

## No.1 culture space in Seoul

# Namdaemun Market

### Explore the specialized alleys

Namdaemun Market is the most famous traditional marketplace not only in Seoul but in South Korea, with numerous stories that span 600 years. Every day, 400,000 visitors come to the venue vitalized by 10,172 stores, over 1700 types of products, and 50,000 merchants, showing the wonderful diversity of our lives.

It is no wonder Namdaemun Market is the largest marketplace in South Korea: from clothes and accessories to agricultural products, fisheries, kitchen supplies, handicrafts, imports, flower, and jewelry, you can find almost ‘anything that exists,’ as people often say.

Specialized stores that sell only a particular type of goods catch the attention of visitors. Specialized alleys offer products ranging from clocks and watches to stationery, cameras, glasses, plates, and imported goods, concentrated in a designated alley inside the market. You can walk aimlessly to take a look at different products and compare them before buying anything. Currently, cutlassfish restaurants, whose presence dates back to Seoul 1988 Olympics, are enjoying much popularity from the visitors. The restaurants are concentrated around the Bondong market in Namchangdong, and it is hard to pass them by without giving in to the irresistibly delicious smell you can detect from the entrance of the alley. The spectacle created by tall stacks of marinated cutlassfishes as well as the fishes being cooked in a pot is a bonus. Once you taste it, you will probably want to come back to Korea just for that, like many other foreigners do. Another alley crowded by visitors is the ‘kalguksu (chopped noodle soup)’ alley, which is famous for serving not only kalguksu but also cooked barley (rice) and naengmyeon (cold noodle), which is as heartwarming as when parents make sure to feed their children before they leave the house. The kalguksu alley is located across the exit 2 of Namdaemun Market Station.

### Foreigners’ Favorite Market

You can spend a whole day around Namdaemun Market without getting bored. Follow the ‘Deoksugung – Cheonggyecheon – Changdeokgung – Namdaemun –

Insadong’ route to see the old Korean palaces and immerse yourself in the history and traditional culture of Korea, or ‘Gwanghwamun – Deoksugung – Seoul Tower – Cheonggyecheon – Namdaemun’ during evening to enjoy the beautiful night view of Seoul.

Visited by over 10,000 foreign tourists per day, Namdaemun Market is soon to open the ‘K-Food Street,’ a unique culture space where foreigners can enjoy Korean dishes popular among foreigners along with other traditional dishes and snacks, hoping to join the ranks of Santa Caterina Market, Spain, and Grand Bazaar, Turkey.

You can easily access Namdaemun Market, which is located at the center of Seoul, by walking for less than 5 minutes from the exits 5,6,7 of Hoehyeon (Namdaemun Market) Station of Metro line 4. Global Community Lounge, which is located inside the market and dedicated to foreign visitors, will help you with shopping even if you don’t speak any Korean. Also, get immediate tax refund for your purchases at the market from the Tax-Refund kiosk.

tip



**Food and special local products** kimchi stew, kalguksu, ox-tail soup | accessories, kids’ fashion, interior decoration products

**Things to enjoy** Watch alley, camera alley, stationery alley, plate alley, imports alley

**Surrounding tourist attractions** Deoksugung, Seoul Tower, Cheonggyecheon, Namdaemun, Insadong

**How to find** 5-minute walk from exit 5,6,7 of Hoehyeon Station, Metro line 4

## Mecca of Fashion Shopping

# Dongdaemun Market

### Fashion culture that never sleeps

Undoubtedly, Dongdaemun Market, which is famous among tourists for offering 24/7 shopping experience, is one of the most vibrant parts of Seoul. As a fashion wholesale market with 100 years of history, Dongdaemun Market offers services you cannot find anywhere else in the world, based on its one-stop system for designing, manufacturing, and selling trendy clothes and accessories.

Dongdaemun Market extends for about 1.3km from the Kwangjang market until the stationery alley in Changshindong, and includes the entire marketplace formed on either side of Cheonggyecheon. About 30,000 stores are housed in approximately 30 buildings, with an interesting combination of traditional wholesale markets (Pyunghwa market, Dongdaemun Shopping Complex, and Shinpyunghwa fashion town, etc.) and more modern markets (Dongdaemun Design Plaza, Designer Club, UnoCore, etc.). This whole area, which is the largest fashion-related industrial district, is collectively called ‘Dongdaemun Fashion Town Special Tourist Zone.’

Dongdaemun Market is always crowded by fashion wholesalers and retailers from different parts of South Korea, as well as young people and foreign tourists who spend hours shopping at large ‘shopping towns.’ The stores may look very similar to one another, but their products and opening hours vary.

Dongdaemun Total Market is open from 8:30am until 7pm (5pm on Saturdays) and closed on Sundays; Miliore from 10:30am until 4:30am next morning, closed on Mondays, and Dusan Tower from 10:30 until 5:00am next morning (12am on Sundays) with no holidays. The outdoor stage at each shopping town offers performance by singers, B-boys, and dancers, which became a popular night attraction for foreign tourists.

### Find hidden good restaurants

Many tourists come to Dongdaemun Market after visiting Heunginjimun, Korean Treasure No.1; Seoul Tower, which is only 10 minutes away by car, and Cheonggyecheon, the stream that flows around the market.

Also, various fashion events like Dongdaemun Fashion Week, Seoul Fashion Week, and Cheonggye Water Fashion Show, and Dongdaemun Fashion Town Special Tourist Zone Festival attract the attention of fashion industries in Korea and elsewhere. If you plan your visit around this time, you can add extra fun to shopping.

Is fashion the only attraction to Dongdaemun Market? Why not search for those lesser-known restaurants that have long been a favorite among the locals and visitors. The grilled fish alley, located right next to Pyeonghwa Market within 8 minutes by foot from exit 9 of the Dongdaemun station, is filled with smoke and appetizing smell from mackerel, Japanese Spanish mackerel, croaker, saury, and cutlass fish grilled on briquets. You can enjoy spicy noodle (bibimguksu) at only 3,000 KRW, and choose your own ingredients for LA gimbap, which looks similar to the Vietnamese spring rolls. If you think you have acquired an appreciation for Kimchi, try the mind-blowingly spicy tteokbokki and buldak (spicy chicken).

You can find Dongdaemun Fashion Town Special Tourist Zone from exit 8 of Dongdaemun Station, Metro line 1, and exit 14 of Dongdaemun History & Culture Park Station, Metro line 2.

tip



**Food and special local products** grilled fish, LA gimbap, tteokbokki, buldak | clothes, leather goods, accessories

**Things to enjoy** Dongdaemun Fashion Week, Seoul Fashion Week, Cheonggye Water Fashion Show

**Surrounding tourist attractions** Seoul Tower, Cheonggyecheon, Deoksugung, Changgyeonggung, Jongmyo

**How to find** exit 8 of Dongdaemun Station, Metro line 1 | exit 14 of Dongdaemun History & Culture Park Station, Metro line 2

## Traditional market on runway Kwangjang Market

### Food paradise with mesmerizing dishes

One of the most well-known traditional marketplaces in Seoul with 100 years of tradition, Kwangjang Market has recently been selected as one of Top 10 Korean-Wave Tourist Attractions by Chinese tourists, thanks to its famous food street lined by over 90 restaurants offering a wide variety of dishes.

Kwangjang Market is always crowded regardless of the weather. All of your five sense will be constantly entertained by the sound of bindaetteok being cooked on a frying pan, an old woman chopping a string of sundae as thick as an average adult's arm, young people eating ultra-spicy tteokbokki, piles of dumplings and the 'drug gimbap' with lots of sesames, and the large-portion samples for you to try. Foreigners sitting on plastic chairs try to express praises in their less-than-perfect Korean.

The food street of Kwangjang Market has been reported by various media, including the famous TV shows like Infinite Challenge, Running Man, and 2 Days & 1 Night, through which more foreigners outside Korea got to learn about this renowned venue.

### High-quality fabrics and outstanding designs

Although Kwangjang Market acquired its fame from the food street, its specialty is a wide variety of fabrics from hanbok textile to curtains and bedclothes.

Walk from the food market toward Jongno 4(sa)-ga, and you will see a line of stores offering various fabrics and relevant supplies, such as those specializing in cotton cloth and hemp cloth to handcraft fabrics, as well as gorgeous fabrics for making hanbok, wedding dresses, bedclothes and curtains of different designs and textures. The suave vendors will probably convince you to buy something, once they get to know what you are looking for and how much you are willing to spend on it. Despite the small size, the vintage clothing store on the second and third floors of the textile building is a paradise for vintage fashion lovers. About 90% of the clothes sold here are second-hand, but the unique edge these clothes offer is timeless.

Kwangjang Market also organizes cultural events to promote its specialties. The fashion show held near the west gate of the market allows vendors to showcase hanbok dresses and suits they made on a runway, followed by entertainment shows. The main purpose of this fashion show is to promote the high-quality fabrics and sophisticated designs offered at Kwangjang Market. You can find the market by walking for 2 minutes from exit 8 of Jongno-5-ga Station, Metro line 1, or walking 9 minutes from exit 4 of Euljiro 4-ga Station, Metro line 2 and line 5. Make sure to take advantage of the 'moving information office' inside the market, which provides information for first-time and foreign visitors.

tip



**Food and special local products** bindaetteok, drug gimbap, gopchang, susubukkumi | hanbok fabric, curtains, bedclothes

**Things to enjoy** food market, vintage fashion store, fashion show

**Surrounding tourist attractions** Insadong, Changdeokgung, Changgyeonggung, Cheonggyecheon

**How to find** 2 minutes by foot from exit 8 of Jongno-5-ga Station, Metro line 1

## Trend-setting culture market Tongin Market

### Lunch-box café revives Tongin Market

In Seochon, a town located west to Gyeongbokgung, is Tongin Market, a cozy marketplace filed with cute stores with a traditional Korean vibe. There are so many restaurants lined up along the long alley, your mouth will soon start watering once you enter the marketplace.

While Namdaemun, Dongdaemun, and Kwangjang Markets are all well-known tourist marketplaces, Tongin Market is more focused on daily needs of the locals. This small market, which consists of 70 to 80 small stores, are visited frequently by residents of Seochon who are looking for fruits, vegetables, fishes, meat, and clothes, as well as woodcraft workshops and repair shops. The most notable characteristic of this market is the dominance of restaurants and food stores selling side dishes, based on which the market opened 'Lunch Box Café' in 2012 that went quickly 'viral.'

You need to buy a coin (500KRW per coin) at the Customer Support Center inside the market in order to buy different types of food inside the market like in a buffet. This system became popular among both locals and foreigners as it allows you to enjoy market foods at a reasonable price and make special memories at the same time. 'Oil tteokbokki,' which is a specialty of Tongin Market prepared by using the 60-year-old recipe, mesmerized even foreigners who are not familiar with tteok, or the traditional Korean rice cake. Other popular dishes include mini-gimbap, tteokkochi, potato dumplings, and tteokgalbi, while the street beer sold in a disposable cup like coffee is rapidly gaining popularity at the moment. Women seem to love especially the grapefruit, mango, and strawberry flavors.

### The most Korean marketplace and entertainment

Foreigners may find it inconvenient that they cannot find signs written in English in Seochon. However, the town is much loved especially for its uniquely Korean vibe, which extends to Tongin Market.

Try visiting nearby Deoksugung, Changdeokgung, Myeongdong, Namdaemun, and Cheonggyecheon, before or after Tongin Market. Especially, Changdeokgung

complements the charm of Tongin Market for its Korean architectural aesthetics that is distinguished from the other royal palaces.

Another attraction of Tongin Market is the various experience programs, including workshops where you can make kimchi, plum syrup, and natural cosmetics, held for visitors in this relatively small place. You can enjoy not only shopping or dining but also making special memories as well as finding old-fashioned confectionary and cartoon character figures from your childhood.

You can reach Tongin Market in 7 minutes by foot from exit 2 of Gyeongbokgung Station, Metro line 3. But then, you will probably arrive much quicker, once you immerse yourself in the atmosphere of Seochon.

tip



**Food and special local products** oil tteokbokki, mini-gimbap, potato dumpling, octopus skewer | Tongin Market coin, seaweed

**Things to enjoy** Lunch Box Café, Tong, natural cosmetics workshop, DIY workshop

**Surrounding tourist attractions** Deoksugung, Cheonggyecheon, Namdaemun, Insadong, Seoul Tower

**How to find** 7 minutes by foot from exit 2 of Gyeongbokgung Station, Metro line 3



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Perfect for singles and couples

## Mangwon Market

### Heaven for alone-eaters

Known as ‘Mangridan-gil,’ this emerging street encompasses the Manwon-dong area that serves as a culture and art space. Mangwon Market was originally formed by street vendors about 40 years ago, and is easily accessible from Mangwon Station. Once you enter the market, you will see the typical scenery of a traditional marketplace with people busily moving around with their shopping bags.

After you have filled your bags with fresh fruits, vegetables, and side dishes packed in single portions, you can choose either one of the two kalguksu restaurants that offer the delicious dish at only 3,000KRW with friendly service. Alternatively, you can try 3900KRW dakgomtang or handmade croquettes priced from 500KRW up to over 1,000KRW. The sweet and sour chicken nuggets, which became famous by Yuk Jungwan who introduced the dish on the popular TV show ‘I Live Alone,’ and fried squid gimbap, which was enjoyed by Jang Suwon on ‘Delicious TV,’ became new reasons for visitors to visit the marketplace.

Following Mangwondong’s newfound fame, young couples and foreigners come to Mangwon Market to enjoy affordable yet delicious foods, drink coffee from one of the coffee shops in the ‘Coffee Street’ or ‘817 Workshop’ which boasts breathtaking night view from the rooftop, as well as take a walk on the Sky Park that leads to the street art gallery.

### Special space with culture and art

Although most traditional markets are threatened by new large retail stores built nearby, Mangwon Market took advantage of the situation and revived itself. The vendors came up with the services like ‘shopping helper’ and ‘delivery’ for singles, couples, and young customers. The ‘shopping helper’ service offers transportation card payment and also transfer discount.

The services targeting singles and couples also include ‘package products’ that offer different food ingredients for singles to cook at home, or ‘Mangwahyu,’ which allow singles or couples to exchange fruits to enjoy more diversity. Also, ‘Wuyashikdang’ provides home-made meals while ‘Mangwonhonbap’ is a lunch box developed for alone-eaters. Mangwon Market’s

Today’s Recipe Book is distributed for free so that singles can cook and eat delicious dishes at home. In addition, SPACE 2012 is a culture complex space inside the market that provides photography exhibition or cooking classes as well as performance by local musicians living in Mangwondong. You cannot miss this opportunity to enjoy all those entertainments, art, and food in one place.

You can reach the market in 5 minutes by foot from exit 2 of Mangwon Station, Metro line 6. Take your time and explore the small alleys of the market that will lead you to Mangridan-gil.

tip



**Food and special local products** kalguksu, dakgomtang, fried squid gimbap, pig’s feet, croquette 1 sweet and sour chicken nugget

**Things to enjoy** package product, fruit exchange (Manggwahyu) Space 2012

**Surrounding tourist attractions** Mangridan-gil Coffee Street, 817 Workshop, Sky Park

**How to find** 5 minutes by foot from exit 2 of Mangwon Station, Metro line 6

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3 markets, 3 times attraction

## Suyu Market

### Foreigner-friendly service

Located in Suyudong, Gangbukgu, Seoul, Suyu Market is a medium-sized marketplace consisting of over 350 stores. One of the most notable features of this marketplace is that it was formed by combination of three different markets: the building that sells clothes and general merchandises, alley market selling primary foods like fruits, vegetables, and dried fishes, and the traditional marketplace called ‘Suyu Traditional Marketplace.’

One of the first things you will notice once you enter the place will be the line of Korean flags hanging along the arcade, next to simple signs showing the store name and items they offer. Inside the market, you can find the information machine that offers the store information and market map in four different languages. It is part of the market’s efforts to provide top-level services for foreigners.

The culture space in the market shows how Suyu Market has transformed from a simple traditional market, with Sengseng Club, where you can take a rest during shopping or your children can enjoy playing or attending the book-reading programs for kindergarten and lower-grade elementary school children.

At Suyu Small Library, residents and vendors can borrow books as well as attend mentoring camps and culture classes inside the marketplace. Also, Darakbang offers a venue where you can enjoy your hobbies such as sports, woodcraft, and samulnori with others. These spaces invigorate the market that has recently become a local mecca.

### Heal your mind and body inside and outside the market

Around Suyu Market, you can find many attractions where you can heal your mind and body with nature. More and more visitors are coming to the market and nearby attractions, as you can, for instance, reach Suyu Market in just 23 minutes by foot or 10+ minutes by bus 151, from the section 3 of Mt. Bukhan Dulraegil. Enjoy the view of Gangbukgu from the observatory before heading to Suyu Market to treat yourself with delicious dishes.

Even for foreigners who go to Hwagye Temple for a temple

stay, the marketplace is a must-see as the unique warm atmosphere heals your mind and body.

In any case, for the majority of visitors, food is the most obvious attraction to Suyu Market. In addition to the takoyakki prepared by a young man to pig’s feet, which is a typical menu of market foods, try the famous kkwabegi, sticky rice donut, and the bakery that became super-famous after having been introduced on a famous TV show.

You can reach Suyu Market in 8 minutes by foot from exit 8 of Mia Station, Metro line 4. You can also check the information about the market on the shopping guidebook hanging on the wall inside the market.

tip



**Food and special local products** kkwabegi, sticky rice donut, takoyakki, pig’s feet 1 fresh-roasted seaweed, primary foods

**Things to enjoy** hanbok and wedding products, Suyu Small Library, Sengseng Club

**Surrounding tourist attractions** Mt. Bukhan Dulraegil, Seongsbuk Art and Creation Center, Hwagye Temple Stay

**How to find** 8 minutes by foot from exit 8 of Mia Station, Metro line 4

Filled with delicious food and culture

## Food Street of Sejong Village

### Variety of liquors and dishes

If you are the type of person who prefers to have a bowl of makgeolli with fresh-cooked Korean pancake, rather than a full course menu, this is the place for you. Food Street of Sejong Village is awaiting local and foreign visitors.

It is only a few steps away from Gyeongbokgung Station, with bright lights welcoming you from the entrance and restaurants crowding what is known as ‘Food Alley.’

Over 80% of stores on Food Street of Sejong Village are restaurants and bars where you can enjoy traditional Korean pancakes and alcoholic beverages at affordable prices. The restaurants have names that have the friendly and uniquely Korean ring to them, such as Jebudong Janchijib, Aunae Bindaetteok, and Jeondaegam-daek.

The street is a mixture of stores that have been here for 10 or more years and the new ones eagerly displaying their enthusiasm and humor, such as the herb makgeolli bar run by a ginseng digger, makgeolli bar that offers 50 different side dishes, tent restaurant where young vendors focus on making the very best French fries, oven-baked pizza and beer restaurant, and a restaurant specialized in grilled dishes with a chef who was introduced on the TV show Master of Living. Despite their small sizes, these restaurants attract many regulars.

In addition, you can find other well-liked dishes ranging from gopchang (intestine) to kalguksu, sujaebi, ribs, and small octopus.

### Culture street with beautiful hanoks

As if it wants to prove its identity as part of Seochon, Food Street of Sejong Village has all of its store signs written in Korean and is decorated with the traditional Korean lamps, which give a unique atmosphere to the space.

Walk up along the alley, and you will find the hanok village that calms your mind with the subtle colors and simple style of architecture. This street was also a location for movies like Arhitecture 101 and Miss Granny, which explains why it may look familiar to you.

Also, in this village is the house of Lee Sang, where the genius

novelist lived from the age 3 to 23. You can find the works and relevant books of Lee Sang, which you can read, except for the old books, while drinking a cup of tea.

Double the fun by visiting nearby attractions, following the Sejong Village Tour route starting from ‘Site of Dongeuidong white pine to Site of Ssanghongmun gate – fountain in front of Cheongwadae – source of Cheonggyecheon – Yun dongju Literature Museum – Hwanghakjeong ; Ancient Palace Tour route ‘Gyeongbokgung – Changdeokgung – Changgyeonggung – Deoksugung – Jongmyo; or, Culture and Art Tour route ‘National Museum of Korean Contemporary History – Presseum – Seoul Museum of History – Sungkok Museum – Daelim Museum.’

Food Street of Sejong Village is only 1 minute away by foot from exit 2 of Gyeongbokgung Station, Metro line 3. This area is becoming more popular among foreigners who enjoy visiting traditional attractions.

tip



**Food and special local products** gopchange (intestines), kalguksu, sujaebi, ribs, small octopus | malgeolli, Korean pancakes

**Things to enjoy** Food Alley, Hanok Street, Lee Sang House, festival

**Surrounding tourist attractions** Dongeuidong Baeksongteo, Ssanghongmunteo, source of Cheonggyecheon, Yun Dongju Literature Center, Hwanghakjeong

**How to find** 1 minute away by foot from exit 2 of Gyeongbokgung Station, Metro line 3

Invitation to a healing space

## Guro Market

### Interesting and amusing ideas

Go to Guro-dong, Guro-gu, Seoul, to find antique yet trendy spaces that are as edgy as Hongdae but, in fact, has a long history that spans almost 60 years.

Guro Market is both traditional and contemporary – when you walk inside the market, you will feel like you are on a time machine, looking at traditional stores that were run for decades and creative stores newly opened by young people.

Young vendors decorated their stores with a retro-style, to reduce the gap between the old and the new and also create harmony with existing stores in the market. The new stores are concentrated in an area called ‘Young Plaza,’ the area ‘Guro Analogue Complex,’ as opposed to Guro Digital Complex. Young Plaza is filled with brilliant ideas from young people.

The stores inside the plaza range from ‘Memory Bakery’ selling old-fashioned confectionary and toys to ‘Youth Gas Station’ selling sesame oils from different regions of Korea, Kwe Supermarket that looks like a small, country supermarket but offers unique items including imported foods and general goods, and Art Platz showing a variety of design products.

You will understand what the phrase ‘the taste of getting lost in the alley’ once you explore the market. Also, the humorous notices such as the one that informs you of the ‘skateboard rental for when you need to go to the bathroom’ add humor and wit to the place.

### A variety of foods and attractions

The traditional-looking Guro Market is right next to the modernized Namguro Market, making the two look combined as one. And, if you are in the neighborhood, you cannot miss the ‘Chilgongju(7 princess) Tteokbokki,’ a famous dish available in Namguro Market. Run by seven grandmothers, this tteokbokki stall has been here for decades, visited by different generations of regulars. Their tteokbokki is not overly spicy despite the redness, and the fishcake and mini-gimbap convey the heart-warming love of these grandmothers. Other famous places inside the market include Motnani glutinous rice twisted bread stick that offers delicious twisted bread stick at only 500KRW, king-sized dumplings,

and Gurepe (Guro market crepe).

Guro is also known as a shopping mecca with various fashion outlets in addition to the digital complex. Take the bus 571 from Guro Market and you will reach Mario Outlet, Hyundai Outlet, and W Mall in just 10 minutes where you can enjoy shopping at reasonable prices. However, make sure to buy hanbok in one of the stores on the Hanbok Street of Guro Market, which has been famous for decades for the sophisticated design and reasonable prices.

You can reach Guro Market by walking for about 6 minutes from exit 6 of Namguro Station, Metro line 7. The market is open throughout the year except on the first Monday of every month.

tip



**Food and special local products** tteokbokki, Motnani Chapssalkkwabaegi, crepe, sundae soup | hanbok, clothes

**Things to enjoy** Young Plaza, Chilgongju Tteokbokki, Food Alley, Hanbok Exhibition Center

**Surrounding tourist attractions** Mario Outlet, Hyundai Outlet, W Mall

**How to find** 6 minutes by foot from exit 6 of Namguro Station, Metro line 7



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Night market of the world

## Bupyeong Kkangtong Market

Bright both night and day

The name ‘Bupyeong kkangtong Market’ comes from the canned products from the US Army base that used to be abundantly available in the market. It is one of the most famous traditional marketplaces in Busan, along with Gukje Market and Jagalchi Market.

Although much has changed over time, the market still preserved its traditional side amidst the neat, convenient, modernized spaces, as it giving options to visitors to choose from. Also, the night market is lit as brightly as during the daytime, allowing visitors to enjoy the market anytime they want. Bupyeong Kkangtong Night Market is the first night marketplace in Korea and soon became a popular attraction in Busan.

The most popular part of this crowded market is the food. And, here, you can find a variety of traditional foods from different countries, not just the typical everyday market foods, from ikkashuma, a traditional Japanese fried fish to chajo, a Vietnamese fried dumpling, Migoreng, an Indonesian fried noodle, Pane, an Italian soup, and even the North Korean street food ‘squid tofu rice,’ as well as nakjihorong, grilled naengmyeon, grilled cheese, flat dumpling, green bean pancake, cheese gratin, stir-fried gopchang (intestine), and Calamansi.

Plus, you can enjoy the exciting performances at the night market under the bright lights.

Imported goods from all around the world

The market is never short of food to offer, even well before the night market begins. The famous bibimdangmyeon, yubujeongol, and doejigukbap, as well as a wide variety of noodles, stir-fried sundae, and fish cakes attract regulars and newcomers alike. Also, you can find unique soups made of green beans or sorghum, for instance, in the soup street.

Before gaining fame for the night market, Bupyeong Kkangtong Market was known for imported goods. Even today, the market sells various products imported from the US, Japan, China, India, Thailand, and South America at over 400 stores.

Japanese processed foods filling an entire wall, US tobacco place in lines, and glamorous decorations from Thailand give an exotic vibe in the traditional marketplace where you can often see the sale signs unlike in other similar markets.

Located at the center of Busan, Bupyeong Kkangtong Market allows you to easily access various tourist attractions including Yongdusan Park, which is only 10 minutes away by foot, and Busan Tower Observatory, a highly recommended place for first-time visitors, where you can enjoy the view of Busan’s downtown. If you want to find the nearest beach, you can get to Songdo Beach in 15 minutes by car.

Bupyeong Kkangtong Market is 5 minutes by foot from exit 3 of Jagalchi Station, Busan Metro line 1, and is open throughout the year, with the day market opening from 9am to 8pm and night market, from 6:30pm to midnight, which you can find at exit 4 of the market. Fashion Street is around the exit 2 and Food Alley at the exit 1 of the market.

tip



**Food and special local products** bibim dangmyeon, yubu jeongol, stir-fried sundae <sup>1</sup> Busan cake fish, imported goods

**Things to enjoy** Kkangtong Night Market, Soup Street, Imported goods

**Surrounding tourist attractions** Yongdusan Park, Busan Tower, Songdo Beach, Gamcheon Culture Village, Bosudong Bookstore Street

**How to find** 5 minutes by foot from exit 3 of Jagalchi Station, Busan Metro line 1

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The most Korean market with the scar of war

## Gukje Market

Crowded with lines of visitors in every corner

The market’s history began in 1945 when Korea became independent from the Japanese occupation, and the refugees during the Korean War settled in and vitalized the place. Gukje Market has a special meaning to many people, as it conveys the tumultuous history of the country.

The market, which used to famously supply US military supplies and various goods smuggled through Busan Port, became more famous after the movie Gukje Market was released in 2014. The movie, starring Hwang Jeongmin and Kim Yunjin, told stories of Korean fathers who gave everything to supporting their families. Following the movie’s success, tens of thousands of tourists visited the market and, especially, ‘Kkotbuninae,’ which was featured in the movie.

Gukje Market is a wholesale/retail marketplace that mainly offers products like tools, electronics, kitchen appliances, and clothes, and divided into six sections. The labyrinth of allies is filled with stores selling food-related products, agricultural produce and fisheries, as well as manufactured goods. The market is renowned as the largest plate retail market and, also sells specialized products like hanbok, stationery, and glasses, as well as fish cake, cereal powders, and embroidery products. Today’s Gukje Market is largely divided into Food Alley, Youth Street, Street of Everything, Arirang Street, and Vintage Street. Enjoy a variety of delicious snacks and foods including seed hotteok, patbingsu (red bean ice dessert), tteokbokki, multteok, and fish cake, before heading to see all kinds of products from accessories and bags to sound systems in Street of Everything. Arirang Street is especially popular among foreign visitors who are looking for traditional craft goods and celebrity merchandises, while Vintage Street is crowded by visitors who enjoy window-shopping different kinds of clothes and accessories imported from the US, Canada, and Japan.

Venue of culture and festivals

Busan hosts a variety of culture and art festivals, and Gukje Market and the surrounding areas are also often used for different events, such as Busan Performance Art Festival, Busan Port Festival, and Haeundae Sand Festival, allowing

market visitors to enjoy themselves after finishing their shopping. Moreover, this traditional market place is located only 5 minutes by foot from Busan International Film Festival plaza, which adds to its festivities.

Also located within five-minute walk from the market is the Bosudong Bookstore Street, which boasts over 50 years of tradition and history. And the Forty Steps Cultural Center is only about 15 minutes from the market, and allows you to learn about the tragedy experienced by Korean war refugees. Take the bus 186 and, in about 10 minutes, you will arrive at Yeongdodaegyo Bridge, which is the only bascule bridge in Korea that opens for 15 minutes from 2pm.

The market and its surrounding attractions are filled with cultural and historical significance. Satisfy your eyes, ears, and palate, at Gukje Market, which you can access in 7 minutes by foot from Jagalchi Station, Busan Metro Line 1, or 10 minutes from exit 1 of Nampo Station, and opens from 9am to 8pm.

tip



**Food and special local products** seed hotteok, yubu jeongol, stir-fried small octopus <sup>1</sup> hanbok, plates, stationery, embroidery products

**Things to enjoy** Kkotbuninae, Busan Performance Art Festival, Busan Port Festival, Haeundae Sand Festival

**Surrounding tourist attractions** Bosudong Bookstore Street, Yeongdodaegyo Bridge, Forty Stairs Cultural Street

**How to find** 7 minutes by foot from exit 7 of Jagalchi Station, Busan Metro line 1

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Filled with vitality,  
Jagalchi Market

Full of vitality, attractions and foods

Famous for its heartwarming slogan, ‘Oiso, Boiso, Saiso (Come, see, buy),’ Jagalchi Market is the largest fisheries market in South Korea and one of the most famous attractions in Busan. Jagalchi Market spans from the dried fish market right next to Yeongdodaegyo Bridge until the Chungmudong Cooperative Fish Market, offering fresh, live fishes with the fishy and salty smells and strong yet warm and friendly dialect of the famous Busan ajumma (mid-aged women). Just by walking around the market, you will start feeling energized. The fresh fishes are always delicious, no matter how they are prepared. If you don’t know what to choose from the wide variety of options, don’t worry: the friendly vendors will recommend some according to your budget and preference.

The first floor of the market building sells fresh-caught fisheries and the second floor is a ‘sashimi center,’ where you can enjoy the fresh fish you bought on the first floor prepared as fresh sashimi.

Even outside the market, the fresh seafood is everywhere. Also, you can find various renowned local restaurants whose menus range from fish cake to jjajangmyeon (black bean noodle) and Korean dish, as well as grilled eel and gopchange (intestine), which are all commonly enjoyed by the locals.

At Jagalchi Market, you not only find the sea and foods but also the vitality of life that brings smile on your face.

Close to famous tourist attractions

Behind the old-fashioned dry fish market and wharf, and the modernized Jagalchi Market building is a waterside park that is always crowded by people. When you look closely, you will soon realize half of them are local and the other half tourists.

On the left is Yeongdodaegyo Bridge and, right in front of you, Yeongdo. The sculptures in the park create a beautiful scene harmonized with the visitors. If you are lucky and the weather is nice without much wind, you can also take a ride on the boat to Yeongdo.

Jagalchi Market is close to a variety of popular attractions such as Nampodong Alley and BIFF plaza, which, together, form a great tour route. Also, you can visit the market after

getting off a cruise from the Busan Port or International Passenger Terminal. If you are in the town, don’t forget to visit Bosudong Bookstore Street, Yongdusan Park, Gamcheon Culture Village, Forty Stairs Cultural Street, and Busan Tower. You may also want to take a look at the other two of Busan’s Top 3 Traditional Markets: Bupyung Market and Gukjae Market.

Jagalchi Market is also a must-see for foreigners who visit Busan to see Jagalchi Culture and Tourism Festival and One Asia Festival, which is held in October. Today, at the market, you are bound to hear different languages in addition to the famous Busan dialect.

You can go to Jagalchi Market in just 4 minutes by foot from exit 10 of Jagalchi Station, Busan Metro line 1. In the market building, the first-floor fish market opens from 5am until 9pm, while the sashimi center opens from 9am until 11pm. Don’t miss Jagalchi Market if you go to Busan to enjoy tasty seafood.

tip



**Food and special local products** grilled fish, fish cake, jjajangmyeon (black bean noodle) | live fish, fresh fish, shellfish, dried fish

**Things to enjoy** Jagalchi Culture and Tourism Festival, One Asia Festival, Busan Performance Art Festival

**Surrounding tourist attractions** Nampodong Alley, BIFF plaza, Yongdusan Park, Gamcheon Cultural Village

**How to find** 4 minutes by foot from exit 10 of Jagalchi Station, Busan Metro line 1

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Daegu’s largest and best  
Seomun Market

Divided into specialized districts serving clean dishes

Seomun Market was one of the top 3 markets in the country during the Joseon Dynasty. This market is 27,062m2 in area, hosing about 5,000 stores where 20,000 vendors are selling products mainly related to textile, including silk, satin, linen, and cotton.

Located in Naedang-dong, Seo-gu, Daegu, Seomun Market is made up of six sections, including districts 1, 2, 4, 5 and Dongsan Market and Dried Seafood Market, offering a variety of high-quality products such as hanbok, accessories, beddings, clothes, plates, and dried fish as well as famous dishes.

As soon as you enter the marketplace, you will see various food stores lining up neatly along the street, and the floor is refreshingly clean as well.

You will have a hard time choosing what to eat, among the myriad of options from the famous Daegu specialty ‘flat dumpling’ to fried crab, conch skewer, and sapgyepsal jjajangmyeon, black bean noodle topped with pieces of pork belly. However, regular visitors to Seomun Market will most likely recommend ‘kaljaebi,’ which you can find in the Noodle Street, right below the pedestrian overpass bridging between District 1 and District 4. The noodle is famous for its excellent taste, large portion, and affordable price, which explain why there are people lining up in front of the restaurants.

Districts 1, 2, and 4 are filled with textile-related stores selling fabrics for hanbok and other clothes, as well as bags and mountaineering clothes. Dried Fish Market offers a wide range of dried fishes, and other sections of the market are also specialized in different goods and services.

Local and foreign visitors mesmerized  
by the night market

One of the most notable features of Seomun Market is the cafes, from the familiar franchise cafes to more personal local cafes. Young visitors also love to visit the new cafes and restaurants in the basement floor of District 2.

Another attraction that constantly brings visitors in to the market is the night market, the largest one in South Korea, which was begun this year, but visited already by over 300,000

visitors.

Seomun Night Market has over 80 stores lined up over 350m, exemplifying Daegu’s renown as the city of gourmets with delicious local specialties from Daegu Makchang (grilled abomasum) to fried shrimps and twisted fried potato, which entertain both your eyes and palate. Also, hop on the night market coach ride to feel like you are in a fairy tale.

Seomun Market was selected as a foreigner-friendly traditional market last year, thanks to its accessibility and rich offer of foods and entertainments as well as proximity to famous tourist attractions including Dongseongro, Geundae Alley, Yangnyeong Market, and Kim Gwang Seok Street.

You can get to Seomun Market by walking for 4 minutes from exit 2 of Seomun Market Station, Daegu Metro line 3. The market opens from 9am till 7pm, and closes on the first and third Sundays every month. The night market begins from 7pm and closes at 12pm, throughout the year.

tip



**Food and special local products** flat dumpling, fried crab, black bean noodle topped with pork belly, kaljaebi | satin, silk, linen, hanbok

**Things to enjoy** night market, night coach ride, herbal medicine market, Kim Gwang Seok street

**Surrounding tourist attractions** Dongseongro, Geundae Alley, Yangnyeong Market, Kim Gwang Seok Street

**How to find** 4 minutes by foot from exit 2 of Seomun Market Station, Daegu Metro line 3



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Filled with oriental medicine fragrance

## Daegu Yangnyeong Market

Go to Yangnyeong Market  
if you are very interested in healthy

Daegu Yangnyeong Market that has attracted much interested by holding oriental medicine festivals and a Korean Medicine Museum to inform people of medicinal herbs is the oldest professional medicinal herb market boasting 358 years of history. As Yangnyeong Market says, Korea is originally the geographical features with many mountain areas. As many excellent medicinal herbs have been produced in mountains, medicinal herbs were plentiful and the ability to utilize them was excellent. So it is difficult to find the professional market that has continued to handle only medicinal herbs for hundreds of years and the origin in other places.

The Daegu Yangnyeongsi Herb Medicine Culture Festival is enough to grab attention of domestic and overseas tourists while health has emerged as a major interest due to the era of home-hundred now. ‘The Herb Medicine Culture Festival’ is held early May every year. And it is the old festival that will mark the 40th anniversary next year.

You can experience Yak-Jun Street’s history and culture more when you go to the Yangnyeongsi Korean Medicine Museum in the Yangnyeong Market. You can experience various programs including oriental medicine foot bath experiences with oriental medicine foot bath preparation, making lip balm and soap with medicinal herbs, etc. in the oriental medicine experience room on the second floor of the museum. You can learn Yak-Jun Street’s origin and history in detail in the oriental medicine history room on the third floor. As a small hill which consists of medicinal herbs and plants with their descriptions in Yangnyeong Park in the square of the museum, it gives comfortable places to relax to visitors. The museum is opened from 9:00 a.m. to 6:00 p.m. and voice guidance in English, Japanese, and Chinese is serviced. For more detailed information, you can check the web site (<http://dgom.daegu.go.kr>).

Trip to modern times, ‘Modern Street Tour’

The Modern Street Tour divided into 5 courses is arranged at 10:00 a.m. and 2:00 p.m. every Saturday. ‘The taste tour’ is arranged on the third Thursday of every month and ‘The

Nightview Tour’ on the third Friday of every month. Let’s refer to them. According to circumstances, the explanation street tour is arranged in foreign languages. You can check the web site or travel agency on the phone.

The Modern Street Tour is more attractive because a row of famous restaurants lines the street. If you want to soothe your exhausted bodies because of the tour, let’s go to ‘Yak-Jun Ginseng Chicken soup with Medicinal Herbs.’ This place is close to the Yangnyeongsi Korean Medicine Museum. If you want to taste special dishes, flat dumplings of ‘Miseongdang’ is good. You may admire the different taste even though it seems to be simple because dumpling skin is very thin and bun stuffing is cellophane noodles and green onion.

It is good to buy medicinal herbs in the Yangnyeong Market on your way back because it sells them at retail. All kinds of medicinal herbs that you can drink brewing tea or Oriental raisin tree which is good for damaged liver regeneration are recommendable. Daegu Yangnyeong Market is five minutes’ walk from Banwoldan Station Jungangno Station of Daegu Subway.

tip



**Food and special local products** Ginseng Chicken soup with Medicinal Herbs of ‘Yak-Jun Ginseng Chicken soup with Medicinal Herbs,’ flat dumplings of ‘Miseongdang’  
! live fish, 400 kinds of medicinal herbs

**Things to enjoy** Korean Medicine Museum, Daegu Yangnyeongsi Herb Medicine Culture Festival (Every May), Yangnyeong Park

**Surrounding tourist attractions** The Modern Street, Seomun Market

**How to find** Exit 1, Jungangno Station, Daegu Subway Line 1 and Exit 15, Banwoldan Station, Line 2

●

Do your shopping with Singitongbo

## Incheon Singi Market

Clean traditional market in the downtown area

Singi Market that is comparatively close to the Incheon International Airport is good for domestic and overseas tourists who visit Incheon or transfer to other countries at Incheon. It is easy to visit Singi Market from Incheon Terminal Station and Inha University. Especially, signs of the clean stores that come into line catch your eye. There are 150 stores on either side of the alley under vaults. Singi Market usually consists of retail stores focusing on daily necessities and agricultural and marine products. Especially, it is good to purchase all kinds of marine products and 1stfoodgroup.

Singi Market visited by many tourists is the place that you can feel Korean unique energy and cultures well. Typically, this place issues money called Singitongbo. It is brass coin-typed money made by imitating ‘Sangpyeong Tongbo’ of the Joseon Dynasty. You can use it when you pay in Singi Market. It is sold at 500 won per one. It is used being worth of 500 won. Many overseas tourists visit Singi Market promoted through word-of-mouth on purpose to experience it.

You can eat all kinds of food with Singitongbo. Representative food of Singitongbo is Korean Blood Sausage Soup and fish cake. In one side of the market, 10 Korean sausage stores are in a huddle. The delicate flavor of Korean sausage is excellent. The fish cake corner located in the middle of the alley appeared in all kinds of broadcast programs. You can enjoy choosing and eating the mild, hot, and very hot tastes. You cannot miss old hot dog. Hot dog fried by coating sausage with crispy flour makes you misunderstand it. But it makes you feel old nostalgia as it is called the people’s snack.

‘Songwol-dong Donghwa Village  
as if you return to the innocence of childhood’

Singi Market operates the traditional culture experience center for domestic and overseas tourists. You can directly make and bring various traditional craft items including traditional Hanji paper crafts, mother-of-pearls crafts, folk painting coloring, etc. You can pay the experience cost in Singitongbo. It is expected to take about 30 minutes to work.

If you are very interested in baseball, it is recommended to

visit the Baseball Station Intersection. Incheon Baseball was created on the street of 28m so that you can have a glance about it. This place consists of 100 years of Incheon Baseball history, the hall of fame, and SK Wyverns Johns.

There are many things to enjoy around Singi Market. Among them, ‘Songwol-dong Fairy Tale Village’ that is about 30 minutes’ drive (about 8 km) is created like buildings in fairy tales as the name says. This place filled with beautiful palaces and castles remind adults of their old beautiful memories when they were young as there are three-dimensional murals. You can feel as if you receive special presents when you have pictures taken returning to the innocence of childhood and being main characters in fairy tales.

You can meet Singi Market by taking a bus of 515, 515-1, 516, 65, 65-1, 780, 780-1, 81 at Exit 2, Juan Station, Seoul Subway Line 1 and get it off at Singi Market Intersection Station.

tip



**Food and special local products** Korean Blood Sausage Soup, fish cake, old hotdog, Sweet and Sour Chicken, etc. ! All kinds of marine products, 1stfoodgroup

**Things to enjoy** Traditional Culture Experience Center (Experience programs including traditional Hanji paper crafts, mother-of-pearl crafts, etc.), Baseball Station Intersection.

**Surrounding tourist attractions** Songwol-dong Fairy Tale Village, Wolmido Island, Seongmodo Island

**How to find** Take a bus of 515, 515-1, and 516 at Exit 2, Juan Station, Seoul Subway Line 1

●  
Noeul Market that the sunset is wonderful

## Jungseojin Jungang Traditional Market

### The market that grants your wishes

There is Jeongdongjin that the sunset is beautiful and there is Jungseojin that the sunset is wonderful. Jungseojin Jungang Traditional Market is the place visited by many tourists as it is becoming famous for ‘Jungseojin’, the tourist attraction of the sunset that has lately been popular. ‘Jungseojin’ (which means the area located in the west of Seoul Gwanghwamun Gate) that is very beautiful as the market name is also called Noeul Market.

Jungseojin Jungang Traditional Market opened in 1989 is cleaner than other markets and has kept the markets’ unique affection. So it boasts the pleasant environment for shopping. As this market consists of the clean market floor, wide alleys, and the latest arcades, you are wrong if you recall the crowded markets that you walked taking your mothers by the hand when you were young.

This place changed its name to Jungseojin Jungang Traditional Market (Former Seogu Jungang Market) to rise itself as the culture and tourism-typed market and be closer to people. And it is famous as it has often held individual cultural festivals. Among them, wish bells is typical. This event grants a customer’ wish once every month when he/she writes down his wish on a postcard and puts it into a bell. The wish bells are installed in Zone 2-3 and Zone 4.

Jungseojin Jungang Traditional Market is close to Wolmido Island. It’s about 30 minutes’ drive (12km) from the market. As tourists enjoy visiting it, the facilities that you can enjoy it are well prepared. You can see a clear view of the Incheon Sea in the Waterfront Space created in ‘the Wolmi Cultural Street’. And you can see the front view of the Incheon Port and the Incheon International Airport at a glance in ‘the Wolmisan Mountain Observatory.’ Especially, the Glass Observatory located in 23m has a reputation for the place that you can see the most beautiful sunset.

### Trick Art and unusual food

You can see the well-designed floor while you walk the Jungseojin Jungang Traditional Market. You can experience trick art on the places that camera icons and sole shapes are

drawn and each store’s name is engraved on each tile.

As there are many tourists in Jungseojin Jungang Traditional Market, cooking contests are held every year to develop street food. Thanks to it, it is filled with unusual food including black garlic sweet and sour food, charcoal-grilled laver spicy seafood noodle soup, green tea pork rinds, etc.

The sweet taste of black garlic sweet and sour chicken by ‘Tigguninae’ that well ripened black garlic is added boasts the delicate flavor unlike other ones. You cannot forget the taste of charcoal-grilled laver spicy seafood noodle soup, the unique menu that charcoal-grilled laver is put on spicy seafood noodle soup by ‘Keunjipbanjeom’ once you eat it. ‘Korea Pig’s Trotters’, the famous restaurant of Pig’s Trotters in Incheon, is always busy by many customers because of the juicy trotters and chewy texture that pigs’ smells are removed with medicinal herbs.

For your information, there are electronic direction boards in Jungseojin Jungang Traditional Market. Let’s find the above stores through them. You can easily and fast find Jungseojin Jungang Traditional Market when you come out from Exit2, Gajeong Jungang Market Station, Incheon Subway Line 2.

tip



**Food and special local products** ‘Tigguninae’ black garlic sweet and sour chicken, ‘Keunjipbanjeom’ charcoal-grilled laver spicy seafood noodle soup ! ‘Korea Pig’s Trotters’ Pig’s Trotters

**Things to enjoy** Trick Art, Wish Bells, Unusual food, Cooking contests

**Surrounding tourist attractions** Wolmido Island (Wolmi Cultural Street, Wolmisan Mountain Observatory), China Town, Yeongjongdo Island

**How to find** Exit 2, Gajeong Jungang Market Station, Incheon Subway Line 2

●  
Merchants meet art

## Gwangju 1913 Songjeong Station Market

### Feel old picturesqueness as it is

Gwangju 1913 Songjeong Station Market. It is unique to be the market name. And the visible signs are filled with young people’s senses in the market. In 1913 Songjeong Station Market (Hereafet, Songjeong Station Market), you had better look around the special market rather than the concept that you go to it to purchase daily necessities.

As you see in the market name, it is the hot place of Gwangju that the average number of visitors per day is 400 persons in Songjeong Station Market since it was opened in 1913. It is smaller than other markets as the number of stores is 55. Songjeong Station Market that is more amiable because the stores are gathered close to each other. It is good to visit the market when the sun sets. It’s because you can feel the unique cozy atmosphere of the market due to lights of lighting in the evening.

Each store in Songjeong Station Market catches your eye. Remodeling of the buildings was minimized and old picturesqueness was emphasized as it is. They make old people feel nostalgia and young people do emotions of the old days. Each name of stores is fun. ‘Sweet bean jelly Boy’ that sells sweet jelly of fresh fruits and roll, ‘Ttoya Bread’ that you want to come again, ‘Wheat Field Brewery’, the handmade beerhouse. Among them, the most recognizable store is ‘Yeokseosaso’. ‘Yeokseosaso’ was created by utilizing ‘But products here’, Gwangju dialect. So the dialect which was thought to be countrified became the sophisticated word. It sells calendars, postcards, notebooks, and frames that dialects are utilized. Dialect copies like ‘To Gwangju which is very fun’, ‘What took you so long?’ in the words of the frame make you smile naturally.

### Eat food here

Consideration for visitors stands out in Songjeong Station Market. People who use KTX can check an electronic display of KTX train timetables in rest areas. Tourists can keep their heavy bags or backpacks in an unmanned stockroom next to it.

Efforts to inform visitors of Songjeong Station Market are

found everywhere. The years that all the stores were opened and their names are engraved on one side of the entrance. Contents about store history and owners are included in small storyboards put on the entrances of the stores.

It is food that is the highlight of Songjeong Station Market. You must not overeat from the beginning. It is good to eat the food that you want on your way back after looking around slowly. It is filled with unusual food including ‘Samttungi (grilled dish by rolling vegetables and Kimchi with pork belly) Sweet fruit jelly, Ssuk Choco Pie, ramen of the world, etc.

If you came to Songjeong Station Market, it is good to look around ‘Balsan Village’ that was reborn by the art village project. Balsan Village was well decorated by drawing murals in the one which was behind and creating various sculptures. There is a star-typed sculpture that is about 3m high on the top of the village. It plays a role of an observatory. Balsan Village is a 30 minutes’ drive (12km) from the market.

The stores in Songjeong Station Market are open at different zones. Generally, they are opened from 11:00 a.m. to 10:00 p.m. The market is a five-minute walk from Songjeong Station, Gwangju Subway Line 1 or KTX Songjeong Station.

tip



**Food and special local products** Sweet bean jelly Boy’s sweet jelly of fresh fruits, ‘Bulggochengi’ Samttungi ! Ssuk’s Choco Pie Ssuk Choco Pie

**Things to enjoy** Each store that old picturesqueness is emphasized as it is, story boards in front of the stores

**Surrounding tourist attractions** Balsan Village, the Asia Culture Center

**How to find** Five-minute walk from Songjeong Station, Gwangju Subway Line 1 or KTX Songjeong Station



## Culture and art are in harmony

# Gwangju Daein Market

### The market with artistic sensitivity

In Daein Market well-known as the market that combines culture and art with each other, the artists who moved in it hold art night markets. So many people around the country visit the market. The visitors are more pleasant to be able to experience the traditional market's warm hearts as well as public works of art. Perhaps, you can see many people who walk the alleys carrying cameras while you are in the market. It means that there are many things to see in Daein Market.

Daein Market was located in Daein-dong, the center of Gwangju, in 1973. The number of stores is about 400 and the market has a lot of volume of fishes, dried fishes, and marine products. Lately, many sushi restaurants have been popular as they were created in the market.

Daein Market that meets art began from Gwangju Biennale's project. This project that claim to support art in everyday life changed it to the art market by exhibiting works of art in the stores that were empty and utilizing them as ateliers.

First, let's go to galleries of one pyeong (3.3m<sup>2</sup>). One pyeong galleries make people watch the exhibits included in a space of 3.3m<sup>2</sup> by artists. They are free of charge opened to merchants and visitors in the market. The themes are various including 'abyss', 'One day of May', 'Hangul Gongsaejeon', etc. You can enjoy watching murals all over the market. The murals' themes are various like baseball players on the empty walls, Miran Jang who is a weightlifter and the person who sells products pulling a riskshaw on the shutters of the empty stores.

You can meet various program shared by the market and art in Daein Art Night Market from 7:00 p.m. to 10:00 p.m. every Saturday. In addition, you can taste fish cake filled with seafood, beef cube steak, pork belly gimbap, etc. at affordable prices enjoying street performances.

### Asia Culture Center, the center of Asian Art

It is blood sausage and rice soup that is famous food in Daein Market. If you order more than two servings of blood sausage and rice soup filled with blood sausage, you can feel the owners' warm hearts as a dish of blood sausage is serviced.

'Naju Restaurant' and 'Yeonggwang Restaurant' are famous. If you feel hungry while you walk in the market, it is good to enter a Noodle Soup store in front of 'Jangkkang'. A bowl of noodle in anchovy stock is sold at 1,000won. Leek Pancake which is just griddled to be crispy and spicy Spicy Noodles are respectively sold at 2,000 won.

If you came to Daein Market, it is recommended to visit the Asia Culture Center. Daein Market is close to Culture Center Station. You can visit it by walking for about 20 minutes (1,300m). The Asia Culture Center's address is 38, Munhwajeondang-ro, Dong-gu, Gwangju, 61485 Korea. Various exhibits, performances, and art projects are held all the time of the year as Democratic Peace Exchange Center, Culture Creation Center, Art Center, and the outdoor stage are prepared. You can experience Gwangju Biennale from September 2 to November 6 2016.

You can arrive at Daein Market from KTX Gwangj Station at the base rate by taxi. And you can get a bus of 151 to Jiwon, 98 to Songjeong, 58 to Geumnam. It is close to Exit 3 & 4, Geumnamno 4 Ga Station, Gwangju Subway Line 1.

tip



**Food and special local products** Naju Restaurant's blood sausage and rice soup, Jangkkang's noodles in anchovy broth | Mudeungsan Watermelon, Spring snow tea, Jandaribut

**Things to enjoy** Public works of art, One pyeong galleries, Art studios and ateliers, Daein Art Night Market

**Surrounding tourist attractions** Asia Culture Center, Gwangju Biennale (Sep. 2nd to Nov. 6th, 2016)

**How to find** Exit 3&4, Geumnamno 4 ga Station, Gwangju Subway Line 1

## Daejeon Jungang Railroad Market

# The largest traditional market in the central part

### Let's meet at Eating Station

Daejeon Jungang Railroad Market (Hereafter, Jungang Market) is as big as it is called the largest traditional market in the central part. It is the general market including several unit markets including Jungang General Market and Jungang Shopping Arcade Market. Therefore, Jungang Market is divided into blocks of the Korean medicine street, Hanbok street, food alley, dried fish street, and fish alley.

As a business area developed because the place whose name was changed to Jungang Railroad Market is located in the opposite side of Daejeon Station, hundreds of regular customers visit it due to the high accessibility. Jungang Market focuses on home chest including jewelry, Hanbok, and bedding and the number of stores of clothing, bowls, food, and miscellaneous goods is more than 3000.

The market is divided into three zones according to themes to meet the concept of the 'railroad' market. Line 1 consists of wedding-themed Mega Hanbok Station, Silk Goods Station, and Home Chest Station. Line 2 consists of fashion-themed Jewelry Station, Bedding Station, and Fashion Station. Line 3 consists of food-themed Eating Station, Cooking Station, and Party Station. Like this, Jungang Market has various things to see as it is big. And road signs are well prepared. You do not have to worry about finding tourist attractions.

People always refer to Jungang Market as "the food heaven" with the largest traditional market in the central part. Let's move toward an chicken alley in food-themed Eating Station of Line 3. I think people in Daejeon all tasted 'Smoper Chicken.' The owner recommends 'sweet and sour herbal tonics chicken', 'natural fiery chicken', and 'spicy and sweet soy bean chicken' to you. Let's refer to this. As many tables are prepared in the store, it is good to enjoy them with beer. There is 'Gaecheon Restaurant' that is famous for dumpling soup of the Hamgyeongdo style in Jungang Market with Smoper Chicken. Dumpling soup that boasts the folksy taste unusually contains a lot of cellophane noodles. The simple taste of broth made by beef leg bones is excellent.

### Rests taken by you in fresh nature

Hanbat Arboretum is a 15 minutes' drive from Jungang Market. You can feel Korean colorful scenery when you visit it at sunset. You can free of charge use it. It is divided into Dongwon with tropical plants and Seowon close to Daejeon Museum of Art and Art Center. You can watch a lot of plants that you could not do in the city. The opened green Lawn Plaza makes your hearts fresh and cool.

If you came to Daejeon, it is good to visit Yuseong with a lot of things to enjoy once. Yuseong's hot spring is famous. There is the feet bath tub that you can free of charge use. The feet bath tub prepared in Yuseong Hop Spring Park keeps its temperature 39 to 42°C by using natural phreatic water. It is opened from 7:00 a.m. to 11:00 p.m. 365 days a year. You can feel as if you take a feet bath in a wood because of the thick wood around it. Books were prepared so that you can read them while you take the feet bath. You can enjoy it while the lights are low. It is a 30 minutes' drive (12km) from Jungang Market.

Jungang Market is located on the opposite of KTX Daejeon Station. It is close to Daejeon Station, Line 2.

tip



**Food and special local products** Smoper Chicken's sweet and sour herbal tonics chicken, Gaecheon Restaurant's dumpling soup | 'Elephant Extra-large Dumplings's dumplings

**Things to enjoy** Like the concept Railroad Jungang Market, the market divided into three lines (Line 1, Line 2, and Line 3)

**Surrounding tourist attractions** Hanbat Arboretum, Yuseong Hot Spring  
**How to find** Located in the opposite side of KTX Daejeon Station. For the subway, get off the subway at Daejeon Station, Line 2

●  
Watch Bangudae Petroglyph Rock and taste whale meat

## Ulsan Beongae Yaeum Sangga Market

### The market filled with generous hearts and affections

Ulsan Beongae Market with long history is a ‘village market’ located in the center of a residential area. Because of this, merchants and residents have close links with each other and are generous. Lately, the market develops different kinds of food and holds all kinds of performances and cultural events targeting tourists.

Typically, Ulsan Beongae Market is operating healing tour buses. It is convenient to look around the market visiting places around it. An orange mini bus is a 14-seater low-speed electric car. The one-hour course is to start Ulsan Beongae Market and come back to via Seonam Lake Park. The people who visit the market can free of charge board it at 11:00, 12:00, 15:00, 16:00 every day (total 4 times) from Monday to Saturday (Until 2016).

Beongae Market mean that the market disappears after opening the market temporarily in the morning. So it was temporarily operated in the beginning. Because of a great influx of population into places around the market, it started with the name as it is. The number of stores in Ulsan Beongae Market is about 150. You can check detailed information on the market in the web site (<http://www.ubgsijang.com>).

There is one more market in the place which is about 700m away from Ulsan Beongae Market. It’s Yaeumsangga Market. Yaeumsanggna Market is the place visited by many people because it is convenient to park cars. The structure of Yaeumsangga Market consists of an intersection. As there is a character clock in the center of the market, it is easy to grasp the market structure. A customer cafe is operated in Yaeumsangga Market. It is good to refer to this when you want to take a short rest or need a market map.

### Ties between Ulsan and Wale

There is Jangsaengpo Museum, the only professional wale museum in Korea that revisits whaling history by collecting, preserving, and exhibiting relics from whaling in Jangsaengpo, an advanced base of old whale fishing. You can directly whales that swim in front of you in the Wale Ecology Experience Center. When you go out to sea getting aboard a cruise, you

can feel breathing of whales that swim in the ocean. The museum is a 10 minutes’ drive (5km) from Beongae Market. If you have time on your side, it is good to visit Bangudae Petroglyph Rocks’ Petroglyphs. It is an hour’s drive (33km) from Beongae Market. There is the first whaling record in the world in Ulsan. This is the very Petroglyphs of Bangudae Petroglyph Rocks that is the National Treasure No. 285.

If you came to Ulsan, it’s your turn to taste whale meat. For whale meat, ‘Wale Grandmother House’ is famous. Set menu with whale meat, whale stew, and beef seaweed tartare bibimbap are very popular. Let’s do not forget to buy whale bread in the whale bread laboratory in Whale Culture Village on your way back. There are custard cream and strawberry jam in whale-shaped bread that Seosaeng brown seaweeds, the specialty of Ulsan are added to it. This bread’ shape is a mother whale carrying a baby whale on its back. It means that the mother with a baby whale ate brown seaweeds from the ocean in Ulsan.

To get to Beongae and Yaeumsangga Market filled with food and things to enjoy, take an express bus of 5001 at KTX Ulsan Station and transfer to a bus of 216 at the City Hall. It takes about one hour and ten minutes to get there.

tip



**Food and special local products** \*Wale Grandmother House’s whale meat | Wale bread, Ulsan pear

**Things to enjoy** Healing tour bus is serviced (Until 2016)

**Surrounding tourist attractions** Jangsaengpo, Wale Museum, Bangudae Petroglyph Rocks’ Petroglyphs, Sinhwa Art Village, Seonam Lake Park

**How to find** Take an express bus of 5001 at KTX Ulsan Station and transfer to a bus of 216 at the City Hall

●  
the scent of lives pervaded the air

## Ulsan Sinjeong Market

### Please eat pork and rice soup

You can feel vitality and energy in the market because it is filled with fresh fruits and vegetables that are in season, can’t you? Sinjeong Market that represents Ulsan is located in the downtown area of the city close to Ulsan City Hall. More than 1,000,000 persons visit it every day because of the high accessibility. Sinjeong Market that consists of more than 400 stores is filled with rice cake that steam rolls up and fresh marine products starting with all kinds of foods including rice soup, noodle soup, and steamed barley and rice.

Especially, Sinjeong Market is the mecca of pork and rice soup. Pork and rice soup begun in Busan is famous food in Ulsan with Miryang. Like this, the restaurants in the rice soup alley boast the excellent taste. But, among them, ‘Park’s Rice Soup’ is the place visited by many persons as several media introduced it to the public. Boiled beef slices with rice soup are recommendable. The simple taste and large quantity makes you pleasant.

Sinjeong Market is also famous for noodle soup. ‘Donghog Noodle Soup’ offers Noodle Soup to you by boiling noodles that the restaurant directly kneaded dough on one side of the entrance and putting them into broth. For noodles in cold soybean broth, aromatic soup is excellent as making thick broth with Korean beans.

Sandong Dumpling located in the end of the noodle soup alley is worth of visiting it. Black-bean-sauce noodles and sweet and sour pork are sold. However, fried dumplings and steamed dumplings directly made by the restaurant are delicious. You can feel thick juice’s flavor in dumplings filled with meat. It sells dumplings by making and freezing them directly. So it is good to purchase them.

On the other hand, Ulsan has grown pear with soft juice and its magnificent flavor due to the Eastern coast’s sea breeze and a lot of sunshine. Let’s do not forget to purchase Ulsan pear on your way back.

### Healing space in the downtown area

There is a place that you can feel the Korean beauty properly in Ulsan. Bamboos that rise straight up to the sky and clear

and cool energy make you feel relieved. A bamboo grove of 4.3 km (10ri) along Taehwagang River is ‘10ri Grand Grove.’ Taehwagang Park in 10ri Grand Grove is a 10 minutes’ drive (3km) from Sinjeong Market.

Daewangam Park, the famous tourist attraction in Ulsan, contains the path that a pine forest of 600m is connected from the entrance to a lighthouse. The tall pine trees’ shade makes you feel cozy. When you escape from the pine forest, you can find an open cliff. When you cross the iron bridge connected to a rock, you can set foot on Daewangam. This place is perfect for enjoying the beautiful scenery exposing yourself to sea breezes. Daewangam Park is a 30 minutes’ drive (18km) from Sinjeong Market.

In addition, let’s go to Seonam Lake Park which is a 15 minutes’ drive (5km) from Seonjeong Market to enjoy a light walk. It is good to take a walk exposing yourself to cool breezes in Seonam Lake Park. You get to be unaware of the passage of time while you walk seeing green trees around the lake. For your information, this park is wide. So you have to start after taking a close look at the guide map at the entrance. For Sinjeong Market, get on an express bus of 5001 at KTX Ulsan Station and get off the bus at City Hall Stop.

tip



**Food and special local products** Park’s Rice Soup’s pork and rice soup, Donghog Noodle Soup’s noodle soup | Brown seaweeds, handmade fish cake

**Things to enjoy** Eating alley in the market (Pork and rice soup, noodle soup)

**Surrounding tourist attractions** Taehwagang Grand Park, Daewangam Park, Seonam Lake Park

**How to find** Get on an express bus of 5001 at KTX Ulsan Station and get off the bus at City Hall Stop



Makes you warm

## Gwangmyeong Market

### Happiness of 1,000 won

When you come to Gwangmyeong Market, it makes you warm. It's because you can eat fresh and warm foods that is just cooked at affordable prices as it considers your tight pocketbooks. You cannot take a bus with 1,000 won these days. There are a lot of foods to enjoy at 1,000 won in Gwangmyeong Market. Among them, grilled rib patties are typical. Thick grilled rib patties contained in a paper cup by Jangneungwang Grilled Rib Patties are the essential item that you must buy whenever you come to Gwangmyeong Market. There are many people who on purpose come to Gwangmyeong Market to buy these grilled rib patties. They are very inexpensive because ten patties are 10,000 won.

'Hongdugge Noodle Soup' is very famous with grilled rib patties. It is really packed because of customers who line up even though it's not mealtime. You can taste noodle soup at 3,000 won and noodles in broth at 1,500 won. Despite the inexpensive prices, their noodles boast the chewy taste by using a wooden roller used in smoothing cloth and cook's hands. Anchovy broth is fresh and simple by brewing it all day long. You can eat various snacks with noodle soup by buying them in the market by the owner's consideration. There is one more menu that you must not miss in Gwangmyeong Market. Gwangmyeong Grandmother Mung Bean Pancakes is located in the center of the food alley. The delectable smell of mung bean pancakes stimulates the sense of smell of the people who pass it and captivates them. This place features preparing the pancakes by grinding mung peas on a grindstone directly. When you enjoy mung bean pancakes of the outside that is crispy like being fried and the moist inside with makgeolli (rice wine), it is especially delicious.

On the other hand, there are 9 entrances and more than 400 stores in Gwangmyeong Market. It boasts one of the largest size in the whole country and various items. In addition, it is convenient for transportation because it is located in the center of the downtown area in Gwangmyeong and is close to Gwangmyeongsageori Station, Seoul Subway Line 7.

### Gwangmyeong Cave invaded by many tourists

Gwangmyeong has operated the cyclic tour bus that a guide

professionally explains Gwangmyeong's cultural tourism resources to domestic and overseas tourists who visit it. Many people are using it in that it makes you watch all the places of Gwangmyeong meaningfully with Gwangmyeong Tour Bus. The tour bus that starts in Exit 2, KTX Gwangmyeong Station and returns to it via Gwangmyeong Cave, BamilFood Culture Street, Gwangmyeong Traditional Market (Gwangmyeongsageori Station, Line 7), Cheolsan Station, Line 7, and the Chunghyeon Museum. The bus which circulates the total 6 stops is serviced 4 times per day (9:30 & 11:00 a.m. and 2:00 & 3:50 p.m.). You can freely enjoy tourist attractions that you want by choosing them while you are on the bus. And then you can use next bus in the designated bus stop after enjoying them.

Among them, Gwangmyeong Cave is the place most tourists visit in Gwangmyeong. You can watch the Korean cave that is tasteful because culture and art are in harmony. Domestic and overseas wine is exhibited and sold in the cave. You can taste it. Please go out Exit 10, Gwangmyeongsageori Station, Seoul Subway Line 7, turn left, and walk along the street. Then, you can find the entrance of Gwangmyeong Market on the left.

tip



**Food and special local products** Hongdugge Noodle Soup, Gwangmyeong Grandmother's mung bean pancakes | Jangneungwang's grilled rib patties  
**Things to enjoy** One of the largest market in the whole country, various foods that you can buy at 1,000 won  
**Surrounding tourist attractions** Gwangmyeong Tour Bus, Chunghyeon Museum, Gwangmyeong Upcycle Art Center  
**How to find** Exit 10, Gwangmyeongsageori Station, Seoul Subway Line 7

Beyond imagination

## Yeokgok Imagination Market

### Market filled with stories

Bucheon that Yeokgok Imagination Market (Hereafter, Yeokgok Market) is located is the area with rich contents about comics and movies as it holds film festivals, comics festival, and animation festivals. Yeokgok Market that decided its concept called the comics market created its own differentiated design by utilizing white bears. You can easily find visitors who have pictures taken with white bears everywhere in the market.

There is a special thing that other markets do not have in Yeokgok Market. Its space as wide as three or four strollers can simultaneously move. You can find processed food by unit packaging here and there. Their cute shapes make you feel pleasant. Visitors can cherish their memories having pictures taken in the Trick Art Photo Zone prepared in a front yard of the customer support center. A book café in the center sometimes arranges the event to draw caricatures of customers. There are a lot of food in Yeokgok Market. Among them, pork cutlet and sweet and sour chicken are most famous. 'Crispy', the handmade pork cutlet specialty store, sells three sheets of sirloin pork cutlet and chicken cutlet at 5,000 won. It sells pork cutlet skewers that you can simply taste at 1,000 won. You can buy handmade port cutlet fried in oil by putting thick meat generously only when you line up. In '032 Old Fried Chicken' visited by most people in Yeokgok Market, live and soft lean meat and the crispy taste even after the lapse of time are excellent. You can taste sweet and sour chicken at 8,000 won per box and old fried chicken at 5,500 won. The restaurant fries chicken in oil and mixes it with seasoning right after you order.

### Hanok Village and Bucheon City Tour Bus

Bucheon boasts convenience of traffic as it runs in all directions. Its typical tourist attraction is Hanok Village and there are museums with various themes. Hanok Village is easily accessible to tourists as it is a 30 minutes' drive (9km) from Yeokgok Market. The programs that exhibit Korean traditional and folk cultures and make you experience and test them have been prepared. And the tourists who visit it

can always experience the Korean tea ceremony (traditional tea). Tourists have continue to visit it as it arranges traditional wedding for applicants only on weekends and holidays. Bucheon has shown the efficient operation methods of various tourist attractions that have sprouted across the city through 'Fun Fun' Bucheon City Tour held every Saturday. You can start a Bucheon City Tour bus in walking costume and with a small bag at Yeokgok Market by subways and buses. Bucheon City Tour consists of 4 courses of A, B, C, D. The course that passes through Yeokgok Market is D. You can visit several places in order of Onggi Folk Museum, Bucheon Sports Complex, Yeokgok Bukbu Market (Lunch), and Woongjin Play City. The applicable tour will be arranged until November 2016. The tourists who try to use it can book it in the web site of the Bucheon Culture Center. Yeokgok Market is a 5-minute walk from Exit 2, Yeokgok Station (Catholic University), Seoul Subway Line 1.

tip



**Food and special local products** Crispy's pork cutlet, 032 Old Fried Chicken's sweet and sour chicken | Interior accessories and accessories  
**Things to enjoy** Trick Art Photo Zone, Toy Library, Book Cafe  
**Surrounding tourist attractions** Hanok Village, Bucheon City Tour bus is operated (Until November 2016)  
**How to find** Exit 2, Yeokgok Station (Catholic University), Seoul Subway Line 1

●  
Harmony of food and tourism

## Guri Traditional Market

### The market is full of energy

Guri Traditional Market (Hereafter, Guri Market), the only one traditional market in Guri and Namyangju, is connected to East Nine Royal Tombs north and Mangwusan Mountain eastward and located in the center that the current to the Han River goes round it. So it is known as an ideal spot.

This Guri Market is always full of energy and crowded because it is invaded by many persons. There is a studio that the external wall is transparent glass. It is called ‘a visible radio.’ It is the program arranged by Guri Market that informs every parts of it of news and tells you about small things from neighbors’ life.

The market’s greatest pleasure is food with the radio. When it comes to Guri Market, you get to recall intestines. There is an intestine alley in Doldarisageori. More than 20 restaurants specialize in intestines. Three places of ‘Wonjoyubaksagopchang (82-31-568-0320)’, ‘Bobaegopchange’ (82-31-563-5005)’, and ‘Imonaegopchang’ (82-31-552-9636) play the role of the largest restaurants in the market in the intestines alley that is explosively popular for all the people without distinction of age or sex.

‘Tangs Cold Noodles’ selected as a luxury store in Gyeonggi-do provides a dish of Sweet and Sour Pork or charcoal-grilled beef for customers when they order cold noodles. If you want to taste spicy rice cakes in extra sauce of ‘Hometown Gimhap’ which has been famous as it has lately appeared in a broadcasting program, you have to wait lining up for a long time. Cheese, Spicy, Potato Hot Dog called the specialty of Guri Market is worth of eating as munchable food.

On the other hand, Guri Market is operating the shopping service. Shopping guides shop for you or carry your stuffs for you and deliver them to nearby streets. This service is free of charge arranged from 10:00 a.m. to 6:00 p.m. on weekdays. Let’s refer to this (For more information, 8231-568-7111).

**East Nine Royal Tombs, Jangja Lake Park and Achasan Mountain are perfect for your walking courses**

Guri is the place that you can very easily access to Seoul and the metropolitan areas. It is easy to move various tourist

attractions located near the market as Guri has various means of public transportation including subways, buses, etc. were prepared. First, East Nine Royal Tombs designated as a World Natural Heritage site by UNESCO are recommendable. The East Nine Royal Tombs that is 2km away from Guri Market form the Joseon Dynasty’s own royal tombs based on the Confucianism ideology and the thought of Feng shui Jiri. The unique style of architecture with traditional culture that harmonizes with nature is outstanding.

Let’s visit Jangja Lake Part next to the East Nine Royal Tombs. As it is not yet known to people, it is good to walk quiet. There is a trail of 3.6km and an island that birds gather in it. An Eco Experience Center including aquatic plants and marshy vegetation was prepared.

In addition, Achasan Mountain located in Seoul and Guri is perfect for light tracking as a small mountain standing 300m meters above sea level. Especially, the scenery of the mountain from old Gwangjin River Port crossing the Han River is very beautiful like a picture.

You can go to Guri Market by using a bus of 3,30,15,10-5 or Blue Bus of 201 or walking 10 minutes.

tip



**Food and special local products** Wonjoyubaksagopchang’s intestines, Hometown Gimhap’s spicy rice cakes in extra sauce 1 agricultural and marine products  
**Things to enjoy** Visible radio studio, various foods and snacks  
**Surrounding tourist attractions** East Nine Royal Tombs, Jangja Lake Park, Achasan Mountain  
**How to find** a 10-minute walk from Exit 3, Guri Station

●  
Filled with missing old memories

## Yangpyeongmulmalgeun Market

### Environment-friendly agricultural products

#### of Yangpyeong with the fresh air and clean water

Yangpyeongmulmalgeun Market (Hereafter Yangpyeong Market) that boasts 100 years of history as one of three markets of Gyeonggi is a permanent market and five-day interval village market. The large size of market is opened in a wide public parking lot on 3rd, 8th, 13th, 23rd, 28th of every month. The number of stores is more than 400 in this market and there are wild edible greens and ginkgo nuts as the specialties.

Especially, farmers’ markets for environment-friendly agricultural products are active in Yangpyeong Market. More than 30 farms in Yangpyeong sell only environment-friendly agricultural products only sincerely grown by them by participating in the market. People in the metropolitan areas have continued to visit the market because it is very easy and excellent to access to it as it is a 50 minutes’ drive from them. Yangpyeong Market looks just as it did in the old days. A puffed rice machine that is fine to be called an antique is operated on one side of the market. You can check the itinerant vendors who now disappeared. There are vegetable pancakes, millet pancakes, pig’s trotters, and noodles in broth as well as hot dog and sticky rice doughnut that you enjoyed eating in your childhood lining the food street in the middle of the market. As Yangpyeong Market is opened by the large size, Just looking around reminds you of old memories.

A radio is operated for visitors in Yangpyeong Market. When the market is opened, merchants in the market and residents in Yangpyeong host the radio programs. It tells you about various stories that happened in the market.

The train-shaped night market is opened in the market street every Saturday. Each train-shaped booth sells various craft items and foods and all kinds of performances satisfy visitors’ five senses.

**Dumulmeori, the essential course of the trip to Yangpyeong**

There is a very famous restaurant because of blood cake hangover soup while you go into the market. Cheonghae

Restaurant (82-31-722-4784) is a small and simple restaurant but has 30 years of history. And it has been introduced in all kinds of broadcasting programs. If you want to taste the more special taste, it is good to experience choice pork cuts in ‘Mongsil Restaurant’ (82-31-771-9296). There is few place to eat choice pork cuts. Black pork steak is also popular.

You must visit Dumulmeori, the place that two currents of the Namhangang River and Bukhangang River meet each other. Dumulmeori gives you charming spectacles when Spray rise up from the surface of the water at dawn in spring and fall. The scenery is very beautiful because of a zelkova tree that is 400 years old and a sailing ship with the royal robe. Semiwon across from Dumulmeori means that you cleanse your heart seeing the water and make it beautiful watching flowers. Lotus flowers that fill the lake as they grow as men embroider the lake. Dumulmeori is located in the place that is a 40 minutes’ drive from Yangpyeong Market.

Yangpyeong Market is a 10-minute walk from from Exit 1, Yangpyeong Station, Seoul Subway Central Line after riding in a train to Yongmun. There are more information in the web site.

tip



**Food and special local products** Cheonghae Restaurant’s blood cake soup, Mongsil Restaurant’s choice pork cuts, millet pancakes 1 Environment-friendly agricultural products  
**Things to enjoy** Night Market, environment-friendly agricultural products, radio broadcasting  
**Surrounding tourist attractions** Dumulmeori Semiwon  
**How to find** A 10-minute walk from Exit 1, Yangpyeong Station, Seoul Subway Central Line



Famous for Fashion No.1 street and Chicken street

## Suwon South Gate Market

A Little Dongdaemun, ‘Paldal Gate Market’  
with a lot of clothing/fabric shops

In Suwon, Gyeonggi, 9 markets are gathered centering around Paldal Gate. A variety of markets consist of Paldal Gate Maket that is the largest traditional market ranging to Youngdong Market, Jidong Market, Citizen’s Market, Minarigwang Market, Motkkol General Market, South Gate Fashion First Street, South Gate Rodeo Market, and Gucheon-dong Intustrial Tool Shopping Center. These 9 markets were considered Suwon South Gate Market by people living there. Each market is full of things to see, to eat, and to enjoy. However, if it is the first time to visit Suwon, let’s look around Paldal Gate Market and Youngdong Market.

As much as nicknamed ‘Little Dongdaemoon’, Paldal Gate Market is lined with clothing store and fabric shop and is a place to focus on the shopping rather than something to eat. Since there are many brand shops that are difficult to see in the traditional market and sell good quality clothes as good as department stores at an affordable price, it is called ‘Fashion No. 1 street among the Suwon residents. While the apparel market stands out in Paldal Gate market, you shouldn’t miss the food that is hidden all over the market. This place is full of various delicacies such as elephant dumpling, memorable donuts and so forth including Korean Sausage Town. The scene to make solid dumplings and spicy oil flavor of donuts fried to be an agreeable color takes hold of passing steps. In particular, Chicken Street fostered between Namdaemun main road and Furniture Street is receiving a great love as a food alley and becomes a favorite place visited by local residents. It appeared as the background of the drama ‘You, from the star’ broadcasted amidst rising popularity, so, domestic and foreign tourists visit consistently.

A charm Korean traditional clothes are in one place,  
‘Suwon Youngdong Market’

About 170 shops are thriving in the market, and as much as called the big market specialized in the Korean traditional clothing. There are more than 40 Korean traditional clothing store only. Since the Korean traditional clothing that is hard

to buy due to the burden of price is selling at the affordable price, the foreign tourist keep visiting constantly as well as domestic tourists. If passing by Youngdong Market, you can meet foreigners trying to wear the Korean traditional clothing quite often, and it feels terrific to watch it. Along with this, Youngdong Market, dealing with dry goods and curtain, handicraft, household items and so forth, is holding its place firmly as the best dry goods market in southern Gyeonggi Province.

If you have visited the whole area of the Suwon Southern Market where the stores adjoin back to back, as a tourist course to enjoy in conjunction, It is recommended to visit Suwon Hwaseong Fortress, Suwon Museum, Haenggungdon Mural Street and so forth.

Among these, Suwon Hwaseong is famous for the course to take a walk in the weather of fall like this day, and the road extending along with the castle is tasteful and it is worth seeing the scenery of the buildings mingled with the old castle walls as well.

You can reach to Suwon Southern Market from the Suwon Station in 15minutes on foot.

tip



**Food and special local products** Korean Sausage Town, Elephant dumpling, Chicken | Korean Traditional Clothing, Clothing, Dry goods  
**Things to enjoy** Suwon International Music Festival, Suwon Theater Festival, Suwon Jazz Festival  
**Surrounding tourist attractions** Suwon Hwaseong Temporary Place, Suwon Museum, Haenggungdon Mural Street  
**How to find** 15minutes on foot form the Suwon Station

The best market in Korea every five days

## Jeongseon Arirang Market

Full of delicacies, noodles striking the nose,  
Buckwheat Crepe etc. full of special taste

Jeongseon Arirang Martket (called Jeongseon Market from now on) located in Jeongseon, Gangwon-do Province, like a 5-day Market that is the largest one in Korea, is very large in its area as well. When the market opens, it is formed over the 1 km, and the area extends as large as 8000m2(2400pyeong). The gathering merchants reach about a thousand people and more than 5000 people visited the market in a day on average, so, now, it is being recognized as one of the most famous tourist attractions even in Jeongseon.

In this place become famous for Jeongseon Arirang Train, what kind of fun is hiding? After passing through the front door made of Korean-style house, there appear various kinds of food shops located on both sides and street stalls lined in rows, and sweet smell attracts tourists. Rice with Thistle, noodles striking the nose, and Buckwheat Crepe are specialties that you can’t miss here. Noodle striking the nose that is unfamiliar to us is to eat potato soup and buckwheat noodle with beef broth, we are amazed at its clean and cool taste and charmed by its inexpensive price that is around 4000-5000 won.

Jeongseon Market is selling specialties according to the season, tourists to purchase them are increasing every year. For reference, Jeongseon Market mainly deals in shepherd’s purse, wild chive, pimpinella, a kind of groundsel, and so forth in spring, and glutinous corn and potato in summer. In addition, a lot of various mountain fruit such as wild greens and wild grapes, gooseberry, thorn apple, Chinese pepper and so forth come out in autumn, and in winter, local specialties such as a fish stew boiled with freshwater fishes caught nearby Soyang River and sorghum cake, buckwheat pancake, corn wing and so forth. Besides these, set menu with seasoned wild vegetables which you can enjoy all wild greens and boiled chicken with rice where milk vetch root is put in that is one of specialties of Jeongseon are counted as something to eat representing Jeongseon.

Becoming as tourist attractions beyond a market

Byeongbangchi Skywalk is located where is 4 km away

from Jeongseon Market. This place is located at an altitude of 583m and you can feel like walking in the sky on the bottom of the structure protruding in U shape where the 11m tempered glass in length is laid down. This place that is famous as a shooting place of ‘one night two days’ that is an entertainment program of KBS is charging entrance fee (2000won for adults, 1000won for children and youth) and wire house use fee (40,000won). In addition to this, there are various tourist attractions which you can see the beauty of Jeongseon at a glance such as Hwaam Cave, Arari Village, Rail Bike, Herb Sanbang etc. nearby Jeongseon Market, and they are perfect place to enjoy with market tour.

Jeongseon is 1.5km away from the Jeongseon Station and coming down a little bit to the south and when crossing the Joyang River, you will meet the sign to promote the Market. It’s distance is 1.6km from Jeongseon Bus Terminal and takes 5 minutes to reach the place. For reference, Jeongseon Arirang Train departs 8:20 in the morning every day from the Cheongnyangni Station and through the Mindeungsan Station to the Jeongseon Station and the Auraji Station.

tip



**Food and special local products** Thistle with rice Noodle striking nose, Buckwheat Crepe | Various wild green  
**Things to enjoy** Jeongseon Arirang Puppet Show 5-day Market Performance in the market place  
**Surrounding tourist attractions** Byeongbangchi skywalk Hwaam Cave Rail Bike  
**How to find** It takes 5 minutes from the Jeongseon Bus Terminal by car

## Tourist attractions for tasty travels in Gangwon-do

# Sokcho Tourism Fish Market

### Sweet and sour chicken Abie Sausage, It can't be missed

Sokcho Tourism Fish Market(called Sokcho Market from now on) located in Sokcho where tourism and fishing industry are developed is the attractive place where various 'famous restaurants' are hiding and it is not too much to say it's the place to go for eating.

From crossing the street after parking a car at the outdoor parking lot, famous and delicious food restaurants start to appear, and Seed Chinese Pancake House located at the very beginning of the market alley is the very place. Since this place is always crowded, so it is natural to make the efforts to line up. Unlike the general Chinese pancake, Seed Chinese pancake contains nuts such as sunflower seed, peanuts and so forth faty, so, tastes sensational.

If you go to the inside of the market for a while with a piece of a Chinese pancake in your hand, you can find a sweet and sour chicken alley, and a chicken mixed with hot and sweet sauce a specialty of Sokcho that is loved by men and women of all ages.

When entering into the sweet and sour chicken alley, boxes for courier delivery stacked one atop the other in one side of the store attracts attention first, and unusual scent to cool down the sweet and sour chicken in the wind of a fan spreads out. It shows that orders come in nationwide and is popular that much. In this alley, there is 'Manseok sweet and sour chicken' which has gained a national reputation, and here, the waiting time is quite long just like a Seed Chinese Pancake House as well.

In the schedule for the trip, if you don't have enough time to be delayed or to avoid inconvenience, it is recommended to experience various flavors of other chicken houses since their taste is great as well.

Along with this, the food you have to eat in Sockcho is Abai Korean sausage. This Korean sausage steamed with glutinous rice and various minor materials inside of the gut of a pig, it has a different characteristic compared to the Korean sausage made in other provinces that is without putting glutinous rice. Since there is an Abai Korean sausage town nearby the market as well as inside of the Sockcho Market, It is recommended to stop in there.

### As a tourist city, plentiful things to enjoy

Looking at the tourism attractions located near the Sokcho Market, you can see the 'Jangsa Port' where small boats to catch a fish and fishing boats come and go, 'Lighthouse Beach' where clear water is spectacular, and the 'lighthouse observatory' where you can see the Sockcho lighthouse that is one of the eight great views of Sokcho, and all of these are considered high ranked essential travel course among tourists. It is a bit over 2km from the Sokcho Market to the Jangsa Port, 1.5km to lighthouse beach, and 1.8km to the lighthouse observatory, so, you can go on foot. In addition, near the market, there are Naksansa that is one of the eight famous spots and a Five Color Mineral Spring and there are famous beaches in succession which are the beaches of Seorak, Naksan, SuSanpo, Dongho,, Hajodae, South Sea, and so forth.

To reach the Sockch Market, based on Seoul, is reached after taking a bus to Sokcho from the Gangnam Bus Terminal, and through transferring to the city bus at Sokcho city, and you got to get off at the bus station of the 'Sokcho Tourism Fish Market.'

tip



**Food and special local products** Sweet and sour chicken, Abai Korean sausage, Seed Chinese pancake | Corn, Sesame  
**Things to enjoy** The street of luminarie light Abai Gallery  
**Surrounding tourist attractions** Jangsa Port Lighthouse Beach, Lighthouse Observatory  
**How to find** It takes 15 minutes from the Sockcho Intercity Bus Terminal on foot

## Transformed into the complex cultural space

# Wonju Central Market

### Distinct food Eyes on 'Dumpling alley, Beef alley'

Wonju Central Market(called Central from now on) Market located in the center of Wonju is connected with the cultural street called the utmost 'Hot Place' in Wonju. The Central Market is characterized by the fact that it is accessible easily and many young merchants are gathered contrary to the image as a traditional market. If you want to take look at the appearance of the Wonju Traditional Market and the passion of Korean youth all around, I recommend you certainly to visit the Central Market.

First of all, on the first floor, vegetables, fruits and general merchandise for living are selling similarly to other traditional market. After passing by the oldest shops that have done the business for a long time at the same place, you can meet the 'food alley' hidden all over the place. The 'Dumpling' alley, where you can taste various dumplings, and the 'Beef alley', where BBQ restaurants are gathered and you can enjoy the special cuts roasted by charcoal grills, are the specialty of this place. Meat's price is affordable costing from 20,000won to 30,000won, so, is popular among tourists and locals. For reference, if you want to eat the 'Aunt's dumpling' which is a popular place in the dumpling alley, you have to hurry. Because people usually have to line up in about two minutes, it is best to avoid crowded time.

### The Market where the art indwells in, Young people attracting tourist

After passing by the banner that writes 'Maze Art Wonju Central Market' and going up the stairs, a new world that is not believed as a market is unfolding. Beginning with a charming shop name suck on the wall of the stares, through the cute mural paintings wallpapered with the pictures of fancy flower and cats and props that arouse the nostalgia of the old memory and so forth, you can feel the aspect of the art market. The sensible interiors decorated by young merchants directly and the handmade products crafted in the stylish fashion are a different kind of fun that you can only see here. The maze art market has been reborn as a 'the youth mall as the young artists have their places in the market since

2013. Currently, there are about 70 attractive shops in the market including cafes, workshops and so forth. This place is full of the things to enjoy to experience through the five senses as well as the things to see with the eyes. On the second weekend of every month, the flea market opens with young artists and an alley museum displaying artworks and community issues is being operated.

If you want to take a look around Wonju more after getting out of the maze art market, it is recommended to visit the Chiak Mountain National Part and Hansol Oak Valley, that are 20 km away, and Chiak Mountain Natural Recreation Forest, that is 14km away, etc. as well. If going up the Chiak Mountain Natural Recreation Forest along a trail for about two hours, you can reach the peak of Byeorakbawibong where you can even see the vicinity of Wonju city as well as the Chiak Mountain range such as Namdaebong Peak, Birobong Peak and so forth.

Wonju Central Market is located at a distance of over 1km from the Wonju Station, so, you can reach there in 3 minutes by car and 15 minutes on foot.

tip



**Food and special local products** Beef dumpling Loach soup  
**Things to enjoy** The flea market opened on the second weekend of every month, The market specialized in handicraft  
**Surrounding tourist attractions** Chiak Mountain National Park, Hansol Oak Valley  
**How to find** About 1km from the Wonju Station, it takes 3 minutes by car



● The place in the East Coast that has a romance

## Bukpyeong Folklore 5-day Market

### The fun of 3.8 market opened every 5 days

The Bukpyeong Folklore 5-day Market, which is considered to be one of the three 5-day markets nationwide, is held at Bukpyeong-dong, near the Donghae port, on the 3rd and 8th days of each month.

On the opening day, it is jam packed with 1,000 merchants and tourists. Especially, since the Bukpyeong market place is located near the tourist area, every summer, it becomes crowded with tourists who come to take vacation every day. If you visit in the summer that is good for swimming, the Bukpyeong Market must be a necessary course. As much as that, there are a lot of various things to see and enjoy and to eat.

While the Bukpyeong Market is a small size 5-day market, there is a little fun to look around every corner of the market such as a fish market selling various kinds of seafood, and vegetable and rice market selling the vegetables in season and rice including the friendly look of the merchants who gather in small group and retouch the market goods and so forth.

While there is a little difference in selling seafood according to the season, mostly squid, flatfish, herring etc. caught in the East Sea area such as Mukho and Samcheok are traded. The market of rice and vegetables is held in front of the post office and all sorts of crops and the seasonal vegetables are available for sale.

What kind food should I taste on the 5-day market? While looking around the market place, if you feel hungry, let's try to revive appetite with the food of the old memory such as ox head rice soup, potato pancake, hand-made noodle, and boiled barley. While it is a little bit unfamiliar to the foreign tourists, the buckwheat crepe and sea snail on a skewer are popular menus of the Bukpyeong Market.

In particular, the Bukpyeong Market is famous for the ox head rice soup which is boiled second time with radish, outer leaves of cabbage or other green and turban stem etc. its clean and rich taste is beyond comparison.

Since it is not every day market, if the Bukpyeong Market is visited, to purchase the specialty is necessary. In here, since squid and the proceeded dasima product, lingzhi mushroom

or a safflower capsul etc. can be purchased at low cost, if you are contemplating a gift goods, it is good to place them on the purchase list.

### Things to see are abundant nearby the food market of the old memory

Donghae city which holds the Buckpyeong Market has various and rich tourist attractions. There are Chuam beach famous for Candlestick Rock and Mangsang Beach of which beach is impressive including Mureung Velly, Duta Mountain and so forth. The Cheongok Port that is famous as a shooting place for the movie attracts the foreign tourists steadily.

If you want to find a travel course nearby after looking around all over the market, it is recommended to visit Mangsang Beach(28km from the market), Mukho Lighthouse(11km), Mukho Port(8km), Chuam Sculpture Park(4km) and so forth. Mukho Lighthouse is a dating attraction known to lovers. If you climb to the top of the lighthouse, you can see the Mukho Port at a glance. The Bukpyeong Market is in the distance of 2km from the Donghae Station and 6 minutes from the Donghae Intercity Bus Terminal.

tip



**Food and special local products** Ox head rice soup Kimchi Pancake 1 Squid  
The proceeded dasima product

**Things to enjoy** Bukpyeong Market Outdoor Place, Donghae Mooreung Festival

**Surrounding tourist attractions** Attractions Mangsang Beach, Mukho Lighthouse, Chuam Scrupture Park

**How to find** 3 minutes from the Bukpyeong-dong Community Service Center on foot

● The place where the lingering image of the daybreak market remains

## Cheongju Yukgeori Market

### Steps turns by itself 'Korean Pancake Alley, Rice Pancake Alley'

The Cheongju Yukgeori Market(called Yukgeori Market from now on), which is the representative market in Cheongju is a large market with over 1,230 shops and more than 10,000 people visit this place per day. The Yukgeori Market, of which name is attached because it is located in the front of the intersection that is divided into 6 directions, is famous for a lot of things to see and eat to such an extent as to its inclusion in the 10 chosen travel attractions of Cheongju.

In the central passage of the Yukgeori Market, street stalls selling fresh vegetables and fish are lined up, and at both sides are seen the mill shop giving out a lot of savory smell and a grocery store where the tasty side dishes stimulate appetite.

The Korean pancake alley and the rice cake are famous in the Yukgeori Market and when you go to the food street, Korean pancake houses and rice cake houses appear along the narrow alley. Well-browned Korean pancake costs 3,000 won a pack and the quantity is quite sufficient. After passing by the Korean pancake shops, the rice cake shops appear. In the display stand, various kinds of rice pancakes such as the chubby baramteok and the appetizing injeolmi and bean rice cake etc. are placed evenly. In this alley where the Korean pan cake and rice pancake are lined up, the shops, that are famous for the food for pyebak and wedding, are gathered here as well. There is a peculiarity in the Yukgeori Market that is the day-break market is opening even today. The day-break market opens from 5 o'clock until 8 o'clock in the morning at the Yukgeori Market through the flower bridge. The good thing about the day-break market is that the goods are fresh and inexpensive and people can buy the good item when they are diligent.

### Cheongju Biennale Cheongnamdae etc.

#### Things to see everywhere

In the Yukgeori Market, the 'Global Festival' together with street performances and experience is held, and around the market, a variety of festivals such as the 'Cheongju Biennale' to be able to see the International Craft Exhibition and the 'Cheongju jikji Festival' to promote the Jikji, which is

the oldest metal type, welcomes tourists, so, since those are connected to the market tour, you can enjoy the profitable tour.

Cheongnamdae that is a place where is counted as worth visiting in Cheongju is a vacation home of the President only and called cheongnamdae in the sense of the 'blue House in the South. Since there are many three type flowers everywhere in Cheongnamdae, if you visit in the fall when the leaves turn red and yellow you are able to enjoy the beautiful scenery. Since it is only possible to enter in to Cheongnamdae through a reservation, it is better to make a reservation beforehand. In addition, the Suamgol village which has interesting mural paintings is perfect as a course for the trip as well.

The Yukgeori Market, that is relatively close to Seoul, locates in the place that is 14km away from the Cheongju Station and about 7km away from the Cheongju Intercity Bus Terminal, and has excellent accessibility to tale less that 10-15 minutes to arrive in it.

tip



**Food and special local products** Korean pancake alley Rice pancake alley Millet pancake 1 Korean Crackers, Grilled Seaweed

**Things to enjoy** Global Festival Cheongju International Biennale Cheongju City Jikji Festival

**Surrounding tourist attractions** Cheongnamdae Suamgol Mural Painting Village

**How to find** 14km from the Chungju Station, 7km from the Chungju Intercity Bus Terminal

●  
To buy herbal plant at the station handmade noodle, zoouop

## Jecheon Station Hanmaeum Herbal Plant Market

“Please, take care of your health while stopping by the herbal plant market.”

The Jecheon Station Hanmaeum Herbal Plant Market (called the Station Market from now on) located in right front of the Jecheon Station is the best traditional market in Jecheon city and a lot of tourists visit as well as residents.

This place is the most famous market enough to have abundant herbal plants and cultivating place which are more than 80% of all quantity of the distribution of the herbal plant market and, so much so, that the herbal plant is the most famous.

When in entering the market, various scenes of the herbal plant market are unfolding such as the herbal plants like Acanthopanax, Angelica, Astragalus etc. placed on the selling stand evenly, a merchant to try to bundle up a handful of herbal plant in each, a merchant who is cutting the long herbal plant to a certain length and so forth. As much as called a home of the herbal plant, various and good quality herbal plants are available for sale, the herbal plant is the first priority in the shopping list to the tourists visiting this place.

If you visit here in the fall, you can meet a little more variety of the herbal plants. In the season like this, since the herbal plants produced locally are gathered and getting to be selling to the Gyeongdong Market in Seoul or the Yangyeongsi in Daegu, there are the most quantities and it becomes active.

When in Looking around the market, the handmade noodle store can be seen and one of the specialties in the Station Market is a paste handmade noodle. This noodle where the joys and sorrows of the peddlers of the old days indwell is characterized by the spicy taste caused by the soup with the mixture of the red pepper paste and soybean paste.

In addition, as a herbal plant market, there are herbal plant steamed bread and Korean beef made by using the herbal plants. Since the herbal plant steamed bread is mixed with the milk vetch, mulberry leaves, pumpkin powder, etc. it is good as a nourishing food and the Bulgogi made by the Korean native cattle fed by the herbal plants such as milk vetch root and angelica, etc. have the rich fatty acids and the meat is tender, so, is being love by many people.

By the cultural lecture and experience event, to attract the outside tourists

The Station Market holds a variety of events with the concept of the ‘healing market that restore the health and vitality’. Via social network service (SNS), ‘Love in Market’ festival is being operated, targeting the children, with opening of the ‘Culture Salon’, lecturing and a variety of the experience events were being hold.

What things to enjoy are outside of the market? Nearby the Station Market, there is the Uirimji Reservoir that is one of the 10 sceneries of Jecheon. Located in the distance of about 7km away from the Station Market, this place has a long history and it is good to appreciate the mysterious scenery where the 200-300-year-old pine tree mingles with the pavilion such as Younghojeong, Gyeonghoru and so forth.

In addition, the Baeron Holy Ground appears after driving for about 20 minutes from the Station Market. This place of which landscape facilities are beautiful is good to take a walk quietly. The Station Market is located in the distance of 350 m from the Jecheon Station, and about 1.6 km from the Jecheon Intercity Bus Terminal, and very close to the station.

tip



**Food and special local products** Herbal plant steamed bread, Korean native cattle

**Things to enjoy** ‘take care of the meat alley’ Cooking Competition, ‘Love in Market’

**Surrounding tourist attractions** Uirimji reservoir, Baeron Holy Ground

**How to find** 350m distance from the Jecheon Station, Moving on foot

●  
Two families in one roof connected together friendly

## Chungju Freedom Muhak Market

An old-fashioned place where the sound of a forge remains

The Chungju Freedom Muhak Market located in the center of a city is being operated as if it is one market naturally since the Freedom Market is connected with the Muhak Market across the Chungju brook. Because two markets are gathered, there is everything ranging from the agricultural and marine products to the dried fish, clothes and dry goods.

On the day that ends with 0 and 5 every month, a 5-day market opens as well. In the market place long-lined with the Chungju brook, fresh fruit and vegetable picked up very short time ago, seaweed baked in briquette fire directly to sell, 350 up-and-downer shops that sells traditional sweets, etc. which is available just in the market day always make the market place crowded.

In addition to the general market scenery, the Chungju Freedom Muhak Market provides unique things to see. There is a blacksmith who makes a knife, hoe, and ax, etc. by hand. In the Nuri Market Place in the side of the entrance of the Muhak Market next to the outdoor parking lot, there is a ‘Samhwa Smithy’ that has been operated throughout 3 generations. In this place that cherishes the time of 60 years, you can glimpse the process of tempering the iron in the brazier made directly and of making a variety of tools. Since the old scenery that has disappeared remains, it might be unfamiliar to the foreigners, whereas they will receive the gift of the interesting sight that much.

While the things to eat are flooded because the market is large, in particular, Korean sausage and dumpling are famous here. When passing by the middle of the market, the sign that writes ‘The old days originator of Korean sausage-dumpling alley’ appears under an arcade, and when reaching to the alley entrance, a spicy and fishy smell stimulates the end of a nose. It is certainly recommended to taste a clean Korean sausage soup of the strongly boiled meat water in which the dried radish greens are put and the potato dumpling and spicy dumpling characterized by translucence and chewy texture of food because of making its skin with potato powder.

While it looks like a normal menu that comes out in any

market, there is certainly a reason to be broadcasted and famous. The market food to eat in the place as if it is a street stall where there are not many stores gives us a unique fun.

Nearby attractions that is worth visiting such as Tangeumdae-Central Tower Park

As the attractions that is worth visiting in the Chungju Freedom Muhak Market, there are Tangeumdae Park of which a stylish trail is impressive, the Central Tower Park, and the World Martial Arts Museum where the sycamore measuring more than the both arms’ span around and the viewing stone park, etc. are located. Tangeumdae located in the distance of 3.5km away from the market and The Central Tower Park which is less than 10 minutes away from the market by car are very popular as dating courses since you can see the Namhan River at a glance that spreads refreshingly. Along with this, you can enjoy the Suanbo Hot Sprints after taking 20 minutes from the market by car. Suanbo Hot Springs is a natural hot spring naturally made and besides the public hot spring, it is characterized by having a water park style hot spring and family spas where the whole family can enjoy.

tip



**Food and special local products** Korean Sausage, Korean sausage soup Potato dumpling | Apple, Chestnut, Peach

**Things to enjoy** Samhwa smithy Guide ‘Samdori’ character

**Surrounding tourist attractions** Tangeumdae Central Tower Park Suanbo

**How to find** Getting on the no. 143 bus at the Chungju Terminal, Getting off at the Freedom Market



●  
The representative leader of the Chungnam Northwest District

## The Seosan Dongbu Market

“Please come to eat the Gegukjji and Gourd and Octopus in wheat soup”

The Seosan Dongbu Market (called the Dongbu Market from now on) that is considered to be 100 commercial supremacy nationwide secures a seafood specialty market that is the largest in the West Coast.

Since Seosan is located in the street corner near the many attractions where a lot of tourists are attracted, and famous for seafood, so, in the Dongbu Market, the fish market is the most active in trading as well. Besides seafood, it is dealing in various types of business including the various vegetables, dry goods, and metal machine. Since the Dongbu Market of which advantage is convenient transportation is connected to the Seosan Public Terminal, it is good for the tourists who visit for the first time to use it.

In accordance with the market specializing in seafood, a fish shop is lined up from the entrance of the market. Every corner of the street is full of marine products such as various kinds of fishes placed Styrofoam boxes with ice, clams and small octopuses contained in the rubber bowl and so forth.

What kind of food is what the people here like to eat? As a food of the Dongbu market, there are Gegukjji, Gourd and Octopus Soup, salted oysters with hot pepper, and so forth. Gegukjji that is a Seosan local food is a food made by putting the salted cabbage, radish and salted fish soup and its delicate and refreshing taste is unique since freshwater shrimp and stone crab are put in. In addition, gourd and little octopus in the wheat soup is characterized by putting the little octopus caught in the Seosan mud flat into the meat soup where the inside of gourd is put in and after putting the handmade noodle into it, and boiling it. If you want clean and cool taste, I recommend it.

Along with this, when you go toward the food center from the Palgakjeong of Dongbu Market's central aisle, it is full of a variety foods such as Chinese pancake, gimbap, Korean sausage and so forth which you can't pass, so, it is good appease the hunger caused by the market tour.

Rock fish jerky that is hard to see in Seoul, Ecklonia cava. And red garlic, etc. are the specialties here, so if you want to present

the Seosan specialty, lay it on the shopping list as a priority.

Night Market, Marketplace cultural festival etc.  
Various things to enjoy

In the Dongbu Market, 'Marketplace Cultural Festival' of 4things which are those to eat, see, buy and enjoy, and 'Eowadungdung Food Night Market' are opened. If you recognize the festival period beforehand, you can see the varied events and performance such as Madanguk, Music Band, performance, Food Madang and so forth.

As the attractions that is worth visiting connected to the Dongbu Market, there are haemieupseong, Seosan Lake Park, UFO observatory and so forth. Haemieupseong, that is in the distance of approximately 12 km away from the Market, is full of remains and cultural experience streets, so, it is a good attraction to have a historical experience with children. In the autumn, cosmos flowers are in full bloom in the castle and the square, so, it is good to go flower viewing. If you are comfortable with taking a fine autumn walk, let's enjoy the autumn taking a walk to the Lake Park that is 1km away from the market.

tip



**Food and special local products** Gegukjji, Gourd and Octopus Soup | Rockfish jerky, Red garlic

**Things to enjoy** Market place cultural festival, Food night market

**Surrounding tourist attractions** Haemieupseong, Seosan Lake Park

**How to find** 15 minutes from the Seosan Bus Terminal on foot

●  
A specialty of original Gongju Chestnut is in one spot

## The Gongju Sanseong Market

Chestnut raw rice wine-Dumpling with Stir-fried Glass noodles and Vegetables

The Gongju Sanseong Market(called Sanseong Market from now on) located in Sanjeong-dong, Gongju city is a large market with over1.000 shops. This place opens with a 5-day market on the day that has an end figure of 1 and 2 in date every month, and in the market day, it becomes crowded with the local residents and itinerant vendors.

I arrived in the market after long time rushing from Seoul, so, I need to go on a meokbang tour. Speaking of the things to eat in Gongju, when all is said and done; after all, 'Chestnut Story' shouldn't be missed. In the Sanseong Market, there are various specialties such as custard made by chestnut, olbang rice cake with chewy texture made by transforming injeolmi and so forth. Among these, chestnut raw rice wine is characterize by putting the Gongju chestnut with pine needles and gardenia seeds, etc., and savory taste and flavor of chestnut are still alive. There was a flour based food that should be eaten along with this is the very dumpling with Stir-fried Glass noodles and Vegetables that requires the red chili-pepper paste with vinegar to eat it. The dumpling with Stir-fried Glass noodles and Vegetables is fried in oil after steaming it once, and its crispy texture of food and the red chili-pepper paste with vinegar made by a secret method are perfect. Since it is allegedly crowded with the tourist who want to taste the dumpling with Stir-fried Glass noodles and Vegetables on the weekend, if you don't like wait, you'd better be in a hurry.

In the Sanseong Market, there is a shelter where a customer can to rest. This place is the just book café where you can enjoy the botanical garden with over 1,000 various kinds of plants and a cup of coffee while reading a book. While the size of a mini botanical garden is not large, with tropical plants and various kinds of flowers, it is fit to the merchants and customers as a healing space. The book café provided on the second floor is equipped with 2,000 various books and a playroom for kids as well as cool drinks and coffee.

Near the market, Gongju Sanseong Market Cultural Park has been constructed, the varied event in conjunction with local festivals is held in this place. Gongju holds the Jeongan Night

Flower Festival every year, and in the festival, exotic dishes using local specialties such as chestnut noodle, chestnut welsh-onion pancake, chestnut jellied food, etc. can be tasted.

Good place for family outing with the market tour

There are many attractions related to history in Gongju. Around the Sanseong Market, rich tourism resources such as Royal Tomb of King Muryeong, Gongsanseong, Korean-style house village, Gongju National museum and etc. are scattered, so, it is perfect place for family outing. Because Gongju is not large nor complex, it is just 1.2km from the Sanseong Market to the Royal Tomb of King Muryeong, Gongsanseong, and in succession, 1-2km from Gongsanseong to the Korean-style house village, so, you can see the sights and take it east as you walk. If you visit in good weather, it will be a good idea to do a walking tour facing the clean air.

The Sanseong Market is located in the distance of 7 minutes away from the Gongju Bus Terminal by car. When using the intra-bus, take the n.100, 101, 125 buses and get off at the station of the Sanseong Market. It takes about 25 minutes.

tip



**Food and special local products** Dumpling with Stir-fried Glass noodles and Vegetables ulbang rice cake | Gongju chestnut raw rice wine

**Things to enjoy** Mini botanical museum Book café

**Surrounding tourist attractions** Royal Tomb of King Muryeong Korean style house village Gongsanseong

**How to find** 7 minutes from the Gongju Bus Terminal by car

● Journey to the home of taste

## The Jeonju Nambu Market

### ‘Youth Mall’ transformed into the cultural space

The Jionju Nambu Market(called Nambu Market from non on) that continues to inherit a long tradition is a large market to have about 800 shops and considered to be one of the 3 major markets in Jeonju. This place is the representative commercial supremacy where you can purchase the various items at the affordable cost and is full of distinctive things to see such as Youth Mall and night market.

The Nambu Market reminds first of the empty store in second floor. However, as young salesmen began to gather in second floor, the market restore the vitality, and as it becomes on everyone’s tongue that the place is full of a passion of young merchants, and becomes a hot place for the tourists.

From the entrance of the market to the inside of the market of first floor, it is a general scenery like any other traditional market. In firs floor, shops dealing in various items ranging from silk goods and furniture to vegetables, fruits, dried fish, herbal plant and miscellaneous goods are lined up. When going up to the second floor following the guide of the lighting of a cute bee, the Youth mall starts to appear. From 2011 REAL NEW TOWN that is a combination of REAL and New Village entered in and this is the very Youth Mall in the Nambu Market.

The guide map called ‘Welcome to youth Mall’ that explains the location of shops with a charming hand writing and drawing catch people’s eyes. In accordance with the young people, they decorate the market with a sensual phrases and the sense of design that is impressive. Since there are beautiful shops like cafes and snack houses, world beer pub, crafts shop, it is a perfect date course in connection with market tour. Since Monday is a regular holiday, so, it is closed, therefore it is needed to confirm the schedule before visiting. Along with this, in the Nambu Market, day-break market called ‘Golbin Market’ opens, and the merchant are gathered at the Maegok bridge of Jeonju brook side near the Nambu Market and open a street stall from approximately 4:00am to 8:00 am. If you are interested in the morning of the market that breaks the dawn, it is worth going there at least once.

### Journey to enjoy good food and drink, the best course ‘night Market’

The night market, opened from 7:00 pm to midnight every Friday and Saturday has many kinds of foods beyond compare. The exotic foods such as stake contained in a cup, Kimbab with bacon in it generously, the small octopus rolled on a skewer to eat, etc. are overflowing. In particular, Vietnamese food, water drop rice cake, chicken wings fried rice including ‘bachelor’s sushi’ that is the specialty here makes people lick their lips. Since night market is a place where a lot of people gather, the street is narrow and there is a little inconvenience to stand in line to eat. However, since you can have varied and interesting experiences in connection with Korean style house village tour of 5 minutes walking distance, looking around the Nambu Market and night market experience, it deserves to take a little inconvenience.

To reach the Nambu Market, transfer to no.119, 535, 551 buses at the KTX Station and get off at the Nambu Market Station or at the station of Paldalo Arts Center. It is 5km from the Nambu Market to the Jeonju Station, 4km to Inter-city Bus Terminal, so it is situated relatively close enough.

tip



**Food and special local products** Korean sausage alley, Night market Things to eat ！ Three color tofu  
**Things to enjoy** Youth mall Weekend night market Jeonju International Film Festival  
**Surrounding tourist attractions** Jeonju Korean style house village, Pungnammun Gate Jeondong Catholic church  
**How to find** Take no. 119, 535 intra-city bus at the KTX Jeonju Station

● The place where the memory of a bowl of loach soup is contained

## The Namwon Public Market

### “Once you come to Namwon, you should not certainly miss a loach soup”

The Namwon Public Market (called Namwon Market from now on) is the representative market where the local people nearby area gather, and in the day that ends no. 4 and 9 every month, a 5-day market is held together. There are 370 shops in 8 compartment in total in this place. Various items such as vegetables, fish, meat, dried fish, wild greens, herbal plants, etc. Once you come to Namwon, a bowl of loach soup is essential. Loach soup is a soup type food and made with mudfish that is a main material after putting dried radish greens and tarp stem into it and boiled. This is a food that ordinary people used to eat mainly. If going to the whole area of Gwanghanruwon near to the Namwon Market, the loach soup alley has been formed and is popular with the tourists to visit here. Along with a loach soup, Korean sausage soup is also famous, and ‘Songdong Korean sausage’ located in the Korean sausage alley is the representative restaurant where even the local people here acknowledge. A bowl of cool and clean soup tasted in the market will be a single meal even to the people who ever encounter it such as foreign tourists.

If you rushed into Suwon from Seoul for more than three hours, let’s take the specialty of Namwon as much as to come with difficulty. As a specialty of the Namwon Market, there are wooden crafts and kitchen knife. The reason why handicraft is famous is it undergoes the earnest workmanship of a crafts man. It is allegedly said that the color is not changed and also strong enough to be used for 3 generation. In addition, it boasts a quality that is second to none compared with the one of the world famous brands.

### Three-dimensional film festival, Chunhyang Them Park etc. Various tings to see

In the Namwon Market, outdoor food market and various festivals including ‘4D Three Dimensional Film Festival’ are held. This shows that the traditional market is becoming the cultural space to enjoy and communicate with the residents together, rather than just a place to buy the goods. In the day of Market, the event is held to promote the traditional

handicraft and food culture at a public information hall located in the entrance of the market, and exciting performances such as pansori and Nanta cause an uproar the market.

Where is an attraction that is worth visiting near the Namwon Market? There is ‘Chunhyang Them Park’ in the distance of 10 minutes on foot from the market, and in the theme park, there are various things to see such as local museum, Namwon Aircraft & Space Observatory, ceramics exhibition and so forth, so, it is good to look around with children. In addition, ‘Gwanghalluwon Garden’ that is a stage of the novel ‘Chunhyangjeon’ is situated in the place which is 900m away from the market. You can appreciate a beautiful scenery that stands out more, and is good to look around the sights while taking a walk comfortably. If you get off at the Public Market’s bus station after transferring to no. 161, 133 at the KTX Namwon Station, it will lead you to the Namwon Market. It is a 200m distance on foot from the Bus Station to the market. It is 3km from the Namwon Express Bus Terminal to the market, and it takes 10 minutes on foot.

tip



**Food and special local products** Loach soup Korean sausage rice ！ soup Jirisan herbal plant Namwon wooden vessel Namwon Kitchen knife  
**Things to enjoy** Weekend theater Night market  
**Surrounding tourist attractions** Gwanghanruwon Chunhyang theme park Jirisan National Park  
**How to find** Take no. 161, 133 buses at the KTX Namwon Station



## ● We can feel the long history in Jeongeup Saemgoeul Market

### 1000 years old market starting from the time of ancient Baekje

Recognized as the first city of maple in Korea, Jeongeup City, Jeollabukdo has the largest and oldest traditional market called “Jeoneup Samgoeul Market (“Saemgoeul Market”) which has the history of more than 1,000 years.

Saemgoeul Market is operated with two systems of a regular market and a 2th day/7th day market (which opens 2th, 7th, 12th, 17th, 22nd and 27th of every month). Having active 350 stores, the market is the total traditional market selling all kinds of living necessities such as agricultural and fishing things, dried marine food, clothes and others. It has many goods which can meet the demand of the tourists as it has a long history.

There are the craftsmen manufacturing the Korean traditional musical instruments, 3 brass shops which continue to sell the product for 3 or 4 generations and other pottery shops which make the pottery in traditional ways. Here you can meet many traditional and cultural things you cannot meet at other places.

Saemgoeul Market sells many things to eat. It is a happiness to visit the market to enjoy various types of foods. The market has the specific stores such as “Hwasunok’ which is famous for the Sundaegukbap with the history of a half of 100 hundred, “Yetnal Papjukjip” which attracts the tourist with its sweet and delicious taste, and other stores which sell the Mosisongpyeong, Sukgaeddeok and others.

The traditional views left in every corner of the market are a new and unique attraction to the tourists. There are 10 mills for grinding the grain and making rice cakes, Jeongeup Traditional blacksmith's shop is operated by a blacksmith who has handled the iron for 40 years, cotton house having the history of 100 years and popping house (Bbeongtuigijip) which reminds us of the old days. Those special shops give the special moments to the tourists.

The market is located within 15 minutes on foot from Jeongeup Station (Honam Station), or 10 minutes on food from Jeongeup Express Bus Terminal.

### Jeoneupsa Festival, which is the best maple festival in Korea

Mt. Naejangsan is the representative tourist site in Jeongeup. It is crowed with tourist every fall due to its beauty of foliage. Due to this, the tourist goods and courses which combine the Saegoeul Market filled with the things to see, eat and buy with Mt. Naejangsan in the fall which look like a person who wears the multiple colored Korean traditional clothes are very popular among tourist. It takes 10 km from Saemgoeul Market to Naejangsan with tax fair of 13,000 Won.

The path around Naejangsan is the 50 minute walk course starting from the box office at the entrance of the Naejangsan National Park to the cable car area. As there is the shuttle bus available for the courses up to the cable car station, the tourist can enjoy her in more convenient way.

In addition, there is any joy for the tourists who visit Naejangsan. It is just “26th Jeoneupsa Festival” which opens from Oct. 28 to Oct. 30.

Jeoneupsa Festival is called as the best local as it is carried out under the beauty of the beautiful fall foliage. It would be done around the Naejangsan Cultural Plaza and Saemgoeul Market, where the tourist can enjoy the best in the fall.

tip



**Food and special local products** Sundaegukbap, Yetnalpapju, and Mosisongpyeong

**Things to enjoy** Jeoneupsa Festival

**Surrounding tourist attractions** Naejangsan National Park

**How to find** 10-15 minute walk from Jeongeup Station or Jeongeup Bus Terminal

## ● Why don't you have a warm soup? Suncheon Araetjang Market

### You can meet the essence of Gupbak(rice soup) in Suncheon Araetjang Market

As the best 5thday market in the Honamarea, Suncheon Araetjang Market has existed since 1977 when it opened under the name of Nambu Market. As the 2nd and 7th day market(which opens 2th, 7th, 12th, 17th, 22nd and 27th of every month), the Market is crowded with a lot of people reaching up to 20,000 people.

There are two ways to visit Suncheon. One is to use the bus and arrive at Suncheon Bus Terminal while the other is to ride a train and get off at Suncheon Station. From either place, you can reach at the Market in 10 minute walk as it is located within 1 km.

The market sells the pure rice which is grown at the reclaimed land of Suncheon Bay, agricultural produce, marine products from Namhae coastal area, industrial products, herb and flowers, etc.

The Market is famous for the Gukbap alley where a lot of restaurants of Gukbap having the history of tens of years are located. In a big sot (Korean traditional caldron made of cast iron), there is the broth boiling. The Gukbap alley is crowed with many people from early morning. If we eat a bowl of Gukbap having the delicious broth reminding us of the Seoreongtang and the pig meats, we can fill our stomach. The price of the Gukbap is 7,000 Won in the area. As the side dishes of the drinking, the suyuk and sundae are also ready.

The night market which opens Friday and Saturday of every week give another joy to the tourist visiting Suncheon. Open during 18:00 – 13:00 in summer time or 17:00 – 22:00 at winter time, the night market has the 20 stores operating, providing a lot of unique menus.

The most memorable menus among them is the “Nakjihorong” which is grilled with sweet and “Kijogae steak: which is made of the big pen shells. In addition, there are various menus such as Samgyeopsal Pachaemali, Yanggalbi Steak, Sogogibulchobap and others, which the young people may like.

### End of the fall landing on the Suncheonman Bay

The best sightseeing in Suncheon is “Suncheonman Bay”.

Located between Goheung Peninsula and Yeosu Peninsula, the Suncheonman Bay has the reed amounting to 2.3 million . The view of Suncheonman Bay filled with the reeds gives us the fantastic feel.

In addition, there are the route passing the natural ecological center and reed field, which is good for training the emotion of children and Yongsan Observatory which gives us the good view of Suncheonman Bay as well as other convenient facilities, giving the tourist a good chance to relax.

If you ride the Bus No. 67 at the Suncheon Bus Terminal or Suncheon Station, you can reach the Suncheonman Bay without any transfer.

If you want to enjoy the downtown of Suncheon, we recommend you to visit the Namjaegol Mural Village which has a lot of trick art murals in every alley. Located near Suncheon Jeil University, this village has 500 meter long alley which has a lot of unique murals.

It is located 1.5km away from Suncheon Bus Terminal or Suncheon Station. You can reach it from there on foot in 15 minutes.

tip



**Food and special local products** Gukbap alley, and food in night market

**Things to enjoy** Night market which opens every Friday and Saturday

**Surrounding tourist attractions** Suncheonman Bay and Namjaegol Mural Village

**How to find** 5-10 minute walk from Suncheon Terminal or KTX Suncheon Station

●  
Realizes the lowest price of Korean beef

## Jeongnamjinjangheungtoyo Market

**Jangheung grilled beef, pen shells and shitake mushrooms the explanation of the taste is omitted**

Jeongnamjinjangheungtoyo Market(Hereafter Jang) was named because it is located in the south of Seoul. It is the top traditional market in Jangheung, the top Korean beef town in Korea. It is based on five-day interval village markets on 2nd, 7th, 12th, 17th, 22nd, and 27th of every month. And additional markets, ‘Saturday Markets’ are first opened every Saturday in Korea. For your information, the Korean beef market and restaurants are opened everyday. Inaddition, ‘Mothers’ vegetable garden market’ that farmers sell the agricultural and forest products directly grown by them is opened on Saturday with the Saturday Market.

Jangheung Market has become the largest regional tourist attractions in Korea visited by more than 600,000 persons every year. As more than 20 Korean beef stores and more than 30 Korean beef specialty stores stand close together in the market, a big crowd of customers was gathered even on the days that the market is not opened. It is an advantage that the market is just 500 m away from Jangheung Intercity Bus Terminal.

The strong point of Jangheung Market is defined as ‘high quality, low prices’. Because you can purchase high-quality beef at the price that is 30% lower than the market prices, customers are grateful to the market.

The optimal method that you use Jangheung Market is that you purchase Korean beef in one place of more than 20 Korean beef stores, visit a restaurant near it, pay so-called ‘expenses for table setting(7,000 won for 2 servings)’, and eat beef grilling it directly.

Of course, you must not want beef only. If you pay any restaurant extra costs, you can receive pen shells and shiitake mushrooms, the rest dishes.

Eating well grilled beef, pen shells, and shiitake mushrooms wrapped in pickled perilla leaves that is served as a side dish is the right method for eating Jangheung fermented skate, steamed pork, and kimchi recommended by regional residents. If you get to taste Jangheung fermented skate, steamed pork, and kimchi because the foods that represents meat, seafood,

and fowl are in harmony, you will love Jangheung that you can enjoy the best beef in Korea at the lowest price.

**Customized course for tourists of the family unit**

It is about 2.5km away from Jangheung Intercity Bus Terminal. You just move two stops from the terminal stop by using a farming and fishing village bus.

Jangheung JeongnamJin Astronomical Observatory, the first Astronomical Observatory in Korea is also good tourist attractions that you visit with your children.

As reflecting telescopes, refracting telescopes, etc. are installed in and an main dome observatory and an dome-sliding auxiliary observatory, you can observe the surface of the sun during the day time and friends of the solar system and celestial bodies including nebulae and star clusters at night.

And you can enjoy a trip to live stars with simulator in a celestial bodies projection room. The experiences in Jangheung JeongnamJin Astronomical Observatory that you can commune with stars hundreds of thousands light years away from the Earth will remain special memories to your children.

tip



**Food and special local products** Korean beef, Jangheung Korean beef fermented skate, steamed pork, and kimchi <sup>1</sup> Pen shells, and shiitake mushrooms  
**Things to enjoy** Mothers’ vegetable garden market opened in Every Saturday and market days  
**Surrounding tourist attractions** Jangheung JeongnamJin Astronomical Observatory, Jangheung Dayewon  
**How to find** A 5-minute walk from Jangheung Terminal

●  
The rich town filled with the taste and smartness

## Yeosu Seo Market

**Yeosu Seo Market, the southern sea spread in the traditional market**

Yeosu Seo Market opened in 1930s is the traditional market that has developed focusing on marine products. Seo Market operated by the permanent system is divided into Seo Market Co., Ltd. that usually treats clothing and the market around Seo Market that sells marine products and all kinds of household items. The local residents call them Seo Market for convenience sake.

Especially, in ‘the scenery and customs street’ that represents Seo Market, you can meet various specialties of Yeosu including local dishes using seafood as well as fresh live fishes and sashimi. The scenery and customs street includes assorted gift sets of marine products from the southern sea including croaker, brown croaker, cuttlefish, cutlass fish, Spanish mackerel, octopus, conger eel, gizzard shad, and top-shell as well as Horned soles that are lately in season and belted beard grunt that admiral Yi Sun-shin enjoyed eating.

Semi-dried marine products that stated to be the delicacy of Yeosu food among gourmets are the specialized products of Seo Market which cannot be missed. They feature the frizzled texture of food and the rich taste of special and well-ripened semi-dried marine products. The semi-dried marine products are very satisfactory to cut them as they are and eat them with hot sauce. However, the local residents consider spicy fish stew by using them as the best recipe.

In addition, there are leaf mustard kimchi specialty stores, the specialty that represents Yeosu, lining the market. Kimchi tastes different depending on cooks’ cooking skills. So the local residents put a bug in your ear about the methods that it is essential to taste before purchasing it.

Seo Market is about 2.5km away from Yeosu Bus Terminal. Please use a bus of 88 at the terminal stop and get off the bus at Seo Market Stop. If you use KTX, please get on a bus of 111 at Yeosu EXPO Station Stop and get off the bus at Seo Market Stop.

**Yeosu’s night sea armed with fatal attraction**

Yeosu has many tourist attractions as rich food. The

Hallyeosudo Marine National Park that means the beautiful waterway starts here. As there are 365 islands on the ocean in Yeosu, they creates an illusion that flowers seem to come out on the ocean.

The best tourist attraction in Yeosu filled with natural grace is Yeosu Port called ‘Korean Naples.’ Yeosu Port is the Korean representative beautiful port with the beauty that gets abreast of Naples, Sydney, and Rio de Janeiro called the three most beautiful ports in the world. As millions of tourists visit Yeosu Port, it received attention as the best tourist attraction.

Here, there is no any official tourist attraction called Yeosu’s night sea. There are many tourist attractions that you can enjoy Yeosu’s night sea including Dolsan Park with a marine cable car system and Namsan Park that you can look down Dolsandaegyo. However, the local residents recommend ‘the romantic street’ created along Yeosu Port and Dolsaneup Port as the essence of Yeosu’s night sea. Of course, you can enough feel its uniqueness.

Dolsan Park and Jasan Park with the first cable car system in Korea that cross the ocean are the tourist attractions that tourists always visit.

tip



**Food and special local products** Yeosu Honey Bread, fermented skate, steamed pork, and kimchi with seafood <sup>1</sup> Semi-dried marine products, Yeosu leaf mustard kimchi  
**Things to enjoy** Yeosu International Fireworks Festival, Bitnoriya Festival  
**Surrounding tourist attractions** Dolsan Park, Mural Alley, Marine Cable Car  
**How to find** Get on a bus of 111 at KTX Yeosu Station, get off the bus at Seo Market



Taste trip that goes with Andong chicken stew of 600 years of history

## Andonggu market

40 shops specialized in chicken stew are at one alley

‘Andonggu market’ which is the first traditional market in Andong is the center of local commerce that over 800 merchants are working at about 350 shops and a place where lots of residents and tourists are crossing. Andonggu market is 3 minutes away from the Andong Station on foot and has raised as a new tourist attraction in the area as the number of train tourists has increased.

The reason that this market became famous nationally can be found by the existence of ‘Chicken stew ally’ where about 40 chicken shops are gathered. Andong chicken stew which is over 600 years according to the literature is evaluated that it is eventually flowered at the chicken alley of Andonggu market. The start of the chicken alley of Andonggu market goes up to 1970s. At that time, ‘fried chicken alley’ was formed as fried chicken shops opened at the Seomun direction. After that, it towards demise due to the trend, but Andong chicken stew was the one that merchants chose as the breakthrough. Since then, the local government and Andonggu market have worked together to raise the chicken alley as the representative brand of the market and now the market is crowded with over 20,000 tourists on weekends with the help of the chicken alley. The greatest characteristic of the chicken alley is that shops start cooking at the kitchen prepared in front of the shop when they receive orders. They introduced so called ‘open kitchen.’ It shows the consideration of merchants as customers can trust as they can see how their food is made directly.

‘Mammoth Bakery’ which is known as the ‘Best three bakeries nationwide’ is also one of the best tourist attractions. The main menu of Mammoth Bakery which is located in the front gate of Andonggu market is ‘cream cheese bread’ and you should remember that you go there early as they are often sold out in the morning since too many people go there.

You also can buy Andong salted mackerels which is the representative local product at Andonggu market. When salted mackerels are roasted in yellow, they are the best for the meal in fall. How about having a train trip to Andonggu market this fall?

Time travel at ‘Hahoe Folk Village’  
which is the world cultural heritage

Hahoe Folk Village is the best tourist attraction in Andong. People often under the illusion that a Joseon scholar would greet them while walking along the stone wall road of Hahoe Folk Village as tile-roofed and straw-roofed houses that hardly find anywhere in the nation have sustained and appeared at present over the long period of time. The antiquated aroma penetrated in each houses gives tourists memories and how ancestors lived at the same time.

Take number 46 bus at the Kyobo Life Insurance bus stop which is 150m away from the Andong Station and get off at Talory center bus stop. Takes about 1 hour 20 minutes.

Dosan Seowon is also the place where the image of proud in loneliness of Andong is well melted down. When you park your car and walk about 10 minutes along well paved walking track, antique traditional houses appear.

tip



**Food and special local products** Andong chicken stew, cream cheese bread |

Andong salted mackerel, Andong soju

**Things to enjoy** Art performance of Pyungryu Salon, Pyungryu Art Stage

**Surrounding tourist attractions** Hahoe Folk Village, Dosan Seowon, Bongjeong Temple

**How to find** 5 minutes walk from the Andong Station

Full of the clean East Sea smell

## Pohang Jukdo Market

The largest traditional market in the East Sea,  
‘rich’ in things to eat and buy

‘Jukdo Market’, Pohang, the village where the sun comes up the first in the Korean Peninsula, is the largest traditional market in the East Sea with about 1,500 shops in 148,000m2. Jukdo Market and Jungang shopping district are located in the center of Pohang city surrounded by Yongil Bay that the Hyungsan River goes into the sea. It is 1.2km away from the Pohang Express Bus Terminal and 5 minutes walk and you may get down at Jungang shopping district bus stop using 107, 175, 500 buses from the bus stop at the KTX Pohang Station. With the geographical help that it is close to the East coast, Jukdo Market is well known for the fish market. Many tourists naturally remind the fish market when they think of Jukdo Market. Jukdo fish market which starts 4 or 5 o’clock in the morning is evaluated as the heaven of seafood with 200 raw fish shops.

The reason gourmets toward to Pohang at the end of the fall is ‘Gwamegi’ which is the representative local food of Pohang. It is sad that if you do not try Gwamegi when you come to Pohang. It is the number one winter delicacy as you may often see people dry Gwamegi around the market. Since the amount of herrings was reduced, they are replaced by saury. When frozen saury is dried in the wind, it becomes Gwamegi with the dry and hard texture.

‘Gaebokchi’ which comes up to the table in big and small events like weddings and funerals in Pohang area is also a delicacy that you can only taste it here. Mulhoe which is thick raw fish and vegetables are mixed in a soup of chilly or bean paste is the dish that merchants of this market have most frequently.

One bowl of hot Gomtang is the best to get over the coldness of Pohang as it is colder than other places since it is close to the East Sea. The thick Gomtang of ‘Pyungnam Restaurant’ is the one that is proved by ‘Baek Jongwon’s Three Kings’ that there are other attractions in Pohang. The prize of Pyungnam Restaurant’s Gomtang with creamy soup and full of chewy meat is set at 10,000won and don’t forget that you should visit early as so many customers visit after broadcasted on TV.

Jukdo Market is also famous for dried fish made of seafood. People dry various fish and seafoods in the sea wind and the fist set which is composed of dried fish is a specially thankful gift for fishers.

Meet the earliest sunrise in Korea

Together with Ganjulgot, Ulsan, Homigot is a representative attraction nationwide beyond Pohang and famous for sunrise as people can see the sunrise the earliest in Korea. You should hurry up to see the sunrise as the sun rises around 6 o’clock in the morning these days. If you take a sunrise picture with the ‘Hand of Co-prosper’ stood up in the middle of the East Sea, you can make a precious memory that you will keep for the rest of your life. Nearby Homigot, there are Homigot lighthouse which is the second lighthouse in Korea as well as National lighthouse museum, and Homigot Haemaji Park.

tip



**Food and special local products** Gaebokchi, Pohang Mulhoe | Guryungpo Gwamegi, stone octopus

**Things to enjoy** Pohang international light festival

**Surrounding tourist attractions** Homigot, Naemyun Mount, Ohi Temple

**How to find** Transfer 500 or 107 bus at KTX Pohang Station

●

Full of things to eat, buy, and enjoy

## Gyeongju Jungang Market

‘Gyeongju Jungang Market’  
where the taste of Gyeongju is gathered

Gyeongju Jungang Market which has been continued for over 100 years in Gyeongju of a thousand year old city is the largest traditional market in this area as about 700 shops and 2,000 merchants are actively working.

Since some gourmet restaurants with long history are broadcasted in a various media, tourists are continuously visit and they have become new tourist attractions in the area.

At first, tourists can meet the original of Hwangnam Bread which is the representative local product. Hwangnam Bread which is roasted in an oven with sweet fillings is the most popular local product that is loved by tourists who visit Gyeongju.

What people remind of Gyeongju Jungang Market is ‘Gimbap’ that is rolled at the same time of the order. It is not splendid like so called ‘premium Gimbap’ which is popular recently, but it reminds ‘mom made Gimbap’ we used to eat when we were young and went to picnic.

‘Garlic chicken’ that is covered with garlies on the freshly fried chicken is also famous at Gyeongju Jungang Market. Many tourists buy garlic chicken at shops located at the chicken alley and eat while looking at various tourist attractions as it is crispy for long without being changed when it gets cold.

‘Gyeongju Jungang Market Night Market’ which was opened in April this year gets the word-of-mouth as a ‘specialized night meal alley’ which takes care of the night of Gyeongju. A variety of menus such as smoked ducks, ddukbokki, flat dumplings, spicy chicken legs, boiled fish paste, entrails, kebab, stakes, mackerel ribs, skewered chicken, bean pancakes, sussi are served.

Gyeongju Jungang Market is located within 1km from the Gyeongju Station, Gyeongju Bus Terminal, and Gyeongju Express Bus terminal and 5-10 minutes of walk is enough.

### Traveling Gyeongju that only requires strong two feet

Gyeongju has a rich tourist attractions and cultural heritages that almost every Korean people would have visited.

Most of all, it has a merit that people can enjoy traveling

on foot or by bicycles as most tourist attractions are located within 3-4km radius except Bulguk Temple and Sukgulam which are 20km away from the city.

The closest tourist attractions of Gyeongju Jungang Market are Daerungwon and Chumsungdae. I recommend the course of Daerungwon and Chumsungdae which is raised next to it with the distance of 500m after having a meal at the market. Starting with Chumsungdae, various tourist attractions are connected such as Gyeongju Suckbinggo, Kyocheon Traditional Korean Village, National Gyeongju Museum (free of charge), and Wonsung district of Gyeongju Historic Site which is appointed as the World Cultural Heritage.

At ‘Gyeongju Dong Palace and Walji (old Anabji)’ which is across of Chumsungdae, you can enjoy the best night view of Gyeongju which is fantastic.

You need to use the public transport to go to Bulguk Temple and Sukgulam. You can use bus numbers of 10, 11, and 700 at ‘Daegu Bank Bus Stop’. It takes about one hour to Bulguk Temple and 1 hour 20 minutes to Sukgulam.

tip



**Food and special local products** Burdock gimbab, Somery stew <sup>†</sup> Hwangnam bread, octopus

**Things to enjoy** Youth mall ‘Daonna’ market, night market

**Surrounding tourist attractions** Bulguk Temple, Chumsungdae, Anabji

**How to find** 5-10 minutes walk from the Gyeongju Station and the terminal

●

The southern sea’s representative seafood specialized market

## Samcheonpo Yonggung Seafood Market

Seafood noodles boiled with the southern sea’s  
just caught seafood

Samcheonpo Yonggung Seafood Market of 60 years of history is recognized as the best tourist attraction in Sacheon area after born again as the representative seafood market through the renovation.

Samcheonpo Yonggung Seafood Market with about 270 shops opens from 3-4 o’clock in the morning as it is the time when fishing boats that worked over night come to Samcheonpo port to release seafoods. For your reference, the Samcheonpo port of Samcheonpo Yonggung Seafood Market is totally different port than New Samcheonpo port, so you would better to remember the exact name that local residents call it ‘Samcheonpo port’ or ‘Old Samcheonpo port.’

Representative products of Samcheonpo Yonggung Seafood Market are of course seafoods that caught at the clean water of the Hallyo sea. Especially, you can see fresh seafood which is supplied directly from the fishing boats if you hurry for the opening time.

When it gets cold, Seafood stew that is boiled seafoods like crabs, scallops, clams, and shrimps with various vegetables is the most popular. Please put off your rash judgement that is common for a moment. The important part of the seafood stew of Samcheonpo Yonggung Seafood Market is the stone octopus which is added on top after the stew is boiled. The stone octopus grow between stones deeper than 10m and it makes the stew’s taste deep while simple.

You cannot miss out Seafood noodles made of clams. The soup of seafood noodles which is the regular meal of market merchants is great as clams are boiled.

If you call yourself a drink lover, choose the raw fish (sasimi) that is cut at the site. If you pay a certain amount of money at the second floor ‘Chojang shop’, you can enjoy various seasonings, meal, alcoholic drinks, and drinks.

Samcheonpo Yonggung Seafood Market is located in 1.7km and 20 minutes away from the Samcheonpo Bus Terminal and if you use the Sacheon Airport, get on number 75 bus and get off at the Seobu Market Station.

Traveling Samcheonpo that delivers quiet impressions

Since the size of Samcheonpo is not that big, the closeness with local tourist attractions is the strength.

At first, the Samcheonpo Great Bridge which cannot be missed out is a place where the night view is great and loved as a drive course.

Namildae beach is the Sacheon’s representative tourist attraction beyond Samcheonpo and you can see ‘Elephant Rock’ that has a shape of a big elephant drinks water. If you go along to the sea to Jinnul resort through the well cared Namildae Walks passing Elephant Rock, you will be encountered with the fantastic scenery that covers the Samcheonpo Great Bridge and Samcheonpo port. This is the best way to feel the beauty of Samcheonpo most definitely.

At Dongseo Park located in the middle of Samcheonpo Yonggung Seafood Market and the Samcheonpo Great Bridge, you can enjoy the see with endless sea line at the same time. The representative symbol of Dongseo Park which is also called ‘windmill hill’ is the windmill that has a red roof and it is famous for the photo-zone that lots of tourists take photos.

tip



**Food and special local products** Mulhoe, seafood stew <sup>†</sup> sea coffee, Jukbang anchovy

**Things to enjoy** Theme zone that visualized the Sea Palace in the market

**Surrounding tourist attractions** Samcheonpo Great Bridge, windmill hill

**How to find** 1.7km away from the Samcheonpo Bus Terminal, 20 minutes walk



●  
Enjoying comfort of own mouth and eyes... Only one day is insufficient

## Namhae Traditional Market

Namhae travel which is started from ‘Boriam hermitage,’ top sunrise tourist attraction, in the country

If confirming a long distance to Namhae County by the degree of feeling dizzy from Seoul after having spread a Korean map, traveling to Namhae could not be decided easily. Even not from Seoul, extremely moving long time from any village is same in nature of Namhae located in Southern edge. However, if you determine Namhae travel regardless of difficulties of geographical distance, planning ‘2 days without sleeping’ or ‘1 night 2 days’ travel which is departed at late night is recommended.

It is because the appearance of wrongly inserting the first button regarding Namhae travel is made if not seeing sunrise of Boriam hermitage in Geumsan (Mt.) which is called as 3 Bodhisattva prayer site in our country together with Bomunsa Temple of Ganghwa Island, Hongryeonam hermitage of Naksansa Temple. In order to see sunrise that is started from the early morning 5:00, about 6 hours including mountaineering time of approximately 1 hour seems to be required because over 5 hours are taken to Namhae based on Seoul. By considering difficult time of using public transportation, the point of driving own car shall be memorized.

To see sunrise of Boriam which is called like ‘The sunrise could be seen after piling up merit for 3 years,’ you have to climb up the peak of Geumsan that boasts of its impressive scene because it was made with strange rocks and bizarre stones. Geumsan is a mountain whose sea level is a little below 700m, so mountaineering beginners can climb effortlessly. Appreciating great spectacles resided in each place of the mountain to the degree of being called ‘Geumsan 38 scenes’ belongs to special privilege for climbing persons only.

Also, the exotic sights of ‘German village,’ known through ‘Fantastic Couple,’ a popular drama, give unusual pleasure.

Moreover, Namhaedaegyo Bridge which connects Namhae with land is widely known to another name ‘The most beautiful bridge in our country.’ When winter comes, cherry blossoms are in full bloom to the degree of not being able to see sky, so you can enjoy beautiful night watch especially.

Mouth is widen fully’ by much food  
on the table filled with Namhae seafood

As the perfect place fit to Namhae travel started from dawn, ‘Namhae Traditional Market’ which is opened from early dawn could be selected certainly. Namhae Traditional Market having about 120- year history belongs to the largest market in the region, and permanent market and 2 7 market (Opened on 2nd, 7th, 17th, 22nd, 27th every month) are paralleled. This place is famous as ‘sparrow miller’ where tourists visit surely to purchase regional specialties because fresh marine foods in season could be purchased 12 months a year. Above all, it is located in 3-minute walk distance from Namhae Intercity Bus Terminal, so tourists can visit the place conveniently. Native local foods which have to taste in Namhae Traditional Market certainly are ‘Anchovy boiled rice with greens,’ ‘Sea Urchin Bibimbap.’ If putting Anchovy boiled rice of unique flavor which is a specialty food representing Namhae in the mouth, sea fragrance is filled with the mouth fully, and also Sea Urchin bibimbap which is mixed together after putting Sea Urchins having full-bodied taste generously is one of special tastes which cannot be missed.

tip



**Food and special local products** Anchovy boiled rice with greens, Sea Urchin Bibimbap | Bamboo-boiled anchovy, Dried fishes

**Things to enjoy** 5-day Market full with eco-friendly agricultural products

**Surrounding tourist attractions** Namhaedaegyo Bridge, Boriam, Daraengi Village

**How to find** 5 minutes on foot from Namhae Bus Terminal

●  
Meet essence of marine products from Southern Sea

## Tongyeong Jungang Market

Using Tongyeong Jungang Market ‘properly’

This is the biggest traditional market of Tongyeong City embracing Hallyeohaesang National Park which boasts graceful beauty. Tongyeong Jungang Market is heaven of clean Southern Sea marine products.

Every place of Tongyeong Jungang Market treating marine products of over half of stores attracts visitors while fresh fishes having been taken from sea are hopping.

What is most attractive in Tongyeong Jungang Market is that fresh sashimi from Southern Sea could be enjoyed with chief prices which are below half of retail price. All marine products stores in Tongyeong jungang Market makes sashimi promptly if visitors want. The figure of merchants’ skills having decades of experience approach to tourists as special pleasure to the degree of not being insufficient to call it ‘master’ at all.

If receiving sashimi having been made promptly, you become to lay in two-kind selections. One is enjoying food in the outdoor while seeing graceful scenery after preparing red chili-pepper paste with vinegar, and the other one is using so called ‘soy sauce with vinegar room’ which was ready in the market. If paying ‘food expenses’ of about 3,000~4,000 won per one person, soy sauce with vinegar room provides simple vegetables and side dishes. Also, if paying additional expenses, you can buy liquor and soft drink, and they serve or Sashimi Bibimbap by using remained bones after making sashimi.

‘Tongyeong Honey Bread’ which is lined up along the sides of road based on front door entrance is famous as a representative local specialty of Tongyeong Jungang Market too.. Tongyeong Honey Bread whose inside is filled with sweet bean, baked by coating honey on the face of crisply cooked bread, and then completed, and it boasts popularity without likes and dislikes as snacks by every man and woman.

Also, specialty goods of Tongyeong region to which beauty of Korea are contained fully such as lacquer inlaid with mother-of-pearl and quilting goods are perfect to presents for precious persons.

Tongyeong Jungang Market is about 5 km far from Tongyeong Bus Terminal, and taxi fare of approximately 6,000 won is needed.

Tongyeong travel, let’s eat meat only after pulling out it!

Tongyeong Jungang Market has merits such like visits of tourists are easy because adjacency with a lot of tourist attractions in the regions is excellent.

As the hill is located in right backside of Tongyeong Jungang Market, East Cliff Village called like ‘Montmartre of Oriental’ is extended, and Turtle ship which can peer into excellent technology of our ancestors is positioned. Watching inside of Turtle ship is possible, and the fare for adults is 2,000 won, and for children is 700 won.

‘Tongyeong Cable Car’ which can see magnificent scenery of Hallyeohaesang, a national park, that represents Southern Sea at a glance, is far just 4.5km from Tongyeong Junggang Market, and is located in the distance of about 5,500 won by taxi.

If you want special travels, ‘island travels’ to Bijin Island, Maemuldo, small Maemuldo which are boasted by Tongyeong are recommended. In Tongyeong Passenger Terminal located in 10- minute distance by walk from Tongyeong Jungang Market, passenger ships toward each islands are being operated throughout 3 times on weekdays and 3~6 times on weekend.

tip



**Food and special local products** Chungmu-style Gimhap, Tongyeong Honey Bread | Lacquer inlaid with mother-of-pearl, Traditional handicrafts

**Things to enjoy** Wall Festival of East Cliff, Great Battle of Hansan Festival

**Surrounding tourist attractions** East Cliff Wall Painting Village, Tongyeong Cable Car

**How to find** 5km from Tongyeong Bus Terminal, About 6,000 won by taxi

● Deserving what the name stands for! Jeju representative traditional market,

# Jeju Dongmun Market

● Abundant clean marine products

Native local foods are tastes of heaven

Jeju Island to which the whole world pays attention overpassing the domestic is ‘No. 1 travel place of Korea.’ Domestic and foreign tourists of over 12 million persons are annually visiting Jeju Island having special charm to the degree of saying from late Michael Jackson like “I hope to buy Jeju Island even giving whole fortune if purchase is possible.”

Jeju Island where graceful beauty at every touched places by feet and one’s sights are filled with has very special space. Jeju Dongmun Market which is the biggest traditional market in Jeju Island, the largest island in Korea, is the very place.

Dongmun Fish Market, oldest, biggest one in Jeju Island, is proud of excellent facilities and contents to the degree of being selected as the best market in ‘Nationwide Traditional Market Exhibition,’ having been held in last 2006. Strong points of Dongmun Fish Market lie in a fact that fresh marine products could be purchased cheaply. There are many cases of purchasing all kinds of marine products for gifts which are sold with below half of retail price by door-to-door services.

Dongmun Public Market made by shopping district forms is a place of being able to eat essence of Jeju native local foods. Various Jeju local foods such as braised, grilled cutlass, Top shell soup, Sea urchin sea mustard soup are prepared. Specially, let’s memorize that cutlass cooking called ‘Gold fish’ whose catches were decreased belongs to ‘essential menu’ which has to taste surely.

The pleasure of selecting peculiar foods such as octopus bread to which large octopus is put in, cool tangerine Hareubang juice, earth pig stick food including spicy peanut ice cream etc. is full.

In Dongmun Market Co., Ltd. which is called like ‘Fruit market’ among local residents, fresh fruits such as Hanrabong and Cheonhyehyang etc. can be purchased, and dispatching door-to-door services is available too.

Dongmun Market is located in 4km distance from Jeju International Airport, and about 6,000 won by taxi is required.

Jeju essential tourist route!

World heritage ‘Seongsan Ilchulbong’

The distance is a little far, but Seongsan Ilchubong which towers at the place of about 40km away from Dongmun Market is known to Jeju representative tourist route whose name was listed in ‘World 7 landscapes’ having been selected by UNESCO in November 2011. Seongsan Ilchulbong where domestic and foreign tourists of over 3 million persons visit annually is named to Seongsan (Castle Mountain) because ‘the feature of towering peak is same as a castle.’ In particular, sunrise welcomed in the peak is recognized as top among ‘Youngju 10 scenery (Jeju Island’s 10 superb views).’ It is the reason of having to visit Seongsan Ilchulbong in spite of a fit far distance ‘certainly.’ Admission fee is 2,000 won, and is very inexpensive.

Approach of people is impossible to the cliffs where marine side of Seongsan Ilchulbong is sharp, but great spectacle of wild flowers can be seen if looking at from the sea because all kinds of wild flowers are living there. Though it is not easy to climb to the peak because the mountaineering road is a little steep, but you can be reached to the peak suddenly by going up about 40 minutes along with stairs having been made well.

tip



**Food and special local products** Meat noodles, Glutinous millet rice cake <sup>1</sup>  
Tile fish, Tangerine, Bracken  
**Things to enjoy** Jeju Wildfire Festival, Jeju Woman Diver Festival  
**Surrounding tourist attractions** Seongsan Ilchulbong, Yongduam Rock, Tap-dong seaside  
**How to find** 4km from Jeju International Airport, About 6,000 won by taxi

● There are all specialty foods of Jeju Island,

# Seogwipo Daily Olle Market

‘Jeju Olle Trail’ Korean No. 1 tracking course

‘Jeju Olle Track’ which represents our country as a tracking course by exceeding Jeju Island is composed of 21 courses with 198km total length. This track is famous for local noted place where a lot of tourists visit from home and abroad because it penetrates beautiful Jeju scenery and is made by types of surrounding all jeju Island. Specially, degrees of difficulty is different at each course, so users can select the course fit to own levels as a merit. The course which records the most tourists among Jeju Olle Track is ‘Soesokkak Oedolgae Olle’ which is the 6th course from Soesokkak to Oedolgae. This course made with about 14km length is suitable to the beginner as a comparatively even that passes Seogwipo downtown, and has high popularity because of bracing hidden tourist attractions such as Soesokkak, Oedolgae etc.

Soesokkak is a pond and a hidden mysterious place of Jeju Island, and minority tourists visited through some acquaintances. Through it is satisfactory sufficiently to walk along the trail having been well arranged along the magnificent valley, surely riding ‘Tawoo’ which is Jeju traditional wood ship, is recommended if visiting here. The deep-blue scenery of Soesokkak that is seen from Tawoo which flows along the lofty wave will present dreamlike feeling such like it is not scenes of reality.

‘Full’ Jeju specialty foods

which can be seen here uniquely

What makes the 6th course more specially is derived from a fact that it is connected to ‘Seogwipo Daily Olle Market (bellows ‘Olle Market’), the largest traditional market in Seogwipo City.

Olle Market which is a large-size traditional market composed of about 500 stores is located in nearby 20-minute distance by walk, and about 3.5km from Oedolgae which is the destination of the 6th course.

Though Olle Market is executing the function of comprehensive market which sells all kinds of items basically, it has tried changes steadily to ‘food specialty market’ after having been connected to Olle Track.

As a result, various specialty foods which can be tasted in Olle Market only in Jeju Island are come out, and the market itself gets reputations of standing on end as a new tourist attraction. Currently the most ‘hot’ store is ‘Real Taste of the Southern Pole’ that is specialized in skewers made by clay pigs, one of Jeju specialty goods. In this place located in market center aisle, visitors used to line up before opening the door. As it is baked in front of eyes by using charcoals after ordering simultaneously, real taste of clay pigs can be enjoyed. Besides, ‘Horsemeat skewers’ which is a specialized menu of Southern Pole only is getting good reputation from tourists too. Horsemeat food which is backed after putting condiments made with Hallabong and tangerine on the meat having been raised by eating fresh Jeju herbs lets a little unfamiliar horsemeat tasted more easily.

In addition, Omegi rice cake to which sweet bean is put on sufficiently can be tastes in ‘Grandmother’s Rice Cake House’ having 30-year tradition, and pleasure of looking up famous restaurants hidden in every place of the market such as Mackerel Pike Gimbap’ of ‘Friendship Sashimi Center’ is really pleased.

tip



**Food and special local products** Clay pigs skewers, Mackerel Pike Gimbap <sup>1</sup>  
Cutlass, Hallabong, Cheonhyehyang  
**Things to enjoy** Arang Joel Street, Jeju Olle 6th course  
**Surrounding tourist attractions** Soesokkak, Chongbang Waterfall, Oedolgae  
**How to find** 1 hour 20 minutes from Jeju International Airport by passenger car



●  
Taste, Flavor, Aroma of Jeju Island in one place

# Jeju Folk 5-day Market

●  
**Most similar market to Jeju Island**

Jeju City Folk 5-day Market (below ‘Folk Market’) which is famous as maximum 5-day market in Jeju Island was settled to current location even after last end 1990s. Folk Market which is operated by 2-7 market (2nd, 7th, 12nd, 17th, 22nd, 27th of every month) is crowded with local residents and tourists to the degree of flocking by over 25 thousand persons. By Jeju dialect having been heard from all directions if entering to market inside, the soul becomes to be fallen out while people come in and out continuously through market entrance which is opened in all directions.

Folk Market is proud of the enormous scale to the degree of losing roads nearly in case of tourists. To prevent it, Customer Support Center located in the front door of Folk Market is distributing leaflet containing simple market information and map, so scrupulosity of arranging them before visiting is necessary.

In Folk Market dealing with Jeju specialty goods mainly, best quality products could be purchased with the cheapest price, so word of mouth is highly reputed as top shopping mecca to tourists.

In particular, specialty goods representing the region such as Hallabong, Cheonhyehyang, tangerine, so high shopping convenience of customers is listed as its strong points. Jeju local foods which are tasted at every places of the market belong to pleasure of not being able to miss.

Folk Market is located in just 4km distance from Jeju International Airport, and 30 minutes on foot are sufficient as well as public transportations such as bus or taxi etc.

**Urban greenery ‘Halla Arboretum,’  
Beautiful Jeju night view ‘Yongduam Rock’**

Folk Market near to Airport is located in the street corner toward a lot of tourist attractions in the region. That is, it means that people have to pass by Folk Market in order to go other tourist attractions. It is the reason that Folk Market is included in a great number of Jeju tourist routes.

‘Halla Arboretum’ far from about 3.5km from Folk Market is

a green space which is rarely seen in downtown, and is perfect to do light walking. In Halla Arboretum having been opened in last December 1993, 50 thousand plants are set up with 872 kinds, and also has the scale of 149.782 thousand . Specially, Department of Environment possesses 2,722 protective plants such as Aderides Japonicum, Cymbidium, Spleenwort, and Maritime Jujuba, so rare species which are hard to see in other places could be confirmed in person. Admission fee is free of charge, and opening hours is from 09:00am to 06:00 pm.

National Jeju Museum where history of Jeju Island can be seen at a glance is located in about 7.5km distance from Folk Market. The museum possessing 7,200 relics is composed of being able to see forming process of Jeju culture by developmental stage. Admission fee is free of charge.

Also, ‘Yongduam Rock’ where essence of Jeju night view could be felt is one place of popular tourist attractions. Merely, it is good to visit the place before visiting Folk Market or after finishing all travels and then darkness is fallen because Yongduam is located in middle of the road to Folk Market from Jeju International Airport.

tip



**Food and special local products** All kinds of sashimi, Noodles  
Cheonhyehyang, Tangerine  
**Things to enjoy** Native local foods of Folk Market only, Halla Arboretum  
**Surrounding tourist attractions** Yongduam Rock, National Jeju Museum  
**How to find** 3.5km from Jeju International Airport, 10 minutes by passenger car

●  
Newly leaping by following 85-year history,

# Sejong Traditional Market

**Origin of chicken with green onion  
to which spicy green onion slices are put generously**

Sejong Traditional Market representing Sejong Special Self-Governing City, new administrative center of city in Korea and having been opened in July 2012 is keeping as many as 85-year history.

With permanent market basis, Sejong Traditional Market where 4-9 market (4th, 9th, 14th, 19th, 24th, 29th of every month open) is held at the same time is the biggest local traditional market where about 700 merchants are active at approximately 320 stores as the scale of about 6600m²(2000 pyeong).

This market that was reborn with neat feature through constant projects for promoting market environment treats necessary items for residents’ lives such as grain, marine products, foods, fruits, vegetables, and miscellaneous goods. Over 1,500 customers are visiting the market when market day is opened indebted to very high convenience of using market by customers because it is located in the center of the region geographically.

As specialty representing Sejong Traditional Market, ‘Chicken with green onion alley’ can be considered definitely. In Sejong Traditional Market that is the origin of chicken with green onion fever which hit Korea in the past, chicken stores which still focus on chicken with green onion are gathered to one alley. Specially, Head office of ‘Wangcheon chicken with green onion’ which is recognized as a pioneer of the chicken popularization is enjoying large popularity to the degree of making long line by customers every day. In the chicken with green onion, spicy garlic and tasted of green onion slices are accommodated, so new world of chicken which cannot be eaten at other places could be confirmed.

Sejong Traditional Market is located in the middle of Jochiwon Station where the Seoul-Busan line is connected and Jochiwon Public Bus Terminal. No matter of using certain transport means, anyone can visit the place without burdens because 3 minutes by walk are enough.

**How about indulging in the frisk  
of pretty Asiatic black bear?**

If saying that Sejong Traditional Market is the heaven of specialty foods hidden in downtown, tourist attractions which are not known yet are lining in Sejong City.

Representatively, Sejong Lake Park proud of the biggest size in domestic can be considered. Sejong Lake Park located in Yeongi-gun is composed of total 5 artificial islands such as ‘Festival island’ where various festivals are opened, ‘Stage island’ that contains award stage where peculiar performances are made, ‘Water play island’ which makes wide seaside reminded, ‘Water flower island’ and ‘Wetland island’ in which water plants and eco wetland are existed. Sejong Lake Hotel which provides best rests to local residents is famous for its beautiful night view, and National Sejong Library stands near to the park. Besides, ‘Bear Tree Park’ is getting word of mouth as a representative local tourist attraction. The pretty figures of Asiatic black bears that are doing cute things between rare-species plants and trees make photographing hands of tourists busier.

tip



**Food and special local products** Chicken with green onion alley, Stir-fried rice cake, Donut  
**Things to enjoy** Jochiwon Lotus Festival, Peach Festival  
**Surrounding tourist attractions** Bear Tree Park, Sejong Lake Park  
**How to find** 3 minutes on foot from Jochiwon Station and Jochiwon Terminal