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Sunchang-gun

순창군 · Sunchang-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.



강천산 군립공원 *Gangcheonsan Gullip Gongwon · Gangcheonsan County Park* · 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

강천산종합관광안내소 *Gangcheonsan Tourist Information Center*	063-650-1674

What's Sunchang-gun like?



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

A town famous for gochujang. Sunchang-eup has a traditional gochujang folk village.

Gangcheonsan in Paldeok-myeon, the Seomjingang River in Yudeung-myeon. Mountains and rivers, it has both.

From a fermented sauce museum to a fermentation theme park, this town is packed with stories of jang!

#Sunchang gochujang #Gangcheonsan #Seomjingang River

This year's festival calendar

10.15 – 10.18	순창장류축제	*Sunchang Jangnyu Chukje · Sunchang Fermented Sauce 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

순창군 쉴랜드 *Sunchang-gun Swilraendeu · Sunchang Rest Land*

It's on Indeok-ro in Ingye-myeon. 15 rooms, licensed in 2021.

Tel	**063-650-1525**
Type	Lodging (general)
Rooms	15 rooms
Address	전북특별자치도 순창군 인계면 인덕로 427-148 Licensed 2021

Stay 2

강천풍경 *Gangcheon Punggyeong · Gangcheon Scenery*

A guesthouse right in front of the Gangcheonsan entrance. Just 3 rooms!

Tel	**063-652-2657**
Type	Rural guesthouse
Rooms	3 rooms
Address	전북특별자치도 순창군 팔덕면 강천산길 80 Licensed 2019

Stay 3

그린나래 *Geurin Narae · Green Wings*

On Churyeong-ro in Bokheung-myeon, the same road as the Forest Museum. 16 rooms.

Tel	**063-652-1202**
Type	Inn (yeogwan)
Rooms	16 rooms
Address	전북특별자치도 순창군 복흥면 추령로 1740-5 Licensed 2015

Stay 4

순창군 장류체험관 *Sunchang-gun Jangnyu Cheheomgwan · Sunchang Fermented Sauce Experience Center*

On Minsokmaeul-gil in Sunchang-eup. The name says it: a jang (fermented sauce) experience center. A whole 20 rooms!

Tel	**063-650-5460**
Type	Lodging (other)
Rooms	20 rooms
Address	전북특별자치도 순창군 순창읍 민속마을길 55 Licensed 2008

Where to sleep? (cont.)

Stay 5

뜨란채 *Tteuranchae*

On Gangcheon-ro in Paldeok-myeon, the same township as Gangcheonsan. 10 rooms.

Tel	**063-653-1306**
Type	Lodging (other)
Rooms	10 rooms
Address	전북특별자치도 순창군 팔덕면 강천로 664-28
	Licensed 2015

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

강천골식당 *Gangcheongol Sikdang · Gangcheon Valley Restaurant*

A restaurant at the Gangcheonsan entrance. Signature is mountain-high bulgogi! They have wild greens bibimbap too.

Tel	**063-652-9920**
Signature	산더미 불고기 *Sandeomi Bulgogi · Mountain-high bulgogi*
Also	Wild greens bibimbap · Deodeok bulgogi · Seafood pancake · Acorn jelly salad · Roasted chestnuts, etc.
Hours	09:00~19:00 · Last order 18:00
Closed	Closed on major holidays
Address	전북특별자치도 순창군 팔덕면 강천산길 85

Eat 2

돈까스클라스 *Donkkaseu Keullaseu · Donkatsu Class*

King-size pork cutlet is the signature. They have cheese cutlet and pasta too. Closed Tuesdays.

Tel	**063-652-1280**
Signature	왕돈가스 *Wang Dongaseu · King-size pork cutlet*
Also	Calzone cheese cutlet · Carbonara pasta · Chili rosé pasta · Class salad, etc.
Hours	11:30~20:00 · Break 15:00~17:00 · Last order 19:30
Closed	Closed Tuesdays
Address	전북특별자치도 순창군 금산로 8-15

Eat 3

옥천골한정식 *Okcheongol Hanjeongsik · Okcheon Valley Korean Table d'hôte*

A Korean set-meal place in Sunchang-eup. Signature is the beef bulgogi set, and there's yellow croaker stew too.

Tel	**063-653-1008**
Signature	소불고기한정식 *So-bulgogi Hanjeongsik · Beef bulgogi Korean set meal*
Also	Pork bulgogi Korean set meal · Yellow croaker stew · Hanwoo beef tartare, etc.
Hours	11:00~19:00 (Break 15:00~17:00)
Closed	Lunar New Year & Chuseok holidays
Address	전북특별자치도 순창군 순창읍 경천1로 78

Eat 4

화탄매운탕 *Hwatan Maeuntang · Hwatan Spicy Fish Stew*

A spicy catfish stew place. They have bagatang and fried smelt too. No days off!

Tel	**063-652-2956**
Signature	메기매운탕 *Megi Maeuntang · Spicy catfish stew*
Also	Bagatang (bagrid catfish stew) · Braised catfish · Handmade pork cutlet · Fried smelt, etc.
Hours	11:00~20:00
Closed	Open year-round
Address	전북특별자치도 순창군 화탄길 1

What to eat? (cont.)

Café 1

베르자르당 *Bereujareudang · Vert Jardin (green garden)*

A bakery café in Sunchang-eup. Salt bread is the signature, and they have ciabatta made with rice too.

Tel	**0507-1325-5305**
Signature	소금빵 *Sogeumppang · Salt bread*
Also	(Rice) fig ciabatta · (Rice) cheddar olive ciabatta, etc.
Hours	09:00~22:00
Closed	Open year-round
Address	전북특별자치도 순창군 순창읍 순창로 102-2

Café 2

카페오늘 *Kape Oneul · Café Today*

A café where the Americano is the signature. They have affogato too. No days off.

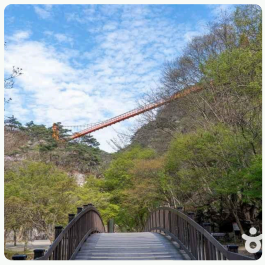
Tel	**0507-1319-2225**
Signature	아메리카노 *Americano · Americano*
Also	Vanilla latte · Hazelnut latte · Affogato · Iced tea, etc.
Hours	10:00~21:50
Closed	Open year-round
Address	전북특별자치도 순창군 경천1로 34

Where to go?



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

See 1



강천산 군립공원 *Gangcheonsan Gullip Gongwon · Gangcheonsan County Park*

A mountain park in Paldeok-myeon. It opens at 7 a.m. Right at the entrance are 'Gangcheongol Sikdang' and 'Gangcheon Punggyeong'!

Time **Apr~Oct: 07:00~18:00**
Nov~Mar: 07:00~17:00
Entry and exit times may be adjusted by the county depending on weather or park conditions.

Address 전북특별자치도 순창군 팔덕면 강천산길 97

See 2



순창 전통고추장 민속마을 *Sunchang Jeontong Gochujang Minsok Maeul · Sunchang Traditional Gochujang Folk Village*

In Baeksan-ri, Sunchang-eup, a village all about gochujang, just like the name. No days off, and hands-on programs run until 6 p.m.!

Time **Visits 09:00~19:00 · Programs 09:00~18:00**

Closed Open year-round

Address 전북 순창군 순창읍 백산리 265-66

See 3



순창장류박물관 *Sunchang Jangnyu Bangmulgwan · Sunchang Fermented Sauce Museum*

A museum of jang (fermented sauces) on Jangnyu-ro in Sunchang-eup. Closed Mondays, and it also takes a lunch break from 12 to 1.

Time **Summer (Mar~Oct): 09:00~18:00 · Break 12:00~13:00**
Winter (Nov~Feb): 09:00~17:00 · Break 12:00~13:00

Closed Closed Mondays · Jan 1

Address 전북특별자치도 순창군 순창읍 장류로 43

Where to go? (cont.)

See 4



섬진강(순창) *Seomjingang (Sunchang) · Seomjingang River (Sunchang)*

The Seomjingang River flowing through Yudeung-myeon. Take a slow walk along the river any time.

Time	**Always open**
Closed	Open year-round
Address	전북특별자치도 순창군 유등면 오교리

See 5



전북특별자치도 산림박물관 *Jeonbuk Teukbyeol Jachido Sallim Bangmulgwan · Jeonbuk State Forest Museum*

A forest museum in Bokheung-myeon. Closed Mondays. Same road as the stay 'Geurin Narae'!

Time	**Summer (Mar~Oct) 09:00~18:00 (last entry 17:00) · Winter (Nov~Feb) 09:00~17:00 (last entry 16:00)**
Closed	Closed Mondays (next day if a public holiday) · Jan 1 · Lunar New Year's Day & Chuseok Day
Address	전북특별자치도 순창군 복흥면 추령로 1777

Don't miss it on market day



Sunchang Market opens on days with a 1 or a 6!
Donggye Market opens on days with a 2 or a 7!
You can't skip the market when exploring town, right?

순창시장 *Sunchang Sijang · Sunchang Market*

Market days	**Every month on the 1·6·11·16·21·26·31**
Type	Permanent market
Sells	Farm produce, seafood
Stalls	127
Address	전북특별차치도 순창군 순창읍 남계로 58

동계시장 *Donggye Sijang · Donggye Market*

Market days	**Every month on the 2·7·12·17·22·27**
Type	Permanent market
Sells	Farm produce, seafood, household goods
Stalls	20
Address	전북특별차치도 순창군 동계면 동계로 22

💡 **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 **순창 고추장은 어디서 사야 제일 맛있어요?**
sun-chang go-chu-jang-eun eo-di-seo sa-ya je-il ma-si-sseo-yo?
Where should I buy Sunchang gochujang so it tastes best?

Q2 **집집마다 고추장 맛이 정말 달라요?**
jip-jip-ma-da go-chu-jang ma-si jeong-mal dal-la-yo?
Does gochujang really taste different from house to house?

Q3 **강천산은 어느 길로 걸으면 좋아요?**
gang-cheon-sa-neun eo-neu gil-lo geo-reu-myeon jo-a-yo?
Which trail is good for walking on Gangcheonsan?

Q4 **산더미 불고기는 몇 명이서 먹어야 돼요?**
san-deo-mi bul-go-gi-neun myeot myeong-i-seo meo-geo-ya dwae-yo?
How many people does it take to eat mountain-high bulgogi?

Q5 **섬진강 보기 좋은 자리가 어디예요?**
seom-jin-gang bo-gi jo-eun ja-ri-ga eo-di-ye-yo?
Where's a good spot to see the Seomjingang River?

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.