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Hadong-gun

하동군 · Hadong-gun

You left your plans at home, right? Then you're all set.



Hi there!
I'm **Dokko**, your guide at Amudena.
I'm actually a burr seed, the kind that hitches a ride on passersby's clothes and travels.
This time, I'm sticking to you!

"Amudena" is Korean for "anywhere." Wherever the wheel lands, that's where you're going.



최참판댁 *Choechampandaek · Choe Champan's House* · Photos: Korea Tourism Organization (KOGL Type 1)

Amudena travel rules



Just four promises before we go!

NO apps
Phone for calls and camera only! Let the rest take a nap.

NO reservations
Pick your stay and your meals when you get there. Kinda exciting, right?

NO GPS
Find your way with a paper map and by asking the locals.

NO expressways
National and local roads only. You see more when you go slow.

How to use this book



Stay 1 **Eat 1** **Café 1** **See 1** Stay 1, Eat 3, Café 1, See 2...
calling things by number is handy.
Like "Call Stay 3!"

- We haven't been there ourselves. But you can call and judge for yourself. So what will you choose?
- We left out prices on purpose. If you're curious... yep, call them.
- As of October 2026. Different from what you see? That's travel too!
- Bring your own paper map. I'm a seed, so I don't have one. I just stick on and go.

In a hurry? Start here

112	119	1330
Police	Fire & Ambulance	Tourist Info

Your embassy

U.S. Embassy (24h for emergencies)	02-397-4114
British Embassy	02-3210-5500
Embassy of Canada	02-3783-6000
Australian Embassy	02-2003-0100

Local tourist info centers

악양 종합관광안내소 *Agyang General Tourist Info Center*	055-880-2950
금남 관광안내소 *Geumnam Tourist Info*	055-884-0939
청학동 관광안내소 *Cheonghak-dong Tourist Info*	055-882-5379

What's Hadong-gun like?



I'll tell you just a little of what I know.

A county along the Seomjin River, between Jirisan and the southern sea.

Pyeongsa-ri in Agyang-myeon has Choe Champan's House from the novel Toji, and Hwagae-myeon has Ssanggyesa and wild tea fields.

Seomjin River marsh clams in spring, and the Hadong Wild Tea Culture Festival in May!

#Seomjin River #Hadong green tea #Choe Champan's House

This year's festival calendar

5.1 – 5.5	하동야생차문화축제 *Hadong Yasaengcha Munhwa Chukje · Hadong Wild Tea Culture Festival*
9.22 – 10.5	하동 북천 코스모스 메밀꽃 축제 *Hadong Bukcheon Cosmos Memilkkot Chukje · Hadong Bukcheon Cosmos & Buckwheat Flower Festival*

💡 **TIP!** Dates change every year. Quietly check with 1330 before you go.

Where to sleep?



I only picked places with phone numbers.
Whether there's a free room...
you'll have to call to find out!

💡 **TIP!** Addresses are kept in Korean so you can show them to locals.

Stay 1

최참판댁 한옥숙박시설 *Choechampandaek Hanok Sukbak Siseol · Choe Champan's House Hanok Stay*

A hanok stay on Pyeongsari-gil in Agyang-myeon, in the main house, guest wing, and side wings. Choe Champan's House is on the same Pyeongsari-gil!

Tel	**055-883-2225**
Rooms	Main house · Guest wing · East annex · West annex · Seomjinjae, etc.
Check-in	15:00
Address	경상남도 하동군 악양면 평사리길 86

Stay 2

온천호텔사우나 *Oncheon Hotel Sauna · Hot Spring Hotel Sauna*

A lodging on Hwagae-ro in Hwagae-myeon, with cypress rooms too. Check-in at 5 p.m.

Tel	**010-4215-2182**
Rooms	Deluxe · Standard · Cypress room, etc.
Check-in	17:00
Address	경상남도 하동군 화개면 화개로 413

Stay 3

연우펜션 *Yeonu Pension*

A pension on Hwagae-ro in Hwagae-myeon with rooms named Tiger Lily, Edelweiss, and Daylily! Check-in at 3 p.m.

Tel	**0507-1329-2080**
Rooms	Tiger Lily · Edelweiss · Daylily, etc.
Check-in	15:00
Address	경상남도 하동군 화개면 화개로 1433

Stay 4

비바체리조트 *Vivace Resort*

A resort on Cheonghak-ro in Cheongam-myeon, with ondol suites too. Samseonggung is in the same Cheongam-myeon!

Tel	**055-882-9393**
Rooms	Suite Double · Suite Ondol · Suite Twin, etc.
Check-in	15:00
Address	경상남도 하동군 청암면 청학로 876

Where to sleep? (cont.)

Stay 5

아름다운 산골 *Areumdaun Sangol · Beautiful Mountain Village*

A lodging on Beomwang-gil in Hwagae-myeon with Sky, Sharing, and Love rooms. Check-in at 3 p.m.

Tel	**0507-1321-7743**
Rooms	Daol · Sky Room · Sharing Room · Love Room, etc.
Check-in	15:00
Address	경상남도 하동군 화개면 범왕길 196

What to eat?



I can't tell if they're famous, either.
Just remember one signature dish and go!
This guide also includes 2 cafés.

Eat 1

고하버거 하동본점 *Goha Burger Hadong · Goha Burger, Hadong Main Branch*

A burger joint on Hadongeupseong-ro. The cheeseburger is the signature. Closed Mondays and Tuesdays.

Tel	**010-7348-0555**
Signature	치즈버거 *Cheeseburger*
Also	Double cheeseburger · Bacon cheeseburger · Mozzarella cheeseburger, etc.
Hours	Weekdays: 11:30~17:30 · Break 15:00~15:40 · Last order 16:30 Weekends: 11:30~18:00 · Break 15:00~15:40 · Last order 17:00 Wed/Thu/Fri 16:30~17:00 takeout only
Closed	Every Monday ~ Tuesday · Lunar New Year · Chuseok
Address	경상남도 하동군 하동읍성로 571

Eat 2

해성재첩식당 *Haeseong Jaecheop Sikdang · Haeseong Marsh Clam Restaurant*

A marsh clam restaurant on Seomjingang-daero in Hadong-eup. The wild marsh clam set is the signature, plus mitten crab stew. Open every day.

Tel	**0507-1306-6635**
Signature	자연산 재첩모듬정식 *Jayeonsan Jaecheop Modeum Jeongsik · Wild marsh clam set meal*
Also	Seomjin River marsh clam sashimi rice bowl · Seomjin River marsh clam soup · Mitten crab stew, etc.
Hours	08:00~20:00 · Last order 19:30 Open until 22:00 in spring
Closed	Open every day
Address	경상남도 하동군 하동읍 섬진강대로 1877

Eat 3

플래닛1020 *Planet 1020*

A shop on Ssanggye-ro in Hwagae-myeon. The classic cappuccino is the signature, plus truffle chestnut soup. Closed Mondays and Tuesdays.

Tel	**0507-1423-9545**
Signature	클래식 카푸치노 *Classic cappuccino*
Also	Tomato vegetable barley soup & baguette · Truffle chestnut soup & bread, etc.
Hours	10:00~17:00 (last order 16:30)
Closed	Every Monday ~ Tuesday
Address	경상남도 하동군 화개면 쌍계로 318

Eat 4

하동솔잎한우프라자 *Hadong Sollip Hanu Plaza · Hadong Pine Needle Hanwoo Plaza*

A hanwoo beef restaurant in Gojeon-myeon. Herbal galbitang is the signature, plus pine-needle hanwoo seolleongtang.

Tel	**055-884-1515**
Signature	한방갈비탕 *Hanbang Galbitang · Herbal short rib soup*
Also	Pine-needle hanwoo seolleongtang · Beef sashimi · Yukhoe bibimbap · Basic table setting, etc.
Hours	11:00~21:00 · Break 15:00~17:00 · Last order 19:30
Closed	Lunar New Year and Chuseok holidays
Address	경상남도 하동군 고전면 하동읍성로 9

What to eat? (cont.)

Café 1

카페포레 *Café Forêt*

A café on Sanbok 1-gil. The signature is the "Sunset Latte"! There's a Seomjin River latte too.

Tel	**0507-1334-4888**
Signature	노을라떼 *Noeul Latte · Sunset latte*
Also	Seomjin River latte · Real dirty café mocha · Real dirty choco latte, etc.
Hours	Mon: 10:30~17:00 · Last order 16:10 Tue~Sun: 10:30~22:00 · Last order 21:10
Closed	Open every day
Address	경상남도 하동군 산복1길 5

Café 2

더로드101 *The Road 101*

A café on Hwagae-ro in Hwagae-myeon. The Jirisan latte is the signature, plus a mugwort latte. Open every day.

Tel	**0507-1314-4118**
Signature	지리산 라떼 *Jirisan Latte*
Also	Double espresso · Americano · Salted caramel coffee · Mugwort latte, etc.
Hours	Weekdays: 10:00~18:00 · Last order 17:30 Weekends: 10:00~18:00 · Last order 18:30
Closed	Open every day
Address	경상남도 하동군 화개면 화개로 357

Where to go?



I picked just 5 spots.
We'll meet the rest on the road.

See 1



최참판댁 *Choechampandaek · Choe Champan's House*

Choe Champan's House in Pyeongsa-ri, Agyang-myeon. Open 9 a.m. to 6 p.m., no closing days.

Time	**09:00~18:00**
Closed	Open every day
Address	경상남도 하동군 악양면 평사리길 66-7

See 2



쌍계사(하동) *Ssanggyesa · Ssanggyesa Temple*

Ssanggyesa in Hwagae-myeon. Open 8 a.m. to 5:30 p.m., no closing days.

Time	**08:00~17:30**
Closed	Open every day
Address	경상남도 하동군 화개면 쌍계사길 59

See 3



화개동천 야생차밭 *Hwagae Dongcheon Yasaeng Chabat · Hwagae Stream Wild Tea Fields*

A tea field in Jeonggeum-ri, Hwagae-myeon. Drop by anytime.

Time	**Always open**
Closed	Open every day
Address	경상남도 하동군 화개면 정금리 694

See 4



하동송림공원 *Hadong Songnim Gongwon · Hadong Pine Grove Park*

A pine grove park by the Seomjin River in Hadong-eup. Stroll it anytime. Haeseong Jaecheop Sikdang is in the same Hadong-eup!

Time	**Always open**
Closed	Open every day
Address	경상남도 하동군 하동읍 광평리

Where to go? (cont.)

See 5



삼성궁 *Samseonggung · Samseonggung Shrine*

Samseonggung in Cheongam-myeon. Open 8:30 a.m. to 4:40 p.m., no closing days.

Time	**08:30~16:40**
Closed	Open every day
Address	경상남도 하동군 청암면 삼성궁길 13

Don't miss it on market day



Markets are the best way to see the neighborhood.
Hadong Public Market's market days are dates ending in 2 and 7!

하동공설시장 *Hadong Gongseol Sijang · Hadong Public Market*

Market days	**Every month on the 2·7·12·17·22·27**
Type	Permanent market
Sells	Produce, meat, seafood, processed food, clothing, shoes, household goods
Stalls	140
Address	경상남도 하동군 하동읍 시장 1길 12-2

진교공설시장 *Jingyo Gongseol Sijang · Jingyo Public Market*

Market days	**Every month on the 3·8·13·18·23·28**
Type	Permanent market + 5-day market (days ending in 3 and 8)
Sells	Produce, meat, seafood, clothing, shoes, household goods, restaurants
Stalls	52
Address	경상남도 하동군 진교면 선창길 24

💡 **TIP!** There may be markets not listed here. Ask a local, "여기 장 언제 서요? (yeo-gi jang eon-je seo-yo?)"

Ask the locals



The answers aren't in this book.
The locals know the real ones.

💡**TIP!** Show the Korean sentence as is, or read it out loud.

Q1 **하동 녹차는 어디서 직접 마셔 볼 수 있어요?**
ha-dong nok-cha-neun eo-di-seo jik-jeop ma-syeo bol su i-sseo-yo?
Where can I try Hadong green tea myself?

Q2 **재첩국은 언제가 제철이에요?**
jae-cheop-gu-geun eon-je-ga je-cheo-ri-e-yo?
When is marsh clam soup in season?

Q3 **화개장터 십리벚꽃길은 언제 가야 예뻐요?**
hwa-gae-jang-teo sim-ni-beot-kkot-gi-reun eon-je ga-ya ye-ppeo-yo?
When is the 10-ri cherry blossom road at Hwagae Market prettiest?

Q4 **최참판댁에서 《토지》 이야기를 들을 수 있어요?**
choe-cham-pan-dae-ge-seo to-ji i-ya-gi-reul deu-reul su i-sseo-yo?
Can I hear the story of Toji at Choe Champan's House?

Q5 **하동공설시장 장날엔 뭘 먹어 보면 좋아요?**
ha-dong-gong-seol-si-jang jang-nal-len mwol meo-geo bo-myeon jo-a-yo?
What should I try on Hadong Public Market days?

Q6 **여기 사람들만 아는 해 지는 자리가 있어요?**
yeo-gi sa-ram-deul-man a-neun hae ji-neun ja-ri-ga i-sseo-yo?
Is there a sunset spot only locals know?

Dues ledger



Keep money talk tidy!
Treasurer, we're counting on you.

Treasurer _____ Members ____ Dues per person _____ KRW

Date	Details	Money in	Money out	Balance

Spot something wrong? Let us know · admin@amudena.net · amudena.net

Info: Korea Tourism Organization TourAPI · Ministry of the Interior and Safety lodging & farm/fishing-village guesthouse data · Nationwide Traditional Market Standard Data (Public Data Portal) | Photos: Korea Tourism Organization (KOGL Type 1) | The intro sentences were newly written from the factual items in the data only.