examples of some of these items.

²⁵ An example of this is the opening of foreign university campuses in the Busan-Jinhae Free Economic Zone. The first to open, in 2010, is Germany's Friedrich Alexander University (FAU) of Erlangen-Nuremberg [World (2010)].

²⁶ KOSIS (Korean Statistical Information Service), <http://stat.kosis.kr>, accessed 17 November 2010.

²⁷ crisis is caused, in part, by South Korea's rapidly aging population and its shrinking birthrate.

²⁸ Thomas and Inkson (2004).

Table 2.²⁹

Examples of How Applied and Business Anthropology Help International Business and Trade

Theme, issue area	Applied anthropology provides more in-depth understanding and insights on the issue(s) of:
Customers, consumers and clients	The true needs, wants and/or feelings of clients and customers, international and domestic
Customers, consumers and clients	How consumers actually use products, beyond how they merely say they do
Customers, consumers and clients	What consumer behavior actually is, as opposed to what consumers merely report
Customers, consumers and clients	The broader and/or more specific contexts of consumer behavior and product usage
Customers, consumers and clients	How people behave in groups, and how this affects how they use products
Intercultural communication and adaptation	How to communicate and behave in culturally appropriate ways when doing international business
Intercultural communication and adaptation	How to live and work successfully in a foreign country or culture
Globalizing markets, foreign markets	The cultural backgrounds and contexts of international customers and markets
Globalizing markets, foreign markets	Ground level conditions in local markets around the world, and actual market conditions in particular situations.
Globalizing markets, foreign markets	How businesses everywhere can better adjust their products and services to the increasingly global market
Organizational change, organizational culture	The complex organizational cultures of domestic and foreign firms; how to solve many management and human resource problems through that understanding.
Organizational change, organizational culture	How particular organizations change
Organizational change, organizational culture	How to help organizations with different organizational cultures merge more effectively
Work process	How people actually use various tools, machines

²⁹ Data for Table 2 is partly taken from Jordan (2003).

Work process	How work processes can be improved
Work process	How people in different organizations and cultures work, and how to help them improve how they do so
Diversity	How different groups of people, often from different cultures, work together
Diversity	How to derive maximum benefit and synergy from employees' cultural differences

4. Effects of Cultural Globalization: International Transport and Logistics

How does anthropology apply to researching issues in international transportation? Application to transportation-related issues has been somewhat limited.³⁰ Transportation involving international markets (i.e. airlines, shipping, freight forwarding) often involves interacting with international clients. So as with international trade, skills in foreign languages, intercultural communication, understanding, and in accurately comprehending the desires and needs of these clients, again apply.

Another issue where anthropology can help international transport involves decisions on transportation facilities and infrastructure.³¹ The development of new port facilities, airports, railroads, roadways, tunnels and bridges are often very large-scale projects, called megaprojects. Although planners try to plan in the most rational and scientifically comprehensive manner possible, technology and transportation megaprojects often finish late and over budget. Other common issues in their development include elite domination of development decisions, unresponsiveness to the public, inflexibility,³² large project size, economic and technological imperatives for development and growth, traffic forecast failures, location and environmental impact issues.³³ Key scholars suggest that in megaproject development such as airports, improved policy flexibility and public participation could greatly help.³⁴ By

³⁰ Topics researched include risk and interagency communication at an international airport [Tolerton (2009)], the meaning of airport customs for state politics [Chalfin (2006), (2008)], human usage of space in airports [Auge (1995)], environmental impact assessment and public participation in transportation planning [Schlotter (1991)], in transit planning [Hardin (1995)], and in urban roadways [Calleja (1992)].

³¹ Shannon (1999).

³² See Dempsey et al. (1997), Chapter 9; also 475-478, 480-481, 484, and 487-490; Goetz and Szyliowicz (1997); and Szyliowicz and Goetz (1995).

³³ Dempsey et al. (1997); Shannon (1999).

³⁴ On flexibility, see Dempsey et al. (1997), 474-475, 483-485, 486-488, 490; Hall (1980), 196-197; Feldman and Milch (1982), xxxviii, xl-xlv; Goetz and Szyliowicz (1997); and Szyliowicz and Goetz (1995).

On the role of public participation in decision making and megaprojects, see Kweit and Kweit (1987), 20-21, 24, 29-31, 35-36; Dempsey et al. (1997), 32-33, 131-134; Goetz and Szyliowicz (1997); and Szyliowicz and Goetz (1995).

using improved planning methods, the planning process for projects can be greatly strengthened, without slowing them down in micro-management by non-experts.

One of the chief problems transportation projects face is that transportation planners, like many other kinds of planners, tend to forget to involve people and communities who will be affected by projects early enough in planning. These people (stakeholders) are not experts or scientists, and they often have complaints that seem “messy,” “irrational” and hard to handle. So it is understandable that experts in transportation often hesitate to involve the public very early. But if they fail in this, they may miss learning accurately about the public’s needs, and it is the public these planners ultimately seek to serve. Without suitable public input, democratic values will not be as well respected. There will usually be less public accountability, meaning that ethical lapses and cost overruns increase.

4.1. Case Study: Denver International Airport

An important model in policy planning and transportation megaprojects is the rational comprehensive model, the attempt to scientifically guide policy planning.³⁵ A recent megaproject, the Denver International Airport (DIA), reveals some of the problems of over-reliance on the rational comprehensive model.³⁶ Through sequential steps, the model features a systematic framework analyzing all relevant information, to produce optimal outcomes. Policy planners like the model because of these features, so transportation and airport planners broadly accept it. Among its weaknesses are the assumption that all decisions can be quantified, exhaustive informational requirements, and its poor handling of human, social and political factors. Therefore we need additional, alternative models for evaluating transportation projects.³⁷ Though those who use the rational model attempt to plan in the most rational and scientific manner possible, technology and transportation megaprojects typically finish late, over budget, and their decision-making often fails to respect democratic values.³⁸ In its early development, DIA featured similar ethical lapses.³⁹

³⁵ The rational choice model is also known as the rational utility-maximizing model or rational planning model. Dempsey et al. (1997), 23-24; Feldman and Milch (1982), 102-103. The rational model is influential on other methods of policy analysis, such as cost-benefit analysis.

³⁶ Dempsey et al. (1997); Goetz and Szyliowicz (1997); and Szyliowicz and Goetz (1995).

³⁷ Dempsey et al. (1997), 24-25; Feldman and Milch (1982), 125-126; Hall (1980), 190-191, Shannon (1999), 19-20. The model also makes faulty assumptions about these latter issues, including the idea that projects are always implemented by a dominant, unitary actor, and that planning and implementation can succeed with minimal consideration of socio-political issues.

³⁸ On the ethical issues of large technology and transportation megaprojects, see Shannon (1999), 51, 53, 55; Barbour (1993); Dempsey et al (1997): Chapter 9; also 14, 17-22, 224-225, 399-400, 460-462, 475-478, 480-481, 484, 487-490; and 500-506 [all quoted in Shannon (1999)]; Szyliowicz (1991), 4-7, 194 [quoted in Shannon (1999)]; Feldman and Milch (1982), 9 [quoted in Shannon (1999)]; Hall (1980); and Sclove (1995).

³⁹ Shannon (1999).

The DIA case is significant because since the 1970s, the development of new airports and aviation has been one of the most contentious technology issues facing the world's communities and nations. Aviation, airlines, airports, tourism and travel are key parts of the global economy. DIA is important because it is the world's largest airport in area (53 square miles), it has used many new technologies, and it was the United States' first new international airport in over twenty years.⁴⁰

Various ethical lapses and failures occurred in how Denver managed to build the airport. Many elite business and political actors in the city and beyond were crucial to pushing the project through and sustaining it.⁴¹ Powerful local and national elites dominated and controlled the public participation process involved with DIA's development, sometimes in rather hidden, unethical ways.⁴² The poorly organized opposition forces ended up marginalized.⁴³ Denver's media failed to update the public in an unbiased manner.⁴⁴ Due to all of these failures, democratic values suffered. As with other airports, a business mentality for economic growth drove a process controlled by elite actors.⁴⁵

4.2. Case Study: Municipal Water Development in Colorado Springs

One of the best studies showing the positive, practical use of applied social science to improve public participation in a megaproject involves social impact assessment (SIA) in Colorado Springs, Colorado, USA.⁴⁶ SIA refers to

the processes of analysing [sic], monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions... [As in development or industrial projects, SIA's] primary purpose is to bring about a more sustainable and equitable... environment... [Impacts studied include] aesthetic...; ..cultural heritage...; community...; cultural...; demographi c...; development...; [and] economic and fiscal impacts, [impacts on] gender...; health

⁴⁰ Feldman and Milch (1982), 6; Dempsey et al. (1997), ix-xi, 1.

⁴¹ The most important actors and organizations who were involved included the Greater Denver Chamber of Commerce, Denver's Mayor Federico Pena, several federal government agencies, and Colorado's Adams County [Dempsey et al. (1997); Shannon (1999)].

⁴² Shannon (1999), 5-8, 10-11; Feldman and Milch (1982), quoted in Dempsey et al (1997), 83-84; Dempsey et al. (1997), 84, 87, 101-102, 106, 107, 109-110, 112-114.

⁴³ Shannon (1999), 8-10; Dempsey et al. (1997), 114-117, 120-122, 129-130.

⁴⁴ Shannon (1999), 7, 11; Dempsey et al. (1997), 84-85, 122-123, 125-127, 134.

⁴⁵ Shannon (1999), 6, 13, 51; Feldman and Milch (1982) quoted in Dempsey et al. (1997), 84; Feldman and Milch (1982), xxxviii, xl-xlv.

⁴⁶ A somewhat similar study, Malik (2005), investigates the role of public participation in decision-making for the siting of a new landfill in Utah.

and mental health, indigenous rights, infrastructural...; institutional...; leisure and tourism...; political...; poverty; [and] psychological impacts, resource issues...; impacts on social and human capital, and other[s]...⁴⁷

Because of their scope, SIA studies must normally be done by teams.⁴⁸

The city of Colorado Springs hired several applied social scientists. They used appropriate methods to successfully involve the area public in difficult decisions about new water development.⁴⁹ The area's elites realized they needed to incorporate the opinions of people in nearby communities who would be affected by such development. Otherwise the project (vital for area growth) might never be approved. Finally the Colorado Springs City Council voted unanimously to develop the resources, with zero public discord!⁵⁰ Given the enormous political, economic and social issues of megaprojects, the Colorado Springs case is a great example of what can occur if the public is fruitfully involved in megaproject planning and decisions.

In cases like Colorado Springs, applied social scientists have helped policy makers to effectively incorporate affected communities' perspectives. Here, applied research provided the key decision makers with the insights and flexibility they needed to make wise decisions. The policy process proceeded more smoothly than expected. The public and its views were meaningfully involved in providing practical, detailed, local knowledge that elected representatives and technical project experts previously lacked. It makes sense to "listen to the people" at appropriate stages.⁵¹ Applied social scientists are expert and uniquely trained at listening to the voices of often unheard publics, in ways that others often are not. The applied social sciences can help make transport megaproject decisions more democratic and successful. It is not easy to mainstream participatory methods like these, but progress is being made.⁵² Beebe's work on RAP (Rapid Assessment Process) shows the flexibility and wide applicability of these approaches.⁵³

⁴⁷http://www.iaia.org/IAIAWiki/Default.aspx?Page=sia&NS=&AspxAutoDetectCookieSupport=1#References_18. Accessed 3 August 2010.

⁴⁸http://www.iaia.org/IAIAWiki/Default.aspx?Page=sia&NS=&AspxAutoDetectCookieSupport=1#References_18. Accessed 3 August 2010.

⁴⁹ Shannon, 1999: 49-50; The Colorado Springs city government used applied social scientists to conduct a ten step research process, including tours of potentially affected communities, public hearings and meetings, interviews, focus groups, a telephone survey, and public information campaigns. See Cortese and Firth (1997), 6-13, 16-22.

⁵⁰ Shannon (1999), 49; Cortese and Firth (1997), 21-22.

⁵¹ Salmen (1989).

⁵² Cernea (1987), 261; Dempsey et al. (1997), 488. Sclove (1995) discusses the use of participatory methods in Holland and Scandinavia, and broader issues of democracy and technology. On participatory research in applied social science, see Ervin (2005b). On participatory methods in international development [Participatory Rural Appraisal (PRA)], see Chambers (1983) and (1997b). Participatory Action Research (PAR) is used for "bottom-up research" in developed countries, in education, social work, public health and community development [Ervin (2005b), Greenwood and Levin (2007)].

Based on cases 4.1 and 4.2, Table 3 presents a brief summary of some important ways that applied anthropology and social science can aid the planning of international transport and logistics projects in Korea and Northeast Asia.

Table 3.

Application of Applied Social Science to International Transport and Logistics Projects in Korea, Northeast Asia: Planning Issues.⁵⁴

Theme, Case study Source(s)	General insight(s), lesson(s)	Insights For Korea
Handling costs, DIA, JNA	Like most megaprojects, both DIA and JNA were too expensive. This could have been avoided if planners and officials in each project had been more honest about the costs and original budgets.	South Korean society and politics are highly sensitive to corruption issues. These same issues may emerge in major infrastructural projects in Busan/Southeast Korea, such as the new international airport, or proposed undersea tunnel.
Improving planning rationality, DIA	Project decisions, stages and cycles are complex. Planners use the rational planning model to design policies for unanticipated issues. Yet many parts of DIA's development were irrational.	Incorporating alternative planning methods can strengthen transport and megaproject planning in Korea and elsewhere, so they can better handle the unexpected. ⁵⁵
Improving flexibility, DIA, JNA	As at DIA and JNA, policy processes of megaprojects are usually inflexible. At DIA, there should have more flexibility in choosing technologies. Increased public participation can improve project flexibility.	Applied social science's flexible methods are helpful in many contexts, ⁵⁶ and should also be in Busan and Korea.
Improved predictive power, Colorado Springs	The rational model does not have absolute predictive powers. Among applied approaches, SIA is the closest to estimating likely outcomes. If used carefully, applied social science can help signal likely scenarios.	Improved predictive power can help projects like DIA and JNA, in Korea or anywhere in the world, bring about better outcomes that respect democratic values, finish more within budget, and on time.

⁵³ Beebe (2001).

⁵⁴ Some insights on the DIA and Colorado Springs cases were generated from Shannon (1999) and Cortese and Firth (1997).

4.3. Case Study: Intercultural Mediation at an International Airport in the South Pacific

Two anthropologists successfully conducted negotiations between villagers on the South Pacific island of Chuuk and the United States government in a controversy over a runway extension at Chuuk International Airport.⁵⁷ In the late 1970s, while the U. S. administered the Trust Territory of the Pacific Islands, of which Chuuk was a part, the U.S. government announced plans to extend the sole runway of the airport, part of infrastructural development in the Territory prior to establishing of the Federated States of Micronesia⁵⁸ (accomplished in 1986).

In 1978, the U.S. Navy announced its detailed plans, though the environmental impact statement was prepared with almost no public input from affected populations. If the project proceeded as planned, there would be significant impacts, including the dredging of a nearby reef flat vital for fishing, disruption of the area's natural sanitation system⁵⁹ and a boat-beaching site, unresolved land compensation and ownership issues, destruction of significant cultural landmarks, and increased pollution and disruption of the area, during and after construction. These problems were so great that one community's leader led a mass protest and promised to indefinitely block airport operations. The Micronesian Legal Services Corporation prepared an injunction to stop construction. The Navy did not do adequate advance planning for these concerns, but now it had no choice.⁶⁰

Parker and King, anthropologists conducting research in Chuuk, became serendipitously involved in mediating between the Chuukese and the U.S. government. Both were present and had significant knowledge of Chuukese culture and communication. Without such intervention, the government would never have achieved the runway extension. Through extensive consultations, Parker and King helped each side understand the other side's main concerns. The Chuukese comprehensively formulated and voiced their specific concerns in a manner that was clear and acceptable to the U.S. government. The latter offered concrete measures that went a long way to address the specific concerns of the affected populations. There were still disruptions, but the runway was eventually extended. Parker and King conclude that, in the short-term, their mediation was successful, though the government's costs could have been less if they had considered public viewpoints from the start.⁶¹

⁵⁵ One study in Korea, Jung and Lim (2008), found that the overall state of SIA work in the impact assessment of megaprojects in Korea is weak, and needs to be improved.

⁵⁶ Beebe (2001).

⁵⁷ The island and airport were formerly called Truk and Truk International Airport. Parker and King (1987).

⁵⁸ Parker and King (1987), 160-161.

⁵⁹ At this time, local villagers relieved themselves at the coast.

⁶⁰ Parker and King (1987), 161-163.

⁶¹ Parker and King (1987), 163-168, 171.

Parker, a cultural anthropologist who won Chuukese trust, and King, an archaeologist working for the U.S. government, bridged the interests of each side, drawing on anthropological, archaeological, historical and mediation principles relevant to Chuukese culture and U.S. law.⁶²

Parker and King conclude that such approaches can be systematically incorporated in resolving disputes in future projects.⁶³ The Chuuk Airport case offers further, strong evidence for applied anthropological intervention to assist the policy planning of new transport and infrastructural projects emerging in Busan and throughout Northeast South and Southeast Asia. This is also true in Asia's developing countries such as China, which recently hosted the Beijing Olympics and the Shanghai World Expo,⁶⁴ and India.

4.4. Jeonju New Airport, Korea

The Jeonju New Airport (JNA) was a new airport, planned by the South Korean government since the mid-1990s, to serve the city of Jeonju (pop. 635,000), North Jeolla province, southwestern Korea. The JNA exemplified many problems, like those noted earlier, that are common to new airport developments worldwide. Here there were serious cost and budget overruns, including an initial project design budget of 800 million won (1999) which ballooned to 17.3 billion won in 2002. There were complaints about the airport's overall planning process, that the financial analysis was biased, the feasibility study invalid, and that there was inadequate consideration of balancing future regional development, tourism development and land transport needs. There were numerous complaints about the airport's proposed location, only 430 meters from neighboring Gimje City's only university.⁶⁵

In the late 1990s, local publics complained that the North Jeolla provincial government (NJPG) and Korea's Ministry of Land, Transport and Maritime Affairs (MLTM) proceeded with numerous decisions about the airport's development, including initial project feasibility and the airport location, without adequate public input. These problems caused numerous outdoor gatherings and protests by local citizens, politicians, civic and public groups, in local areas and even at the National Assembly Hall in Seoul. In June 2002, a thousand angry citizens from Gimje City protested at Seoul's Jongmyo Park. The public

⁶² Parker and King (1987), 168-171.

⁶³ Parker and King (1987), 171.

⁶⁴ We recognize the help that applied social scientists can provide authoritarian societies like China in helping to bridge differences between planners and affected publics. But are such political elites comfortable allowing such public participation? Much anecdotal evidence (i.e., the increasing number of demonstrations and violence in China over forced relocations or inadequate compensation in local development projects) suggests that local elites may not be willing.

⁶⁵ Information in previous two paragraphs is from: http://shindonga.donga.com/docs/magazine/shin/2005/05/24/200505240500009/200505240500009_1.html. Accessed 17 and 18 November 2010.

complained that they felt unheard and shut out of many initial and subsequent decisions, the overall planning process, and that the national government ignored public opinion and concerns, which questioned the airport's very validity and reliability.

JNA's opening was planned for 2004, but postponed to 2007 and then 2017. In July 2008, the MLTM canceled the airport's construction, reportedly due to projected low demand.⁶⁶ No doubt the huge problems and headaches caused by the ministry's failure to adequately involve the public also contributed to this decision. It is also widely reported that Korea's government has overdeveloped the nation's aviation sector in some ways. Of the nation's fourteen provincial airports, all except Gimpo (Seoul), Gimhae (Busan) and Jeju airports are suffering financially.⁶⁷

4.5. Case Study: KTX High Speed Rail, the Korea Japan Undersea Tunnel and Other Major Infrastructural Projects in Busan.

South Korea is affected by an increasing number of megaprojects, related to transportation and other infrastructural issues. Experts in Korea note the need to better involve the public in decisions related to these issues.⁶⁸ For example, recently Joseph S. Szyliowicz noted a South Korean example of the failure to include the public early enough in transportation planning, during the planning of the KTX high speed rail system. Planners of the KTX system admitted that they often failed to talk early enough to many communities that would be affected by the location of the rail lines. Later planners experienced headaches when various community members complained that the rail line locations would disrupt important community features like ancestors' graves, a very important issue in Confucian-based societies like Korea.⁶⁹ In late 2010 Korea's national rail network, Korail, opened a new, faster KTX line connecting Busan with Daegu, shortening the travel time from Busan to Seoul to just two hours eighteen minutes.

Another proposed project in the Busan-Fukuoka region is the Korea Japan (Japan Korea) Undersea Tunnel, with huge economic and political implications for all of Northeast Asia. What it could mean is seen in the Channel Tunnel between Great Britain and France. Since its construction, it has helped expedite political, economic and social connections between Britain and the continent. Since 2008, the Korea Japan project has received more attention in both nations. While seen as technically feasible, it faces challenges from the psycho-social hurdles Korea and Japan must overcome to make it a

⁶⁶ "Movement against Jeonju New Airport", http://gimje.grandculture.net/Contents/Index?contents_id=GC02600507. Accessed 17 November 2010.

⁶⁷ Min (2009).

⁶⁸ Ahn and Han et al. (2008).

⁶⁹ Joseph S. Szyliowicz (University of Denver), 2009. Conversation with Richard W. Shannon, March.

reality.⁷⁰ Busan is continuing to erect huge new projects such as Busan-Jinhae Free Economic Zone (BJFEZ), Busan New Port, subway line extensions, a light rail system, and likely a new international airport.⁷¹

International logistics and transportation are not just about technical matters. As the complexity and interconnectivity of different forms of transport are increasingly linked in intermodal systems and other patterns, new management, policy, environmental and people-related issues increase. Those in logistics face issues such as how to integrate and maximize the management of the movement of people and freight the most effectively and seamlessly, with minimal environmental and community impacts and disruption. How do different systems affect one another? How can logistics managers better resolve the human problems that affect operations? Professional, well-conducted anthropological and ethnographic research can help identify hidden bottlenecks and obstacles within and among complex systems, helping operators to generate new, holistic insights about meeting these challenges. Better understanding of how clients use transport systems and how they feel about them can help Busan's transport and logistics experts design more effective, user-friendly systems and improve their bottom line.⁷² Applied social science approaches can assist with the complex human and socio-environmental concerns that inevitably arise. For a brief treatment of how applied anthropology can help inject the treatment of socio-environmental issues in Korea's and Busan's transportation and logistics industries, see Table 4.

⁷⁰ McCurry (2008); Do (2010a).

⁷¹ Garcia (2010); BJFEZ (No Date); Cho (2010); Korea (No Date); Do (2010b).

⁷² Recently the regional transit authority of metropolitan Toronto, Canada, renamed Metrolinx in 2006, employed ethnographic research to better understand the needs of transit users, and to improve the interconnectivity and usability of their intermodal transit systems. One purpose of these efforts was to upgrade the sustainability and environmental impacts of public transit in Toronto, a region of 5.5 million people.

Table 4.

Applications of Applied Social Science for Human and Socio-environmental Issues in International Transport and Logistics Projects in Busan and Korea.⁷³

Theme, Case study source(s)	General insight(s), lesson(s)	Insights For Korea
Handling human and social factors in planning; DIA, JNA and other airport planning cases	In airports, a balance of technical, economic and sociopolitical factors is vital. Analysis of the last area is weak. Applied anthropology specializes in analyzing such messy factors, at local or community levels.	These methods can help transport and logistics planning everywhere, including Korea. Jeonju and KTX cases: inadequate consideration of sociopolitical issues.
Environmental issues and applied social science; DIA, Colorado Springs, many historical cases from applied anthropology	Location, environmental issues: crucial for projects like airports and ports. To avoid costly mistakes, analysis of environmental, sociopolitical issues: vital. Applied anthro. has a long history in environmental and SIA issues, including community and human factors analysis.	These methods can play a crucial role in helping communities like Denver, Jeonju, Busan and others to address these problems. ⁷⁴
Lowering human and environmental costs; Colorado Springs, JNA, KTX cases	Including participation experts in project planning can be systematic. Many socio-environmental problems: preventable.	Including participation, social sci. experts in projects (Korea) can prevent many problems such as occurred in Jeonju, KTX cases.

For public participation to succeed in international transport and logistics projects, balancing the roles of experts and the public is paramount. The failure to achieve this has been documented in numerous studies for several decades.⁷⁵ Participation and applied social science professionals are skilled at working with diverse populations and groups, and guiding them to fruitful communication and understanding, for maximum problem-solving and outcomes. To succeed, planners must effectively listen to and work with local communities. For that, the role of participation experts is crucial. To save costs, prevent delays, and successfully complete the environmental and social impact assessments that most nations require, using applied social science is vital. See Table 5 for insights and

⁷³ Some insights on the DIA and Colorado Springs cases were generated from Shannon (1999) and Cortese and Firth (1997).

⁷⁴ Ervin (2005c); Ervin (2005d); McGuire (2005).

⁷⁵ As noted earlier, among the many studies that document and strongly advocate for the need to improve the balance of public and expert participation in megaproject and technology project decisions are the following: Hall (1980); Feldman and Milch (1982); Kweit and Kweit (1987); MacLennan (1994); Sclove (1995); Szyliowicz and Goetz (1995); Dempsey et al. (1997); Goetz and Szyliowicz (1997); and Shannon (1999).

lessons on using applied social science to balance experts' and the public's roles in public participation issues in international transport and logistics projects.

Table 5.

Public Participation Issues in the Application of Applied Social Science for International Transport and Logistics Projects: The Role of Experts and the Public

Theme, Case study source(s)	General insight(s), lesson(s)
Balancing expert and public roles; Colo. Springs, Chuuk Airport	Policy is strengthened by better balancing experts' and public roles, and by using alternative methods, like applied anthro, to assess megaprojects' human factors. Applied methods bring balance and clear, grounded understanding of local social realities. Applied approaches handle assessment with specific methods, and require careful judgment. ⁷⁶ Since they do not follow as set a formula as the rational model, they can increase balance and flexibility in policy.
Role of experts; Colo. Springs	Involvement of participation and applied experts from a project's start can greatly improve or speed project approval and implementation.
Role of experts; Colo. Springs, Chuuk Airport	Planners' knowledge of local conditions and needs is crucial for project success.
Knowledge of local conditions, Role of experts; Colorado Springs	To gain local knowledge, planners must include participation / social science experts in planning and implementation for it to be well incorporated into the process.
Role of experts; Chuuk Airport	Involvement of participation/social science experts even after a project's start can enhance or save it.
Role of experts; JNA	Failure to include participation experts, factors in a project's development process can result in massive delays, costs, or cause project cancelation/failure.
Role of experts; Chuuk Airport	In controversies between planners and the public, participation or applied social science experts' mediation may be crucial for understanding and helping a project to proceed.
Role of experts; Chuuk Airport	To avoid gridlock in debates between planners and the public, effective communication and understanding are required. Mediation by participation and applied experts can be crucial.
Role of experts; Chuuk Airport, JNA, DIA	Inclusion of participation and applied experts from a project's start can greatly save long run costs.
Role of experts; Chuuk Airport, Colo. Springs, JNA, DIA	Inclusion of participation experts and applied social scientists in planning future transport development projects can and should be systematic. If so, many socio-environmental costs, problems can be prevented.
Public's role; Colo. Springs	Adequate public input in planning can greatly lower costs, respect ethics, and enhance project viability.
Public's role; Colo. Springs, Chuuk Airport	For project success, adequate involvement of affected publics in preparing environmental and social impact assessments is vital.

From the DIA, Colorado Springs, Chuuk and Jeonju New Airport cases, we learn valuable lessons on public participation issues in international logistics and transport that have great relevance for Busan and South Korea (for a summary, see Table 6). Historically, public participation in transport and logistics planning has been limited, worldwide and in Korea. In projects like the KTX train, failure to adequately consult the public has often caused headaches, delays, added costs, and ethical problems. To succeed, transport planning needs to incorporate and respect community needs and values. With the help of public participation and applied social science experts, effective, systematic public participation at appropriate project stages can happen. With it, projects can achieve better balance and more effective implementation. Without it, project viability itself may be threatened, as occurred in Jeonju. The neglect of public interests and perspectives in projects like these has long been virtually universal, both globally and in Korea. If Korean planners are not careful, there is no reason to believe that Busan area projects will escape these problems.

Table 6.

Summary of Public Participation Issues in the Application of Applied Social Science for International Transport and Logistics Projects in Korea.⁷⁷

Theme, Case study source(s)	General insight(s), lesson(s)	Insights For Korea
Limits on public participation; DIA, Colorado Springs, JNA	Overemphasis in planning on technical factors limits democratic participation, which limits democratic and ethical accountability of officials by the public. Limited public participation occurred at DIA and JNA; systematic participation in Colo. Springs avoided these problems.	Why historic limits on public participation, South Korea? 1) the nation's short experience with modern democracy and civil society, ⁷⁸ 2) long history of authoritarian governments, 3) Confucian basis of society, 4) deep respect for educators, experts. In sum: using public participation for transport planning in Busan, Korea: challenging, but vital.
Improving public participation in Korea; DIA and JNA cases; Shannon (1999): 53; additional studies.	Advanced economies: elected representatives-the main voice of citizens on technology issues. Additional participation avenues: public education, activist groups, political party involvement. In airport dev., protest groups: most common way people participate.	South Korea: strong, recent tradition of public protest. One key role for applied anthro: helping Busan citizens better organize themselves for participation in infrastructural decisions.

⁷⁶ For more, see Beebe (2001) and Ervin (2005a).

⁷⁷ Some insights on the DIA and Colorado Springs cases here were generated from Shannon (1999) and Cortese and Firth (1997).

⁷⁸ Park (2001).

Theme, Case study source(s)	General insight(s), lesson(s)	Insights For Korea
Respecting community needs, values. Sources: DIA, JNA and other	DIA and JNA: limited public participation, dominated, manipulated by elites. Democratic values, ethics, public accountability: damaged.	As in the KTX and JNA examples, better consideration by Korean technical experts of community needs and opinions is vital. In JNA, failure to
airport cases; KTX case.	Many airport cases: public participation usually limited to justifying earlier expert decisions. In megaprojects, policy analysis with applied social science can improve respect for democratic values. Applied anthropology's participatory methods improve planners' knowledge of ethics, values, and change inherent in megaprojects.	As in the KTX and JNA examples, better consideration by Korean technical experts of community needs and opinions is vital. In JNA, failure to include adequate public input caused cost overruns, faulty planning, location problems and large public protests and community upset.
Balancing public participation with multiple methods. Colorado Springs, DIA and KTX cases.	Does more participation damage the policy process? Well-planned participation, using participation experts, i.e. applied scientists and trained others, does not violate rational planning. Colo. Springs: better evaluation of sociopolitical issues stopped costly delays.	Such participation would have hugely helped at DIA, JNA and with the KTX train system. It is vital in future infrastructural projects in Busan and Korea.
Stages for public participation; Colorado Springs	Participation should happen in project assessment and decision-making stages. Implementation should be left to professionals. Applied social science can help technical experts, public officials to better, earlier understand public needs, feelings, so problems can be better anticipated and handled.	This information on the stages for successful participation is vital for the effective use of participatory methods in transport policy planning in Korea.
Strengthening participation through applied social science; Colo. Springs, Chuuk Airport	Through applied anthropology / social science methods, the democratic involvement of individuals and communities in policies for transport, technology megaprojects is strengthened. ⁷⁹ The best of these methods: community-, people-focused, time-sensitive. ⁸⁰	With proper support by public officials in Busan, the same will be true there.

⁷⁹ MacLennan (1994).

⁸⁰ Beebe (2001).

Theme, Case study source(s)	General insight(s), lesson(s)	Insights For Korea
Handling technical bias through participation	In advanced nations, technical experts' role in megaprojects is great. Their assessments: not unbiased. Democratic participation: important for handling bias. Anthro's participatory methods: strong counter to elitist tendencies of technology policies, agencies, laws, which often limit participation. ⁸¹	If carefully applied in the Korean context, they can make a vital difference in Busan's future development. In the JNA case, national and provincial government officials shut out the public. Lack of public input brought ethical abuses, huge cost overruns. Cancellation of an unwanted airport resulted.
Public Participation: general; Colo. Springs, Chuuk Airport.	Project officials must intentionally incorporate public needs, views into their detailed planning for projects, or project viability may be threatened	Training about applied, participatory methods is essential for Korea's transport and logistics sectors if needed utilization is to occur.

5. Effects of Cultural Globalization: International Tourism in Busan

Evidence of Busan's cultural globalization is seen the city's increasing number of international events and visitors. Busan is increasing its international profile through hosting major international events. Recent events have included the Asian Games (2002), the APEC summit (2005), and the G-20 summit of finance ministers (June 2010). Future events include the World Boxing Championships (2011), and possibly the Summer Olympics (2020). The thirteen major international events and exhibitions scheduled for Busan in 2010 in sports, culture and the arts included the Pusan International Film Festival, the Busan International Fireworks Festival, the Busan International Dance Festival, the Busan International Motor Show, and the Busan Biennale.⁸²

The importance of tourism in Busan is reflected in the large number of international visitors in recent years. The number of international visitors in 2008 (nearly 1.476 million)⁸³ increased by 6.6 percent over the number in 2007. The figure for 2009 (slightly over 2 million) showed an 11.5 percent increase over final visitor figures for 2008.⁸⁴

Like international business and trade, similar cultural globalization issues also apply to international tourism. People serving in the tourism and convention industries have intensive interaction with foreign clients and customers. As with international trade,

⁸¹ MacLennan (1994).

⁸² <http://www.bfia.or.kr/renewal/global/board/05.html?cgr=5>, accessed 17 November 2010.

⁸³ <http://www.fnnews.com>. This figure is the number of visitors through October 2008. 68.6% out of these visitors visited Busan for tourism purposes.

⁸⁴ <http://www.fnnews.com>. The final number of international visitors for all of 2008 (through December 31) was 1,817,123.

languages and intercultural communication skills are vital for understanding and serving foreign travelers and convention clients. Anthropological research on tourism is highly relevant for Busan, one of the top tourism sites in South Korea and Northeast Asia.⁸⁵

Anthropologists have conducted much in-depth research on what tourism means and its effects on travelers and local communities.⁸⁶ In addition to assessing the experiences of tourists to better serve their needs, anthropologists achieve a more nuanced understanding of what tourism is doing and may do to affected communities and their members. How will an increasingly rapid influx of tourists affect the Busan region, economically, environmentally, politically and socially? What will be the impact of a huge flood of visitors during Busan's proposed hosting of the Olympic Games in 2020? Besides benefiting the tourism and relevant industries, these are important questions for the region of Busan and Southeast Korea to consider in the near future. As tourism in the region intensifies even more, anthropology can help provide answers about what some of the short- and long-term impacts may be, and help Busan prepare to better handle them. For more on the types of issues in the international tourism and convention industries that applied anthropology can help address, see Table 7.

Table 7.

Usefulness of Insights from Applied Anthropology for International Tourism and Convention Industries⁸⁷

Theme	General insight(s), lesson(s)
Intercultural communication and adaptation	How to better communicate with and serve foreign clients and visitors
Handling the impacts of tourism and conventions	How tourism, travel and conventions affect specific communities
Handling the impacts of tourism and conventions	How a rapid increase in visitors to communities can affect the latter
Handling the impacts of tourism and conventions	What the short- and long-term effects of tourism and conventions on communities are
Handling the impacts of tourism and conventions	How travel, tourism and conventions affect travelers and clients
Handling the impacts of tourism and conventions	How to handle the community impacts from the rapid influx of a large number of visitors

⁸⁵ http://english.busan.go.kr/01_about/03_13.jsp.

⁸⁶ Chambers (1997a); Burns (1999).

⁸⁷ Source for many of these insights: Chambers (1997).

6. Conclusion

What may be the way forward for Busan to better address the complex issues of how increased globalization affects the people, culture, and economy of Southeast Korea? Above I identified several specific lessons for how applied social science methods can help prevent the ethical, political and economic problems mentioned in several earlier cases, both in Korea and abroad. What proactive steps can now be taken in Busan?

As a start, to strengthen the application of applied social science methods for international trade and logistics research in Busan, I propose that Busan area universities develop basic training and methods courses in applied social science and applied anthropology research for their students majoring in international trade, logistics and tourism. Training can also be offered for executives through evening courses, or on a customized basis at local firms and agencies. In spring 2010, I taught an applied research methods class at the Graduate School of International Studies at Pusan National University. I plan to offer it on a regular basis.

Second, on a global basis, applied social scientists have rarely studied the issues of international transport and logistics. The use of qualitative and ethnographic social science research methods for these issues is rare outside Korea, and basically unknown within Korea. I propose further ethnographic and qualitative investigation of international transport, business and tourism issues in Busan and the surrounding region. Korean and foreign anthropologists and other applied social scientists working in Busan and Korea should begin study of some of the projects mentioned earlier, including the cultural globalization issues of business ventures like the Busan-Fukuoka Economic Zone and the Busan-Jinhae Free Economic Zone. It is also vital that public participation and globalization issues connected with infrastructural projects like the proposed new Southeast Korea international airport and the Korea Japan Undersea Tunnel be examined. Finally, investigating the community impacts of huge international events such as the 2020 Summer Olympics and others must not be neglected. With brief training, trade, transport, tourism and logistics scholars, officials, and personnel can fruitfully participate in these tasks. In urgent cases, if relevant, the use of team-based approaches such as Beebe's Rapid Ethnographic Process (RAP) may be able to produce initial findings within a few weeks or months.⁸⁸

Small steps like these can help the businesses and industries of Busan and Southeast Korea to better serve the global and *human* needs of Busan, its business and transport communities and the world beyond, in increasingly effective ways. People are the center of all we do. Understanding how to better serve them cannot but help to benefit us all.

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⁸⁸ Beebe (2001).

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