



2023 Cittaslow International General Meeting Best Practice Contest Application

Country: Korea
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Name of Local Government: Hadong-gun (County)
Contact: 055-880-2377

Project Name

<Promotion of Hadong Slow Walk>

Please check the subject that best describes the project in the following. (Must correspond with the subject)

- Energy Environment Policies
- Infrastructure Policies Policies related to social infrastructure
- Urban Policies for Enhancing the Quality of Life
- Policies for Protecting Agriculture, Tourism, and Traditional Art
- Visitor Hospitality, Local Residents' Mind and Education Policies Related to Visitors, Policies Related to Local Resident Consciousness Raising and Education
- Social Solidarity Policies for Strengthening the Solidary of Local Society

Description of Project's Key Point Summary

Promotion of the Slow Walk, the walkway along the streams of Seomjingang River with silvery plain in Hadong

Purpose of Project

Pursue the aesthetics of slowness by promoting the Slow Walk, which is to walk slowly by taking time

- Encourage visitors to Hadong to take a slow walk and improve the lifestyle of residents
- Maintain clean air by reducing the use of cars, preserve biodiversity, and improve the life quality of residents by reducing road noise

Description of Project Outcome

Cittaslow Agyang-myeon Hadong developed six slow roads to enable the slow walking experience when Agyang-myeon was designated as a cittaslow for the first time.

Course 1 comprises Pyeongsa-ri Samgeori (three-way intersection) – Entrance to House of Choe Champan → House of Choe Champan → Hansansa Temple → Gososeong Fortress → Hansansa Temple → Entrance to Gososeong Fortress (5.8km)

Course 2 comprises Maeam Tea Museum → Entrance to Historic House of Jo Clan → Historic House of Jo Clan → Sangsin Village Stone Wall Street → Nojeon Village Samgeori (three-way intersection) → Entrance to Nojeon Village → Nojeon Village Hall → Sibilcheonsong Pine Trees → Nojeon Village Samgeori → Chwiganrim Forest (7.4km)

Course 3 comprises Daebonggam Village → Munamsong Pine → Mansudang → Public Market → Chwiganrim Forest → Maeam Tea Museum → House of Choe Champan → Bubusong Couple Pines → Dongjeongho Lake → Pyeongsa-ri Samgeori (three-way intersection) (8.9km)

Course 4 comprises Agyang Samgeori (three-way intersection) → Agyangru Pavilion → Gaechi Village → Midong Village → Mahwanamugil Trail → Samgeori (three-way intersection) → Gujaebong Gliding Site (4.4km)

Course 5 comprises Pyeongsa-ri Park → Pyeongsa-ri Samgeori (three-way intersection) → Dongjeongho Lake → Bubusong Couple Pines → House of Choe Champan → Daebonggam Village → Munamsong Pine → Agyang Samgeori (three-way intersection)(7.8km)

Course 6 comprises Maeam Tea Museum → Nojeon Village Samgeori (three-way intersection) → Entrance to Maegye Village → Beginning of Unpaved Road → Hoenamjae Pass (10.7km).



Each course can be selected according to individual physical strength, allowing tourists visiting Hadong and residents to feel the richness of slowness while experiencing the course.

A yellow snail-shaped information board saying 'Cittaslow Hadong-Agyang - This is the Slow Zone' that people can see on the walking course makes them relax and walk more leisurely. The Slow Zone is a policy implemented by Hadong, the home of a cittaslow and symbol of slowness, enforced to help tourists visiting the cittaslow experience the aesthetics of slowness by setting the speed limit throughout the city to 40 km or less, excluding national highways.



At the end of the Pyeongsa-ri Field, from Pyeongsa-ri Park to the House of Choe Champan, there is Dongjeongho Lake Eco Wetland Park, which is suitable for a walk. There is a trail along Dongjeongho Lake, Gyeongsangnam-do's No. 1 local garden. It is a toad habitat designated as Gyeongsangnam-do's representative wetland in 2022 and also a habitat for Seoul frogs, a second-class endangered wild fauna and flora. It is a place highly rated for biodiversity.

The toad forms an essential link in the food chain by moving back and forth between the aquatic ecosystem of Seomjingang River and the terrestrial ecosystem of Jirisan Mountain. It is an environmental indicator animal that if the toad habitat is maintained it means that the environment around Pyeongsa-ri is clean and clear and that the ecosystem is alive. It is said that a place where you can see many toads is where nature and the ecosystem are preserved.



Toads usually live on the other side of the mountain, and they come down to Dongjeongho Lake for breeding. To prevent roadkill where toads pass, a 30 m long, 2 m wide, and 1 m high toad ecological passage was installed in the section where there had been many roadkills along with a sign that says 'Pass Slowly.' The first priority is protecting toads, essential as an ecosystem indicator species.

In addition, the county is promoting the elimination of ecosystem-disturbing organisms (red-eared slider, bluegill, black bass, bullfrog, etc.) that inhabit Dongjeongho Lake Eco Wetland Park and running ecological experience education programs with ecological commentators, striving to continuously preserve a clean natural environment and biodiversity.



Hadong-gun has also prepared a program for the coexistence of local residents and tourists using these walking courses. It is called the 'Re:Being Hadong,' a stay-type workcation tourism program in the era of COVID-19, to escape from everyday routine and feel the nature of Hadong.

The 'Re:Being Hadong' program is jointly promoted by Hadong-gun and young local people by using eco-friendly travel as tourism content in response to environmental problems that are becoming more serious. For participants of 'Traveling for a Month,' the full accommodation expenses for four nights and five days will be paid



along with the support of a maximum of KRW 25,000 per person for various cultural and artistic experiences, farming and fishing village experiences, and admission to tourist attractions.

In addition, the plogging kit and eco-friendly wax bag will be distributed to participants who have completed the mission according to the concept of eco-friendly travel so that they can travel in their own way, but in a new way to benefit the earth, in Hadong. Program participants will naturally participate in eco-friendly travel and promote Hadong's tourism resources through personal YouTube channels, blogs, and social media while feeling the nature of Hadong.

<p style="text-align: center;">+ Re-Being +</p> <h2 style="text-align: center;">리빙포인트</h2> <p style="text-align: center;">준비한 수량 소진시 조기 마감될 수 있습니다</p> <div style="display: flex; justify-content: space-around;"> <div style="width: 45%;"> <p>1</p> <p>TOUN28 플로깅 키트 증정 플로깅 키트 신청자에 한해</p>  </div> <div style="width: 45%;"> <p>2</p> <p>제로웨이스트 밀랍백 증정 용기내달면서 참여 후 SNS 인증완료 시</p>  </div> </div>	<div style="background-color: #008000; color: white; padding: 5px;"> <p>하동에서 플로깅 조심하면서, 길가의 쓰레기도 같이 주워봐요!</p> </div> <div style="text-align: center; margin: 10px 0;">  </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><input checked="" type="checkbox"/> 신청</p> <p><input type="checkbox"/> 미신청</p> </div> <div style="width: 50%;"> <p>여행을 신청할때 플로깅키트 신청하기 체크하면 toun28 플로깅 키트 신청 완료!</p> </div> </div>
	

Also, along the Dongjeongho Lake, visitors will find the Slow Mailbox of Love installed at the Agyang Tourist Information Center, Noryangdaegyo Bridge Public Relations Center, Uju Chongdongwon Cafe, and Cho Yeongnam Gallery Café in Hadong-gun. The Slow Mailbox of Love is postal content with an analog vibe that Hadong continuously promotes to give modern people, exhausted by the culture of speed, a little leisure that slowness gives them as something that keeps them going and turn precious memories they make in Hadong into a trigger that brings them back to Hadong.



Hadong-gun provides free postcards to tourists to make it convenient to use the Slow Mailbox of Love. If you write down your story and put it in the mailbox, it will be sent to that address a year later. In 2022, 3,641 people used the Slow Mailbox of Love, which is 300 users per month on average.

Cost to Outcome

'Pyeongsa-ri in Agyang-myeon,' the origin of cittaslow in Hadong-gun (county) has been selected as the Best Tourism Village by United Nations World Tourism Organization (UNWTO) for the second year in a row.

UNWTO is implementing the 'Best Tourism Village' project to develop sustainable local tourism and resolve problems like the decreasing rural population.

Agriculture, forestry, fishing, or livestock-based villages with less than 15,000 residents can apply for the title. Up to three villages can be recommended for each country. For selection, cultural and natural resources, potential, economic and social sustainability, and private-public cooperation (governance) are reviewed comprehensively. Pyeongsa-ri village in Agyang-myeon, Hadong-gun became the only one selected in Korea. While 130 villages from 57 countries worldwide applied, 32 villages were finally selected as the Best Tourism Villages through the review by the selection committee of UNWTO.

Pyeongsa-ri in Hadong-gun is a village with 99 households and 176 people. It has various cultural and tourism content, including Park Kyongni Literary Museum, House of Choe Champan, Pyeongsa-ri Field (Mudimideul), Pyeongsa-ri Park, Dongjeongho Lake Eco Wetland Park, Gososeong County Park, Hansansa Temple, Starway Hadong, Cittaslow, Hadong Tojigil Trail, Maeam Tea Museum, Jirisan Ecology Museum, Bubusong Couple Pines, Pyeongsa-ri Park, Toji Literature Festival, Seomjingang Moon Viewing, Tea Picking, Marsh Clam Catching. Especially, it preserves and promotes its history and traditional culture through the humanistic scent it has as the background of the epic novel <Toji (The Land)> and the tourism resources such as the Park Kyoungni Literary Museum, Korean houses for lodging, and filming locations such as the House of Choe Champan.

In addition, the residents have fully engaged in the overall tourism industry using the village's cultural resources, creating income through their activities.

In 2023, 'Pyeongsa-ri in Agyang-myeon' is selected for the Korea Best Brand Awards. 2023 Korea Best Brand Awards winners are the brands selected by Forbes - Korea Joongang Daily among the brands that won high consumer satisfaction and reliability scores. It is the medium that imprints a positive image of products and services and is essential for sustainable corporate growth. The 2023 Korea Best Brand Awards chose 71 brands from 65 institutions and companies.

The fact that 'Pyeongsa-ri in Agyang-myeon' is selected as the Best Tourism Village by UNWTO and for the 2023 Korea Best Brand Awards indicates that it has been globally recognized as local tourism content. It has been an opportunity to promote Hadong as an attractive tourist attraction in the world.



Staff Participation & Information of Participating Staff

Three people, including the relevant staff member from Hadong-gun Culture and Tourism Division
Cittaslow Team

Related Website (if any, please add)

Please send this form to Cittaslow Korea Network until **Monday, April 17:**
cittaslowcorea@hanmail.net