Jeonju’s Application to Join the UNESCO Creative Cities Network

Jeonju Municipal Government
Republic of Korea

Management Committee
Han, Geon-soo (Point Person)
Commission Member of Jeonju Creative City Planning
Tel: +82 (33) 250-6874
yorubahan@gmail.com

Lee, Jeong-deuk (Point Person)
Director of Institute of Rice, Life and Civilization
Tel: +82 (63) 270-3287
jdyi@chonbuk.ac.kr

Steering Committee
Lim, Min-young (Director)
Bureau of Tradition and Culture at Jeonju Government
Tel: +82 (63) 281-2306
min801@korea.kr

Choi, Rok-ki
Bureau of Tradition and Culture at Jeonju Government
Tel: +82 (63) 281-2203
head7963@jeonju.go.kr
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Can delicious foods still be good for you?

In Korea, yes! Come to Korea and experience a whole new world of healthy (well-being) culinary delights! Visually breathtaking spreads of hundreds of authentic Korean side dishes and entrees await you.
Executive Summary

History and Cultural Characteristics of Jeonju, the City of Tradition and Culture

Jeonju is the center of Korea’s southwestern region. A city with a long history and a rich culture, it comprises diverse features from different periods. Until before the modern times, Jeonju enjoyed its position as the center of politics, economy and culture but went through a dramatic collapse during the modernization process. However, relative exclusion from the modernization process has turned Jeonju into one of the areas that have preserved the highest number of traditional cultural assets in Korea.

The citizens of Jeonju value this traditional culture highly and are very proud of the fact that Jeonju was at the center of Korean history and culture for 1,000 years in the past. Due to these cultural characteristics, Korean government has designated Jeonju as a city of tradition and culture and is promoting it as the leading city for the preservation and succession of traditional culture and modern development. The cultural tradition of Jeonju is diverse and includes varied crafts using hanji (Korean paper), calligraphy and painting, traditional music and rituals such as ancestral memorial rites. Food, however, is regarded as the most representative tradition of Jeonju. With abundant culinary ingredients, creative cooking methods and a passion for food, Jeonju is the region that makes the most delicious food in Korea.

UNESCO Creative Cities and Jeonju

Since the enactment of the local autonomy system in the mid-1990s, the Jeonju City Government has established its unique regional identity and strengthened its competitiveness by promoting consistently the policy that emphasizes the region’s rich traditional cultural assets. Jeonju’s own efforts and presentation of vision have led the central government to designate Jeonju as a city of tradition and culture. Furthermore, Jeollabuk-do, the province in which Jeonju is located, has been selected as the National Food Industry Cluster and has thus established the foundation on which the region can develop into the Asia-Pacific Food Capital.

Through organic cooperation between Jeonju and the Korean government, Jeonju is developing as the center of creative succession and development of traditional culture. In particular, Jeonju is building the foundation on which the city can focus more on the network activities that can introduce Korean food through cultural exchange with other regions in Asia and promote cultural diversity. Such efforts in regional development and presentation of vision by the Jeonju City Government will reach even greater heights when met with the UNESCO Creative Cities Network project.
Jeonju Cuisine and the Creative City

Traditional food in Jeonju has developed in close relation to home-cooked food. It has high potential as a bricolage food, which devises creative cooking methods according to the culinary ingredients available. As the residents of the region have shown particular interest in traditional taste, Jeonju cuisine gained a high reputation from Koreans. In today’s society in particular, the tradition of the local culture that resists mass production and its consequent value-free trend suggests new implications for the future of food and gastronomy.

As the new, innovative topics of the 21st century, health and life, and environment and sustainable development are paid attention to. As “sincere food,” Jeonju cuisine has been developing at the center of the traditional food network that is based on rice civilization, beans, vegetarianism and fermented food. It has been developing the characteristics of sincere food that goes beyond slow food by using the culinary ingredients produced in the region. Various fermented soybean products and jeotgal (salted fermented seafood) used in Korean food require a long time to mature and are made at home.

Traditional houses, music and crafts are important partners for the tradition of Jeonju cuisine. A meal accompanied by traditional music in a house and space that are suitable for the region’s ecological environment shows the way the food and food industry of the 21st century should pursue and in particular the possibility of a creative industry based on traditional culture.

Creative Industry at Jeonju: Reality and Possibility

Jeonju is building various bases in order to develop the region’s diverse traditional culture that is represented by the food culture as a creative industry. For example, there is a systematic plan for the standardization and public promotion of unique traditional food and food industry that is gradually being expanded. The city has been designating “Masters” among the successors of the traditional cooking method in the region and “Celebrated Restaurants” in order to develop the food industry.

At the same time, Jeonju is putting much effort into securing the human resources that will lead the creative industry in food. Educational institutions such as high schools and universities have opened departments specializing in food in order to produce professional chefs and there is much interest in increasing the number of scholars and food experts who study traditional food. Such efforts by Jeonju have not been formed intentionally but rather been reconstructed based on constant interest, and such research and education are very valuable in that they are integrated into social practice in the structure of a virtuous circle.
Jeonju has also been building various creative partnerships with the central government and the local research and educational institutions based on traditional food. The training program for experts in Korean cuisine and the intensive course for professional Han Style coordinators are some of the representative results of such partnerships. At the same time, Jeonju has formed partnerships with the private sector in order to develop the food industry and has actively promoted several projects. Turning Jeonju bibimbap into a marketable product and the construction of the Jeonju Bean Sprout Factory are notable results of such efforts.

Jeonju has been making constant efforts into the development of the creative industry in areas other than the food industry. That the ratio of workers in creative industries is higher in Jeonju than other cities in Korea is the result of planned development. The visual, bio-food, eco-cultural tourism, and high-tech materials industries are the core creative industries Jeonju is attempting to develop in conjunction with the food industry. By establishing governance based on citizen participation, Jeonju is pushing forward with the development of creative industries.

**Establishment of International Networks and Cooperation with UNESCO**

In order to apply and join as the Creative City of Gastronomy, Jeonju plans to expand the multi-layered network project it has implemented thus far. Based on collaboration between Jeonju and other cities in Korea, Jeonju will continue to promote the East Asia network and then a global network. The East Asia network, which includes Korea, China, Japan and Southeast Asian countries, will take rice civilization as its main theme, while the global network will be established based on fermented food and sincere food as the main topic.

Jeonju has thus far been actively supporting and taking part in UNESCO’s policy on cultural diversity. Jeonju’s efforts to disseminate and share UNESCO’s ideals through the preservation of traditional culture are materializing even further through the location of the Intangible Cultural Heritage Center for Asia and the Pacific, a UNESCO Category II Center, in Jeonju.

In this context, joining the UNESCO Creative Cities Network will provide Jeonju with an opportunity to develop as a central city, which realizes UNESCO’s ideals and dreams both domestically and internationally, and to share its experience with and contribute to other cities in Korea and abroad. In particular, as recent discussions on creative cities have tended to focus on new creative industries, it is expected that Jeonju’s creative food industry, based on traditional culture, will make certain contributions to the expansion of the UNESCO Creative Cities Network project.
# Experts Panel

## 1. Focal Point Person

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>E-mail Address</th>
</tr>
</thead>
</table>
| Han, Geon-soo  | Professor of the Department of Cultural Anthropology at Kangwon National University  
Commission Member of Jeonju Creative City Planning | yorubahan@gmail.com    |
| Lee, Jeong-deuk| Professor of the Department of Archaeology and Cultural Anthropology at Chonbuk National University  
Director of Institute of Rice, Life and Civilization | jdyi@chonbuk.ac.kr     |

## 2. Management Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>E-mail Address</th>
</tr>
</thead>
</table>
| Lee, Jeong-deuk  | Professor of the Department of Archaeology and Cultural Anthropology at Chonbuk National University  
Director of Institute of Rice, Life and Civilization                                                                                                                                 | jdyi@chonbuk.ac.kr     |
| Lee, Chong-min   | Professor of the Department of English Language and Literature at Chonbuk National University                                                                                                                                 | leecm@chonbuk.ac.kr    |
| Park, Kyung-rip  | Professor of the Department of Architecture at Kangwon National University  
Commission Member of Jeonju Creative City Planning                                                                                                                                 | ktpark@kangwon.ac.kr   |
| Han, Kyung-koo   | Professor of the College of Liberal Studies at Seoul National University  
Commission Director of Jeonju Creative City Planning                                                                                                                                 | hanthro@snu.ac.kr      |
| Han, Geon-soo    | Professor of the Department of Cultural Anthropology at Kangwon National University  
Commission Member of Jeonju Creative City Planning                                                                                                                                 | yorubahan@gmail.com    |
| Song, Jae-bok    | Professor of the Department of Public Administration and Social Welfare at Howon University  
Member of the Creative City of Gastronomy Citizens’ Network                                                                                                                                 | sjb0814@hanmail.net    |
| Lee, Young-eun   | Professor of the College of Human Environmental Sciences at Wonkwang University  
Member of the Creative City of Gastronomy Citizens’ Network                                                                                                                                 | yelee@wkuc.ac.kr       |
| Yoo, Dae-keun    | Professor of the Department of Distribution and Trade at Woosuk University  
Member of the Creative City of Gastronomy Citizens’ Network                                                                                                                                 | dkyoo@naver.com        |
| Han, Bok-jin     | Professor of the College of Culture and Tourism at Jeonju University  
Member of the Creative City of Gastronomy Citizens’ Network                                                                                                                                 | hanbokjin@yahoo.co.kr  |
### 3. Steering Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>E-mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lim, Min-young</td>
<td>Director of the Bureau of Tradition and Culture at Jeonju City Government</td>
<td><a href="mailto:min801@korea.kr">min801@korea.kr</a></td>
</tr>
<tr>
<td>Choi, Rok-ki</td>
<td>Head of the Department of Traditional Culture Promotion at Jeonju City Government</td>
<td><a href="mailto:head7963@jeonju.go.kr">head7963@jeonju.go.kr</a></td>
</tr>
<tr>
<td>Kang, Chang-soo</td>
<td>Subsection Chief of the Department of Traditional Culture Promotion at Jeonju City Government</td>
<td><a href="mailto:cs0221@korea.kr">cs0221@korea.kr</a></td>
</tr>
<tr>
<td>Kim, Sun-ok</td>
<td>Staff of the Department of Traditional Culture Promotion at Jeonju City Government</td>
<td><a href="mailto:sunok9698@korea.kr">sunok9698@korea.kr</a></td>
</tr>
</tbody>
</table>

### 4. Local Working Group (Creative City of Gastronomy Citizens’ Network)

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>E-mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sin, Dong-hwa</td>
<td>Professor Emeritus of the Department of Food Science and Technology at Chonbuk National University</td>
<td><a href="mailto:dhshin@chonbuk.ac.kr">dhshin@chonbuk.ac.kr</a></td>
</tr>
<tr>
<td>Lee, Young-eun</td>
<td>Professor of the College of Human Environmental Sciences at Wonkwang University</td>
<td><a href="mailto:yelee@wku.ac.kr">yelee@wku.ac.kr</a></td>
</tr>
<tr>
<td>Han, Bok-jin</td>
<td>Professor of the College of Culture and Tourism at Jeonju University</td>
<td><a href="mailto:hanbokjin@yahoo.co.kr">hanbokjin@yahoo.co.kr</a></td>
</tr>
<tr>
<td>Kim, Hyun-sook</td>
<td>Professor of the Department of Urban Engineering at Chonbuk National University</td>
<td><a href="mailto:khs4053@chonbuk.ac.kr">khs4053@chonbuk.ac.kr</a></td>
</tr>
<tr>
<td>Oh, Min-keun</td>
<td>Member of Korea Planners Association</td>
<td><a href="mailto:ufo1009@chol.com">ufo1009@chol.com</a></td>
</tr>
<tr>
<td>Ahn-Lee, Young-noh</td>
<td>CEO of Given-Zone QX</td>
<td><a href="mailto:amanima@naver.com">amanima@naver.com</a></td>
</tr>
<tr>
<td>Yoo, Dae-keun</td>
<td>Professor of the Department of Distribution and Trade at Woosuk University</td>
<td><a href="mailto:dkyoo@naver.com">dkyoo@naver.com</a></td>
</tr>
<tr>
<td>Lee, Heung-jae</td>
<td>Director of Jeonju Creative Industry Town</td>
<td><a href="mailto:natugari@hanmail.net">natugari@hanmail.net</a></td>
</tr>
<tr>
<td>Kim, Kwan-soo</td>
<td>President of Full-course Korean Meal Association</td>
<td><a href="mailto:jj7567@naver.com">jj7567@naver.com</a></td>
</tr>
<tr>
<td>Kim, Nyeon-im</td>
<td>President of Jeonju Bibimbap Research Institute</td>
<td><a href="mailto:yang1441@chol.com">yang1441@chol.com</a></td>
</tr>
<tr>
<td>Name</td>
<td>Title</td>
<td>Email</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------------------------------------------------------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>Moon, Yoon-Geol</td>
<td>Secretary General of the Organizing Committee of Jeonju International Fermented Food Expo</td>
<td><a href="mailto:moonyg@hanmail.net">moonyg@hanmail.net</a></td>
</tr>
<tr>
<td>Ahn, Sang-chul</td>
<td>Director of Pungnam Culture Institute</td>
<td><a href="mailto:annbin@hanmail.net">annbin@hanmail.net</a></td>
</tr>
<tr>
<td>Kang, Mi-hee</td>
<td>Vice President of Gogung Restaurant</td>
<td><a href="mailto:bibimjang@hanmail.net">bibimjang@hanmail.net</a></td>
</tr>
<tr>
<td>Lee, Won-il</td>
<td>President of Hanilgwan Restaurant</td>
<td><a href="mailto:won470719@hanmail.net">won470719@hanmail.net</a></td>
</tr>
<tr>
<td>Jung, Chung-young</td>
<td>Head of the Department of Traditional Culture Promotion at Jeonju City Government</td>
<td><a href="mailto:head7963@jeonju.go.kr">head7963@jeonju.go.kr</a></td>
</tr>
<tr>
<td>Song, Jae-bok</td>
<td>Professor of the Department of Public Administration and Social Welfare at Howon University</td>
<td><a href="mailto:sjb0814@hanmail.net">sjb0814@hanmail.net</a></td>
</tr>
<tr>
<td>Kim, In-soon</td>
<td>Researcher of Jeonju Development Institute</td>
<td><a href="mailto:kis1313@hanmail.net">kis1313@hanmail.net</a></td>
</tr>
</tbody>
</table>
Chapter 1

Introduction

1.1. Jeonju: Overview

Jeonju is the center of Korea’s southwestern region. A city with a long history and a rich culture, it comprises diverse features from different periods. It was called Wansan (wan: complete; and san: hill) in ancient times but the name was changed to Jeonju (jeon: whole; and ju: province) in 754 A.D. and has remained the same until today. The characters wan ( Wan ) and jeon ( Jeon ) in the two names both mean “whole.” In the tenth century, Jeonju was the capital city of Later Baekjae and also the symbolic city of the Joseon Dynasty as the birthplace of the Jeonju Yi clan that founded the dynasty. Jeonju was one of the most fertile regions of the country and was famous for its abundant produce. Because Jeonju and the Jeolla-do province possessed such rich farming land, however, they were also subject to particularly severe economic exploitation.

1.1.1. History

(1) Pre-modern History

Jeonju is located along the main and tributary streams of Mangyeonggang surrounded by well-developed alluvial plains and hills. Traces of human inhabitance from the Paleolithic period have been found and abundant remains and artifacts from the Bronze Age have been excavated. The first chiefdom appeared in the first century A.D. and became part of Baekje in the third century A.D.

Figure 1.1_ Jeonju Hanok (Traditional House) Village
As Silla, based in Gyeongju in the east, unified the Korean peninsula and established the system of nine *ju* (province) and five *sogyeong* (secondary capital), Wansanju, one of the nine *ju*, was founded as a military and administrative center and replaced Iksan as the base from which to govern the Honam region or the Jeollabuk-do and the Jeollanam-do provinces. In 757 A.D., the name Wansanju was changed to Jeonju. Gyeon Hwon, who began designating himself the king of Baekje from 892 A.D. as the leader of the military, founded Later Baekje with Jeonju as its capital. When Goryeo in the north unified the Korean peninsula in 936 A.D., it appointed Jeonju as the center from which to govern Jeolla-do but strictly kept the local elites from becoming part of the central government. The local elites therefore became local petty functionaries and aided officials sent from the central government.

(2) Modern History

Yi Seong-gye, who founded the Joseon Dynasty in 1392, emphasized the fact that his ancestors were from Jeonju. As a result, Jeonju enjoyed special status as the native place of the founder of the dynasty. During the Joseon Dynasty, Jeonju was the center of governance for the Honam region, the most agriculturally fertile part of Korean peninsula. It had the largest number of houses after Seoul and Pyeongyang and it was also one of the top five cities of the Joseon Dynasty along with Uiju and Chungju.

With limited opportunities for participation in the central government, local elites focused on culture, art and daily life based on the rich productivity of the land. Consequently, an excellent food culture was developed in daily life and a culture of enjoyment of music, calligraphy and painting rather than Confucian or ethical concept of art was developed. As well as being famous for food and music, Jeonju placed importance on real life and the enjoyment of culture, represented by local petty functionaries and gisaeng, rather than the official power of the central government. Just as famous as Jeonju’s food and art was the city’s publishing culture. Jeonju produced 40 percent of the country’s paper and was a center of publishing, along with Seoul. The woodblock-printed books published in Jeonju, called wanpanbon, were famous and the city’s paper craft was also well developed.

(3) Japanese Colonial Rule

Jeonju’s status declined dramatically, however, in the process of modernization. After the opening of ports, the Joseon Dynasty attempted to heighten Jeonju’s symbolic status with hopes of establishing an absolute monarchy. These hopes were dashed, however, when the country fell under Japanese colonial rule and Jeonju’s status as the birthplace of the dynasty was nullified.
The farmers of Jeonju then attempted a revolt as a center of Donghak (Eastern Learning), which began under the socio-economic conflict and the threat of the emergence of the West, but failed again due to intervention from the Japanese army. Modern centralized government began under colonial rule and the petty functionaries of Jeonju who aided control over the Jeolla-do province also lost their base.

Steady economic decline also took place. Although rice production increased with the introduction of new technology and variety, the rights of tenant farmers, who had normally been protected in traditional society, were nullified under colonial rule, while the landlords’ position was strengthened. A number of farms owned by the Japanese appeared in the Honam region and Gunsan emerged as a port city to ship rice and the center of the grain market. The gap between the rich and the poor continued to widen while the people became more impoverished. At the same time, the Honam region became the center of tenant disputes.

(4) Post-Liberation

The Honam region was excluded from the early industrialization process under colonial rule and it was still considered as the center of agriculture after Liberation. It was even excluded from the rapid economic growth that took place under President Park Chung-hee. The region lacked not only the development of modern industry, but also investment in infrastructure, such as railways, highways, ports and airports, in comparison to other areas. Many people from the Honam region were discriminated against when they wanted to go into the judicial or administrative organizations.

Such alienation and discrimination developed into the idea that the Honam region had been discriminated against for over 1,000 years after the collapse of Baekje. This became one of the main areas of conflict in Korean politics from the late 1960s to the mid-1990s. The sense of alienation and discrimination lessened somewhat when Kim Dae-jung was elected president. However, because Korea’s rapid economic growth was based on the cheap price of the grain and the migration of the population from rural to urban areas, it could be said that the economic status of the Honam region decreased as a result of national economic growth.

Although the failure to develop modern industry remained a source of discontent, people’s perception of Jeonju began to change in the late 1990s. While Korea’s leading industrial areas were suffering from environmental pollution and rapid urban expansion, relatively alienated areas such as Jeonju faced new possibilities as undeveloped cities with unpolluted environments.

In 1995, the local autonomy system was finally restored with the election of local government heads, which opened up great possibilities for Jeonju. Jeonju has maintained its heritage as the center of the art and
culture of the Joseon Dynasty and pansori in particular is regarded as the country’s best. In addition, because the city did not expand dramatically, the old city has remained more or less intact, which has made it possible to create Jeonju Hanok Village and a city of traditional culture.

1.1.2. Geographical Location and City Structure

With an area of 206 km² and a population of 640,000, Jeonju is located at the center of the western coast (latitude 35° N, longitude 127° E) where the mountains and the plains meet. The center of the city is formed in the basin and the east side of the city is surrounded by layers of mountains while a vast agricultural area covers the west of the basin. The northern and southern parts of the basin are partly open and form the path for Jeonjucheon, which flows through the city and is used as the city’s open space.

Jeonju, the seat of the Jeollabuk-do Provincial Government, plays an important role as the center of history, culture, politics, administration, education services in the local network that joins together Gunsan, a nearby city of maritime trade, and Iksan, a strategic place for inland transportation. As the city is located in the temperate monsoon zone, it has four distinct seasons reflected in clear changes in the natural landscape.

![Geographical Location of Jeonju](image.png)
When Gyeon Hwon founded the kingdom of Later Baekje with Jeonju as its capital in the late ninth century, the city was restructured as a fortress, but lattice-typed land division, which was established in ancient times, remained as the basis of the structure of Jeonju’s urban landscape. Jeonju continued to develop as the old home of the royal house during the Joseon period (1392-1910). Surrounded by mountains, Jeonju Buseong shared the traditional Korean city structure with four gates surrounding the provincial governor’s office. In the process of modernization, Jeonju tried to preserve its traditional spaces amid rapid transformations.

In terms of the structural aspect of the urban space, Jeonju is currently divided into five spaces: the old town area at the center of the city, the industrial area in the southwest, the new town area in the west, the green area in the south, and the agricultural area in the north. The outlines of the Jeonju Buseong fortress and various historical remains can be found in many parts of the old town area in central Jeonju.

Jeonju is organically connecting the cultural properties that are scattered throughout the city while using the characteristic of the roads and increasing the value of the urban space through zoning. Such efforts are important for preserving historical remains, restoring the human-centered spaces, and guaranteeing cultural values and diversity in history. Jeonju Hanok Village which began to be built in 1976 is a leading example of such efforts.
1.1.3. Infrastructure

Jeonju is surrounded by mountains and hills to the east, west and south while the northern area is close to a basin that connects to the plains. Water systems such as the Jeonjucheon and Samcheoncheon streams are the main suppliers of water to the city. Five national roads and two local roads, which are connected to five expressways that link to other cities, pass through Jeonju today. In terms of the rail line, the Jeolla Line currently passes through the city and will be connected to the KTX (Korea Train Express) in 2011. At the same time, Gunsan Airport is located nearby, maintaining a close link with all other regions of the country.

Jeonju has turned roads that were once developed for cars into pedestrian-friendly roads and is creating an urban space where people can safely enjoy the city life. The best example of such efforts is the roads of Jeonju Hanok Village. Such attempts to create pedestrian-friendly roads, which began with Hanok Village, are now spreading to other parts of the city. (See APPENDIX 1.1.4.)

1.1.4. Population and Industrial Structure

The accurate statistics on Jeonju’s creative industries are yet to be compiled, but the number can be estimated from the existing material on persons related to the creative industries. Of all the persons employed, 12.68% work in the primary and the secondary industries, while 86.32% are employed in the tertiary industry. It is expected that food, accommodation, publishing, communication, finance, insurance, science and technology, educational services, health and social welfare, art, sports and leisure service, personal service industries, etc. have the potential to develop as parts of a wide framework of “creative industries.” The number of businesses in the creative industries is 19,121 (47.5%) and there are 93,801 employees (54.7%).

Figure 1.4_Panoramic View of Jeonju
Jeonju is also a city of education where students make up one fourth of its population. The total number of enrolled students from elementary to graduate schools is more than one hundred and fifty thousand. There are two four-year universities along with four-year universities of education and two-year colleges in Jeonju and the number of students enrolled at these higher education institutions total over forty thousand, or 6.3% of the entire population of Jeonju. The percentage of employees in the creative industries appears to be high not because the outstanding creative industries and talents are currently concentrated in Jeonju, but because the percentage of primary and secondary industries is very low in Jeonju. The importance of the education industry and the large number of students in higher education in Jeonju, however, suggest the city’s great potential to develop into a creative city in the future.

1.2. Characteristics and Lifestyle of the City

After Jeonju’s traditional culture became the object of systematic preservation and succession in 1976 with the designation of the Hanok Conservation District and the revival of the Jeonju Daesaseup Festival, it was developed by linking hansik (Korean food), hansori (Korean music), hanji (Korean paper) and hanok (Korean house). Therefore, Jeonju began to establish its status as a cultural city based on the synergy effect produced by diverse cultural traditions. Recognizing the city’s efforts, the Korean government designated Jeonju as a city of traditional culture and this in turn has attracted more public participation.

1.2.1. Jeonju Cuisine: Local Identity and Pride

One of Jeonju’s most important characteristics is its excellent cuisines and its citizens’ pride in these cuisines. The fact that Jeonju cuisine is the most delicious in Korea is commonly accepted by the Korean people. The reputation of Jeonju cuisine has a long history and is acknowledged by most Koreans. Such a reputation springs from the region’s abundance of culinary ingredients and the local people’s special interest in food.

The pride the people of Jeonju take in their cuisine is reflected in the region’s food industry. It is a great challenge to open a new restaurant in Jeonju. Because people in the city have such a refined palate and home-cooked food is of high quality, the food served at restaurants has to be exceptional in order to satisfy local customers. The use of traditional brass bowls, which is no longer used in general households, to serve Jeonju bibimbap, the prevalence of places that serve traditional rice wine makgeolli, or the provision of tables and chairs at convenience stores to drink beer are all characteristics unique to Jeonju.
1.2.2. The Awareness and Practice of Tradition among Jeonju Citizens

The citizens of Jeonju appreciate the value of tradition. While the intangible aspects of the traditional lifestyle were destroyed and changed in Korean society during the process of modernization, Jeonju is perhaps the only city that has recognized the value of such a lifestyle and preserved and passed it down. Jeonju citizens are proud of the fact that their city has been the center of Korea’s history and culture for the past 1,000 years. Based on this awareness, they also regard themselves as yangban and consider it important to cultivate a sense of refinement, which can be recognized as the essence of yangban culture, in their lives.

Such an attitude is reflected in the way the citizens of Jeonju actually practice traditional culture. In particular, Jeonju citizens have a passion for developing traditional food culture and they place great importance on introducing Jeonju’s food culture to the visitors. Based on their interest in traditional culture, they also accept a wide range of cultures including modern popular culture and those from other regions.

1.2.3. Eco-Friendly City and Life

Jeonju is making efforts to respect its traditional culture and to create an eco-friendly city. One representative example can be found in the country’s first volume-based food waste fee system. When the food waste disposal policy changed to a volume-based fee system where one pays according to the volume of food waste, the amount of food waste in Jeonju decreased dramatically. (See APPENDIX 1.2.3.)

Another example that reflects Jeonju’s eco-friendly lifestyle is the city’s continual interest in agriculture. While other cities tend to choose industry rather than agriculture in order to achieve rapid economic growth, Jeonju has established a plan to support the rural community in order to preserve and encourage farming and farming culture. In this way, the city is seeking ways for urban and rural areas to develop and coexist with the environment.

1.2.4. The Slow Life of Jeonju Style

Another characteristic of Jeonju is that it has maintained a human pace of life while other cities in Korea have been focusing on the rapid pace and fierce competition of modern life. The origin of the slow life of Jeonju style can be traced back to Jeonju’s traditional art culture. During the Joseon period, Jeonju established its own unique art culture, which was very different from the yangban culture of the central government. Jeonju’s food, pansori and crafts, which still exist today, represent a leisurely attitude that responds to human rhythms.
Another important element that provided Jeonju with a new urban regeneration strategy was changes in the political atmosphere. The election of Kim Dae-jung, who was from the Jeolla-do region, as president in 1997 resolved the regional conflict that had existed until then and the revitalization of the local autonomy system provided an environment where local residents could establish and implement their own local development strategies.

1.3. Administrative System and Cultural Governance

With the establishment of a local government, Jeonju began to create its unique regional identity and to strengthen the city’s capacity like other local governments. In this process, Jeonju focused on the region’s traditional cultural assets. As Korean society moved away from its singular focus on economic growth to an appreciation of the value of life from various points of view, such changes contributed to the success of Jeonju’s policy of emphasis on traditional culture. Efforts by the local government of Jeonju to plan the urban development based on traditional cultural heritage are fully reflected in the establishment and management of the Tradition & Culture Bureau. Jeonju manages and promotes affairs related to the traditional city from the Tradition & Culture Bureau, which has no equivalent in other local governments. The bureau includes the Traditional Culture Promotion Department and the Han Brand Department. Jeonju is also the only city in Korea to have a Korean Cuisine Section in the local government.

At the same time, the budget for culture ranks high in the city’s overall budget. It has been shown that Jeonju had appropriated the highest culture budget among the local governments, with particular investment in tradition and culture. The 2007 annual budget of Jeonju shows that 20.9% of the entire budget was planned for tradition and culture, a very high percentage compared to other areas.

Under the motto “Tradition is the future,” the Jeonju City Government is promoting the following policies not only to preserve traditional culture but also to revive the city based on traditional culture: First, the Jeonju City Government is actively trying to advertise the region’s traditional cultural heritage to the outside world by expanding the city’s social infrastructure. As a way to implement this policy, the city government is currently promoting the establishment of the Intangible Cultural Heritage Center for Asia and the Pacific and the Han Style Promotion Center. Second, the Jeonju City Government is promoting a policy to restore the city’s ecological environment and to link this with traditional cultural heritage as a way to develop an eco-cultural tourism. In order to carry out this policy, the city government plans to develop a 16,500,000 m² eco-friendly village, to design the rivers and streams of the city into ecotourism resources, and
to cultivate the entire city into trees and green spaces of leisure and culture. Third, the Jeonju City Government is promoting an eco-friendly and fermented foods industry. It has already established a specialized industrial complex that consists of research organizations from a high-tech bioindustry to more than 100 bio-venture businesses.

### 1.4. Cultural Infrastructure

Jeonju possesses so much tangible and intangible historical and cultural assets that it is often referred to as a treasury of traditional Korean culture. A large number of famous historical remains are located at the city center and are still used today as a space for people’s daily cultural lives. Pungnammun, which is the south gate of the Jeonju Buseong fortress, Gaeksa (a guesthouse for the government officials) and the Gyeonggijeon shrine—all of which are designated national treasures—are located at the center of the city.

The total number of cultural properties under the management of Jeonju city reaches 69: 19 state-designated heritages including 2 national treasures, 36 city/province-designated heritages, and 14 cultural heritage materials. *(For detailed information on the cultural facilities and properties, please see APPENDIX 1.4.1.)*

In addition to these, Korea’s Intangible Cultural Heritage Center for Asia and the Pacific (ICHCAP) will be opened in Jeonju in 2013 as a UNESCO Category II Center. It will be responsible for the information and networking of intangible cultural heritage in the Asia-Pacific region. It is yet another tribute to the importance Jeonju places on cultural heritage and will stimulate creative efforts in Jeonju. *(For detailed information on the Intangible Cultural Heritage Center, please see APPENDIX 1.4.2.)*
Chapter 2

The Food Industry as a Creative Industry
and Jeonju Cuisine

Jeonju has been famous not only for its cuisine, but also for its rich traditions in handicraft, calligraphy, literature, traditional painting, dance and music. As the political, economic, cultural center of the southwest Korea during the Joseon period, Jeonju prided itself on its distinctive life style of pungsun (elegant and refined taste) which integrated its culinary, literary, artistic and musical traditions.

Although this proud legacy of Jeonju suffered significantly under the colonial rule and during the modernization (westernization) process, efforts have been made to rediscover and revitalize this tradition. The first phase of Han Style Project of Jeonju (See Chapter 2.3.) aims to enrich and enliven modern people’s everyday life with ideas and elements of the traditional cuisine, traditional Korean paper and paper products, and traditional architecture and design. Its second phase focuses on traditional song and music, traditional dance, and Oriental medicine. It is no wonder that the film industry of Jeonju and many international festivals such as International Film Festival, International Sori Festival, and Jeonju Food Festival capitalize on and further develop the heritage of and nostalgia for these rich traditions.

In this way Jeonju has been trying to create new life styles integrating the old and the new as well as bridging different traditions of cuisine, craft, design and architecture, art and music, etc. Food consumption can become a very interesting sensory experience if different traditions mutually support one another, creating good fit and harmonization among food, tableware, dress, musical performance, paintings, furniture and architecture, and landscape design. These creative efforts are expected not only to help achieve synergy effect in creative industries but also to attract more and more creative talents. Some of the ideas that need to be examined include:

First, efforts will be made to encourage and develop some of the current practices bridging and coordinating different traditions. In fact, one can enjoy pansori performance at Yangbanga Restaurant and other places after dinner. In case of Hyangwon Restaurant, the walls of the dining rooms are decorated with authentic pieces of oriental art and calligraphy; in addition, the CEO of this particular restaurant is a master in traditional Korean music pansori which was designated as intangible cultural heritage.
Second, the new culinary academy to be established in Jeonju will not only teach how to cook; instead, students will have plenty of chances to learn about and make use of traditional music, calligraphy, tableware, handicraft as well as stories about food.

Third, plans to use TV dramas, documentary films and feature films are currently under development for the purpose of publicizing these efforts for making good fit and harmonization among different traditions. The success of these efforts is beyond doubt if we consider the recent great success of Korean TV drama series “Daejanggeum” (the story of the first royal female chef showing traditional court cuisine and medicine) in Japan, China, Southeast Asia, and Mideast Asia. The students of the new culinary academy will have a chance to learn the art of culinary photography and filming.

Fourth, the curriculum of the new culinary academy will put great emphasis on foreign language and intercultural communication. It is extremely important and necessary to be able to explain the food of one culture to people of another culture. Such communication ability will not only increase business chances but also contribute to international understanding.

2.1. Traditional Culture, Food, and Creative Industry in Jeonju

The most important topics in the twenty-first century are health, life, the environment and sustainable development. The interest and demand for food and food industry are also moving beyond taste, nutrition, economic feasibility and convenience. The existing food industry is facing new challenges and opportunities, such as contribution to health, food safety, relation to the environment, and lifestyle changes. Under these circumstances, today’s food industry has the potential to develop into a creative industry.

In this regard, traditional food has been the focus of much attention. Traditional cooking methods and foods have been protecting and promoting health through food. This aspect has recently been rediscovered and proven by modern science and traditional food is emerging as the core of an ecological food industry, which is part of the creative industries.
2.1.1. The Tradition and Background of Creative Jeonju Cuisine

Due to its natural conditions such as the climate and geographical features, Jeonju is abundant in culinary ingredients. Because of the vast plains, mountains, rivers and the nearby ocean, it is rich in wild greens, mushrooms, rice and other grains, vegetables and seafood. The distribution of these food items is also fast and active thanks to the availability of convenient transportation. However, the abundance of ingredients can only be a prerequisite for the creative cuisines of Jeonju, not sufficient in and of itself. Jeonju cuisine has been able to develop as the food that represents Korea because of the tradition and background explained below.

(1) Jeonju Cuisine: Beginning as Home-Cooked Food

One of the most important characteristics of Jeonju cuisine is that it is based on home-cooked food. This is in contrast to the traditional foods of other cultures such as French cuisine, which are based on the food served at the royal court. The tradition and background of the creativity of Jeonju cuisine can be found in this home-cooked food. In Jeonju, the process of planning, preparing and cooking meals at home is all part of the creativity. As it is home-cooked food, the people of Jeonju do not just use expensive and rare
ingredients to make the food taste better. Instead, they carefully select the ingredients they can find easily and concentrate on the fermentation process with constant attention and passion to create the taste of Jeonju. Also, Jeonju cuisine as home-cooked food is used as an important symbol that mediates the relationship between relatives and thus goes beyond just “something to eat.”

Those who plan and prepare the cuisines for rituals, festive holidays, weddings and birthdays must understand thoroughly the meanings and the symbolism of various ceremonies and work hard to express such meanings and symbolism through the food. The variety, price and quality of the ingredients that vary with the four distinct seasons in Korea also need to be taken this into consideration. The cuisines prepared and served may also change depending on the number of guests, the time and order of service, the gender and age of the guests and even the social status of the guests. Special or prestigious cuisines required particular attention, ability and considerable responsibility for the preparation and cooking of the ingredients.

As Korean cuisine consists of a number of side dishes and spices, preparing and managing various types of *kimchi*, sauces and pastes demanded great responsibility. Help from relatives and neighbors was required when a large amount of food had to be prepared, so that securing the number of helpers, taking into account people's skills and organizing the work accordingly, encouraging cooperation, and supervising the entire process were also very important. A space to prepare and cook the cuisines had to be secured and particular attention was paid to certain dishes depending on the difficulty of preparation. In particular, the preparatory work prior to actually cooking the entire meal was important. Considering and securing the time to make high-quality food, for example, which *kimchi* to make and how long before the event, was also very important.

In addition, people had to be fully aware of how to dispose the food waste from preparation and cooking and how to minimize and take care of leftovers. These points were very important aspects to consider when trying a new method of cooking or selecting ingredients.

Since the knowledge and wisdom on planning, preparation, cooking and disposal of food could be acquired in a short period of time, each family has been continuing this tradition through the education and training of the younger generation. Sharing food, reciprocity, and exchange of labor were also regarded as important parts of such an education and training process. The tasks the person responsible for events taking place at home (traditionally the housewife) had to consider and carry out were truly extensive. They required not only basic cooking skills but also the ability to plan and execute the entire process as well as leadership, vision, and creativity.
(2) Jeonju Cuisine as Bricolage

Another important significance comprised in the fact that Jeonju cuisine originates from home-cooked food is that Jeonju cuisine is the food of bricolage. According to Claude Levi-Strauss, bricolage is different from the works of the master in that it is not determined greatly by the existence of tools or materials that have been designed and prepared for a specific purpose. Because the materials used by the bricoleur, the person who practices bricolage, are limited, the rule of the game is to use what is readily available. The bricoleur does not follow a particular plan to produce results and this sometimes ends in a surprisingly outstanding achievement.

This perspective explains well the creativity of Jeonju cuisine. The value of Jeonju cuisine does not come from what has been intended or planned. Also, Jeonju cuisine was not created by masters or experts: It is a food of bricolage that combines people’s techniques, chances and material needs, all of which have been transmitted and shared by people who continued their livelihood within the given environment.

The fact that it is a food culture created by ordinary people’s taste and needs rather than the taste of a particular class gives Jeonju cuisine its value as a cultural asset that represents Korea. Even today, the primary value of Jeonju cuisine is that it is a home-cooked food, which continues its tradition of bricolage. Because Jeonju cuisine is the result of creativity accumulated by people’s needs, it always has the possibility to change. In other words, Jeonju cuisine is valuable as a creative food because it continues to change in everyday life rather than being fixed to a certain point in the past.

Figure 2.2 _Bibimbap is One of Bricolage Foods_
(3) Jeonju Cuisine: Special Interest in Taste

Koreans are usually regarded as family oriented and cooking and sharing food has long been a part of Korean tradition. The people of Jeonju are known to have a special interest in food and to regard gathering with family to cook and share food as one of the great joys of life. This is because they have a special interest in food. Those who are accustomed to eating good food have a developed sense of taste and thus demand and cook good food. In Jeonju, therefore, not only professional chefs but also ordinary housewives have the passion and ability to cook good cuisines and they tend to spare no effort in cooking good and tasty food. The people of Jeonju claim that just as the character *jeon* (全), which means whole, is used in the city’s name, constantly striving for perfection in food neither giving up half way nor doing things half-heartedly is the characteristic of Jeonju cuisine.

Due to such interest and passion in food culture, the women of the Jeolla-do province, of which Jeonju is the representative city, have been well known for their special interest in the decoration for earthenware jars, a particular interest that was already covered by the media in 1928. While the women of Seoul were interested in living room furniture and the women of Pyeongan-do and Hwanghe-do provinces took special interest and care in bedding, Jeolla-do women had a special interest in the earthenware jars where soy paste, soy sauce and red pepper paste were fermented and kept.

(4) Jeonju Cuisine: Representative of Korean Cuisine

In today’s Korean society, Jeonju is regarded as the city that has preserved and developed the most traditional taste of Korea. Jeonju’s position as the city that represents Korean cuisine was not established only recently. Jeonju has always been one of the regions with most abundant produce in Korea and famous for its delicious cuisine. Apart from Jeonju, Pyeongyang, the focal point of trade with China, and Gaeseong, the capital of Goryeo and the center of commerce, were well known for their cuisine during the Joseon Dynasty. However, as the unique food culture of Pyeongyang and Gaeseong became the monopoly of a few powerful people under the Communist regime of North Korea after the war, the common people lost interest in food and the food traditions of both cities began to wane steadily. Such decline accelerated in the 1990s in particular when North Korea experienced continuous economic crisis and famine.

As a result, Jeonju has become the only place in Korea that has maintained the culinary traditions of the past. Although Jeonju undoubtedly suffered great hardship through modernization and industrialization after colonial rule, it has preserved the intangible cultural heritage related to food better than any other region in Korea.
The great reputation of Jeonju in culinary art was already noted in 1928 in a magazine article titled “Housekeeping Skills of Women in Eight Provinces.” According to this article, the women of the Jeolla-do province are best cooks in Korea. Within Jeolla-do, the women of Jeonju are best; their food not only tastes best, but also looks best. The author declares, “If a woman of Seoul visits Jeonju, she will return home on an express train with tears of shame flowing from her eyes.”

The article continues to praise Jeonju cuisine: “Although the sinsello (Korean royal casserole) of Seoul is indeed a specialty, the sinsello of Jeonju is even more so. Jeonju bibimbap with rice wine, red pepper paste from Sunchang, julienne bamboo shoots from Gwangju and Damyang, takju (unrefined rice wine) and sliced raw sweetfish from Gurye and Gokseong, sikhye (sweet rice beverage) from Gosan, yakju (refined rice wine) from Namwon and steamed fish from Gunsan are all specialties of Jeolla-do.”

Therefore, a great number of restaurants throughout the country have Jeonju in their name such as Jeonju Restaurant, Jeonju Korean Meal, Jeonju Haejangguk Restaurant or Jeonju Blowfish Restaurant. Jeonju bibimbap has been registered as a trademark and Jeonju haejangguk (soup eaten to cure a hangover) and Jeonju kongnamulbap (rice with bean sprouts) are also well known. Jeonju bibimbap is a must for those who visit Korea from abroad and many restaurants differentiate Jeonju bibimbap from ordinary bibimbap.

(5) Jeonju Cuisine: Product yet Not a Product

Despite the high reputation of Jeonju cuisine, the food industry of Jeonju has not developed as much. However, this situation is expected to act as a strong point in the twenty-first century. The creativity of Jeonju cuisine and the pride of the Jeonju people that originates from their food seem to resist the commercialization of Jeonju cuisine. In fact, although there are many famous traditional food restaurants in Jeonju, hardly any of them have introduced a mass production system or a franchise. This contradicts the commercialized structure of the food industry that has been taking place in Seoul and other major cities in Korea. Rather than competing to make more profit among the traditional restaurants in Korea where the commercialization of Korean cuisine is well under way, restaurants in Jeonju are famous for competing to maintain and develop the taste of the food in order to satisfy the customers’ finicky taste buds.

One of the most important changes in the food habits of the twenty-first century is that people have become intensely conscious of the safety, wholesomeness, and environmental implication of the food they consume. In addition, increasing interests in the authenticity of taste and culinary art would provide a friendly environment to appreciate the value of the food industry of Jeonju. The fact that Jeonju did not degrade food and threaten its safety and social value through extreme commercialization is expected to help Jeonju’s food industry gain competitiveness in the future.
2.1.2. The Characteristics of Traditional Food in Jeonju: Beyond Slow Food to “Sincere Food”

Jeonju cuisine proposes one of the important directions food should take in the twenty-first century. In order to achieve the lifestyle of the twenty-first century, which emphasizes health, life, the environment and sustainable development, Jeonju cuisine is suggesting a new possibility. The main characteristics of Jeonju cuisine as healthy food are described in the following.

(1) Jeonju Cuisine: The Various Uses of Beans as a Health Food

Beans are one of the most essential ingredients in Korean cuisine. They are used to make various fermented foods such as soy sauce, soybean paste and red pepper paste and these foods made of beans are used as the main ingredients in Korean food. As the saying goes, “sauces and pastes determine the taste of the food.” Dishes that include beans such as tofu, rice with beans and beans cooked in soy sauce are an important part of Jeonju cuisine and the people of Jeonju like to grow and eat bean sprouts. Bean sprouts are the main ingredient for kongnamul gukbap (bean sprout soup with rice) and bibimbap, and are always included in a full-course Korean meal. The fact that bean sprouts grown from the beans cultivated at Imsil are regarded as the best bean sprouts in the country shows that Jeonju is at the center of the bean network.

Figure 2.3 Kongnamul Gukbap
Beans are an excellent source of protein, enough to be called “meat grown in a field,” and they have been at the center of attention as a health food since it was revealed that they help prevent cancer and other adult diseases. Among many phytochemicals found in beans, isoflavone is known to be effective in preventing various diseases including breast cancer, ovarian cancer, heart disease and osteoporosis while oligosaccharide, which is largely present in beans, helps prevent colorectal cancer. The fiber in beans is good for the digestive system and the non-saturated fat soybean phospholipids are supposed to reduce strokes and dementia. Phytic acids detoxify and act as an antioxidant while asparagines found in bean sprouts help cure hangovers. Also, protein glycine and arginine are known to prevent various adult diseases by lowering the level of insulin in the blood.

Beans are known to have originated from the northeast regions of China and the Korean peninsula. Carbonized bean from the Bronze Age shows that bean cultivation in Korea has indeed a long history and more than 900 varieties of beans have been found in Korea so far. Up to about a half century ago, Korea was the second largest bean producer in the world, but the production fell temporarily when bean production came under a blow during the industrialization process. However, beans are getting renewed attention with the increased social interest in health and food safety.

(2) Jeonju Cuisine: Fermented Food as an Important Basis

Rice-based civilizations have developed a number of preserved foods in the process of developing soups and side dishes that would go well with rice. Bean-based sauces like soy sauce (ganjang), soybean paste (doenjang), fermented soybean paste (cheonggukjang) and red pepper paste (gochujang) form the basis of Jeonju cuisine along with kimchi and jeotgal (salted fermented seafood). Korean soybean paste, in particular, is known to have excellent nutritional value and health benefits along with fermented bean products in other countries, i.e. doubanjiang in China and miso in Japan. Gochujang, red pepper paste based on soybean paste, has developed only in Korea. Jeonju’s neighboring city Sunchang is known as the home of gochujang and Jeonju bibimbap uses this gochujang from Sunchang.

Another important ingredient for Jeonju cuisine is jeotgal, seafood salted and fermented for preservation. First, jeotgal makes it possible to eat throughout the year food that is only available during certain seasons and is thus an important food source when certain ingredients are not available.

Second, jeotgal can be eaten on its own as a side dish, but can also be used as an important ingredient to season other foods. For example, jeotgal is very useful when making kimchi or seasoning kongnamul gukbap. Third, jeotgal can be eaten immediately after it is made but the taste improves dramatically after fermentation.
Therefore, different regions in Korea use various ingredients to make *jeotgal* and Jeonju cuisine is located close to some of the main producers of *jeotgal* such as Buan.

*Kimchi* is the most basic and well known side dish in Korea. There are more than 200 types of *kimchi* throughout the country depending on the ingredient and preparation method, and Jeolla-do has been making *kimchi* by actively incorporating the region’s *jeotgal* and unique ingredients. *Kimchi* made just before the winter for long-term storage is called *gimjang* and this has been an important provider of vitamins and other nutrients during a season that lacked fresh ingredients. The number of nutritional benefits of *kimchi* and its potential for industry have been demonstrated in various ways both domestically and abroad.

Ever since the health benefits of fermented foods were revealed and verified scientifically by a number of publicly recognized organizations in Korea and abroad, Jeonju cuisine, which is based on fermented food, has been receiving even more attention. As a result of the increased interest, creative efforts to commercialize fermented foods have also received a boost. Based on the fact that the city is at the center of this fermented foods network, Jeonju has been hosting International Fermented Food Expo since 2003.

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Figure 2.4 *Jeotgal and Vegetables*
(3) Jeonju Cuisine: The Importance of Wild Greens and Vegetables

*Kimchi* and vegetables including wild greens make up a big part of Jeonju cuisine. A typical Korean meal consists of rice and soup and side dishes to complement the rice. In the process of creating a variety of soups and side dishes, many different ways of cooking vegetables have been developed. Cooking methods vary depending on the ingredient, the season, the purpose of the dish and the relationship with other ingredient. In other words, vegetables are eaten raw, dried, lightly or fully cooked, or slightly or fully fermented. Salted and fermented *kimchi* that provides vegetables in wintertime is a good example.

Eating vegetables is not only healthy but also less of a burden for the environment. Therefore, excellent cooking methods have created delicious and diverse vegetable dishes. Jeonju cuisine is the result of efforts to develop a wide variety of delicious dishes while preserving the taste of fresh vegetables as much as possible. The fact that Buddhist temple food, which is strictly vegetarian, has developed around Jeonju is not unrelated to the characteristics of Jeonju cuisine. Selecting, preparing and cooking a variety of new ingredients, creating a harmony between taste and nutrition, and contributing to health and happiness are areas that require infinite creativity and effort.

(4) Jeonju Cuisine: Representative of Rice Civilization

Jeonju cuisine is the leading cuisine that is at the center of the traditional network of rice civilization, beans, vegetarianism and fermented food. Jeonju is one of the areas where the food and the cooking methods of Japonica rice are the most refined and developed. Rice can be used to make rice cakes, alcoholic beverages and a variety of other things but it is usually cooked and eaten for a meal. The soup and the side dishes complement the rice and such an arrangement has led to the development of exceptionally diverse and unique dishes and cooking methods of healthy foods, such as beans, fermented soybean products, fermented foods, wild greens and *kimchi*. 
Rice, the basis of Jeonju cuisine, is one of the crops that yield the highest energy per unit area. It is rich in nutrients, enough to be called a perfect food, and is good for health as it lowers cholesterol and blood pressure and prevents diabetes. The environmental benefits of rice cultivation, such as water and air purification and the control of the flooding of rice paddies and have recently received increased attention.

One of the important reasons Jeonju cuisine has come to be recognized as the food that represents all of Korean society rather than just a certain class is that its ingredients are readily available. Rather than demanding rare and valuable ingredients that are hard to obtain, Jeonju cuisine has always used common, readily available ingredients in various ways. The entire process of such food is distinctive in that it takes a long time, from days to months, to mature and needs much care, rather than being ready immediately or in a short time. The combination of such common ingredients and special care is at the root of the creativity and nutritional value of Jeonju cuisine. Although the phrase “slow food” exists in contrast to “fast food,” it does not sufficiently capture the essence of Jeonju cuisine. Therefore, the phrase “sincere food” is used instead to express the special care and sincerity shown in the preparation of Jeonju cuisine.

2.1.3. The Potential and Possibility of Jeonju Cuisine as a Creative Industry

The citizens of Jeonju believe that food is the area where creativity really matters and that it will become the core of the creative industry in Jeonju. Unlike fine art, food has its roots in reality and is constantly practiced and reproduced in everyday life. Food uses the ingredients that can be found relatively easily in a region and a balance of nutrition and health, taste and style has to be considered within a limited budget. Therefore, the creativity of food makes up an important part of people’s daily life.
Though Jeonju cuisine has great potential for growth as an industrial resource, it is true that its economic size is yet to be manifested in full. This is because despite the high reputation of Jeonju cuisine, systematic industrialization or investment of capital in food industry is not taking place in Jeonju.

One of the reasons for this relative underdevelopment of restaurant business in Jeonju can be found, as mentioned earlier, in the unique attitude of Jeonju people who maintain that the best dishes are made at home. Actually many famous restaurant owners in Jeonju tend to emphasize that their customers can enjoy the “taste of home” or the “taste of mother’s cooking” made of locally produced fresh foodstuffs. This also explains why one can see few chain restaurants and fast food restaurants in Jeonju.

However, this seeming weakness and underdeveloped state of restaurant business will turn out to be a strong point when Jeonju begins to make serious efforts to join the UNESCO Creative Cities Network as a city of gastronomy. Most of the restaurants in Jeonju are owned and run by local people who understand the history and the socio-cultural value of the food they serve. They are closely related with local farmers, local fishermen, local grocers, other local food producers and distributors. The food industry in Jeonju is not dominated by outside capital. Although small in size, the food-related industry in Jeonju is viable and full of potential, because it places great emphasis on authentic taste, safety, wholesomeness and long standing relationship.

(1) Current Economic State of the Food Industry in Jeonju

In spite of the fact that Jeonju has prided itself on its several dozens of well-known restaurants and distinctive way of table setting and serving, the actual economic size of Jeonju’s food industry is not that big. In 2011, about 6,600 businesses are active in the food industry (6,348 accommodations and restaurants, 210 food manufacturing businesses) and 20,285 persons were working in restaurant business as of 2009. Also, the number of licensed cooks in Jeonju was 2,352 in 2006. The ratio of food industry in Jeonju’s entire industrial structure is close to the national average. The total sale of the food industry in Jeonju is relatively small. The total sale amounted to 1.1 trillion Korean won (about 985 million US Dollars) in 2010 (Jeonju City Government).

The reason the food industry in Jeonju does not have a big economic effect is because it has not turned into a conglomerate. The average number of employees in a restaurant is 3.15: this means that many of the restaurants are small-sized and are run as a means of living. Only 13.9% of the restaurants in Jeonju had more than five employees. From the small size of the restaurants in general in Jeonju, the total sale of the restaurant industry in Jeonju cannot but be limited. (For detailed information on the economic status of the food industry in Jeonju, see APPENDIX 2.1.3.1.)
(2) The Representative Food of Jeonju and Industrialization

The dishes that represent Jeonju and show the possibility of developing into a creative industry include bibimbap, kongnamul gukbap (bean sprout soup with rice), full-course Korean meal and traditional alcoholic beverages. (For detailed information, please see APPENDIX 2.1.3.2.)

(3) The Importance of Culinary Ingredients and Industrialization

The cultivation of culinary ingredients is indeed a very creative process. For example, Jeonju bean sprouts, which are known to be exceptionally good, reflect the efforts by Jeonju citizens to develop the taste of the ingredients they use in cuisines. The people of Jeonju know how to grow tasty bean sprouts. Some say that it is the good water while others talk about geographic conditions. However, another important element is expertise. Rhynchosia volubilis (black beans or rat-eyed beans) cultivated in Imsil are brought to Jeonju in order to grow good bean sprouts. People grew bean sprouts at home until about 20 years ago. Although they are now mass-produced in factories, the fact that even the factory-produced bean sprouts taste better than those of other regions shows the depth of the expertise Jeonju citizens have on food. The interest in and creative efforts focused on food have the possibility to bring about huge changes to modern agriculture, which is becoming increasingly industrialized.

Industrialization usually aims for mass production. But in terms of agriculture, it is important to maintain the taste, freshness, and safety of the ingredient, without depending on chemical fertilizers and pesticides. Therefore, there is growing interest in organic agriculture and consumer food co-ops. Moving beyond the simple market trade, Jeonju now aims to provide good quality, fresh ingredients through the stable, long-term and trustworthy network of farmers and to contribute to sustainable development and coexistence between Jeonju and the neighboring regions by generating increased income for farmers.

(4) Space, Music and Crafts as Partners of Cuisines

Jeonju is attempting to link Jeonju cuisine to other areas of life. Space, music and crafts can work together to raise the value of cuisines.

a. Cuisines and Space: Korean cuisine tastes good in a western-style building but it tastes even better when eaten in a Korean traditional house (hanok). Because it is important to feel the sense of place rather than a loss of place, Jeonju has opened the Hanok Village and is trying to develop it even
further. The street where people can enjoy food is also under consideration. Hanok Village provides not only buildings but also a landscape.

Figure 2.6_Houses in Hanok Village

b. Cuisines and Music: Although Jeonju is applying to join the UNESCO Creative Cities Network with its foods, music is also an important cultural asset of the city. Jeonju is traditionally known as the home of pansori but western music is also performed often despite poor conditions.

Figure 2.7_Teaching Pansori to a Visitor
c. Cuisines and Crafts: Korean cuisine goes very well with a diverse traditional crafts and creative industry that produces beautiful ceramics, high-quality brass tableware made by hand, silver spoons, tablecloths and crafts made of Korean paper (hanji).

These elements can enrich daily life and can also be a great boost to cultural tourism. Festivals with food as the theme are taking place frequently and the special taste of Jeonju cuisine is a huge attraction at various events in Jeonju. In fact, the foreigners participating in international conferences and other events in Jeonju preferred eating in hanok, though it was very uncomfortable, and their level of satisfaction rose dramatically when meals were accompanied by small performances such as pansori.

2.1.4. Creative Industries in Jeonju

As mentioned earlier, Jeonju has a high percentage of people working in the creative industries and the fact that it has been investing considerably in the creative industries compared to other regional cities in Korea confirms its great potential to develop into a creative city in the future. Creative industries such as film and visual, bio-food, and high-tech materials industries are the essence of the “five dynamic industries” of Jeonju; and the citizens of Jeonju are trying to develop traditional culture and food as the core creative industry of the city. In particular, ever since the local autonomy system was revived after the local government election in 1995, Jeonju has been the region with the strongest desire and will for culture in Korea and is seeking creative development of the region through culture.

Jeonju has the development plan for five dynamic industries: Han Style(Han-brand industry, see p.37), eco-tourism, film and visual, biotechnology and life science, and components and materials industries.
Among these, Han Style, eco-tourism, and biotechnology and life science industries are expected to have a direct influence on food. The main aspects of the creative industries in Jeonju are as follows:

(1) Bioindustry

Jeonju is planning to establish a bioindustry specialized complex focused on functional foods and fermented foods. Research institutes on advanced bioindustry and more than 100 highly functional and high value-added bio-venture businesses are being brought together to form a specialized complex. Additionally, herbal foods will be developed in response to the aging society to lead the future health industry.

With the increased interest in health, the thought that “food is medicine” has been emphasized recently and the trend to eat food that is appropriate for one’s physical condition and season and to modify cooking methods and ingredients is now at the center of attention. Jeonju aims at the distribution of and research on fermented foods and the development and exchange of the fermented foods industry by hosting the annual Jeonju International Fermented Food Expo since 2003.

(2) Eco-Cultural Tourism Industry

The relatively well preserved beautiful environment, tangible and intangible cultural heritage, and rich tradition of food culture in Jeonju are excellent sources of eco-cultural tourism. Jeonju is planning an extensive expansion and linking of cultural and eco-environmental spaces throughout the city in order to develop eco-cultural tourism. In order to realize this plan, a 16,500,000 m² eco-friendly village will be created and the rivers and streams of the city will be turned into a source of water-friendly ecotourism. At the same time, the entire city is being changed into a city full of trees and green spaces of leisure and culture. As a result of such efforts, 3 million people visited Jeonju in 2009.
Figure 2.9  Jeonju, the Recipient of the Korea Tourism Awards 2010
(3) Han Style (Han Brand) Industry

“Han Style” industry aims to foster new economic energy by making traditional culture a living and dynamic part of modern people’s lives. Among the elements of Jeonju’s traditional culture, the main areas are banok (houses), banji (paper), hansik (food) in the first stage; and music, dance, and oriental medicine in the second stage. By establishing the Intangible Cultural Heritage Center for Asia and the Pacific and the Han Style Promotion Center, Jeonju hopes to emerge as the global focal point of intangible culture and Han Style, make a great leap in the cultural industry, develop the old city center and link with other festivals.

In order to promote the industrialization and globalization of Han Style industry, Jeonju has established an action plan in detail to develop the Han Style industry in Jeonju. It has also begun the construction of the Han Style Promotion Center and has been focusing on global advertising, such as using banji to decorate the residence of the UN Secretary-General Ban Ki-moon. The Sori Cultural Center, the Wanpanbon Cultural Center, which reflects Jeonju’s status as the center of publication during the Joseon era,
and the Fan Cultural Center are also being constructed at the Jeonju Hanok Village and the restoration of the Provincial Governor's Office is also being pursued. The current activities are explained in detail in Chapter 2.3: “Recent Creative Activities.”

(4) Visual Industry

Jeonju is concentrating the city’s resources to become the best city for shooting and producing films and the center of the film and visual industry in Asia. An Asia HD film production promotion base and a special zone called “Cinema Street” have been established as part of this project. The Star Project, which aims to develop film and visual industry related professionals, is also under consideration.

Citizens of Jeonju are greatly interested in films and such interest is reflected in the Jeonju International Film Festival held annually since 2000. Jeonju has been endeavoring to develop the film and visual industry into a new growth industry. The Visual Industry Research Center has been launched at Chonbuk National University and plans to build the Jeonju Multimedia Land and Multimedia Industry Complex have also been established.

Jeonju was one of the most popular film locations during the 1950s and the 1960s. With the renewed interest in traditional things, Jeonju is again becoming an important location for films. The well-preserved traditional scenery in particular can be used for historical and thematic shoots and it is expected to attract films of diverse genres. Jeonju is part of the film production belt with the nearby regions of Buan, Namwon, Gunsan and Muju. At the same time, Jeonju is planning digital post-production facilities that are needed for the film contents industry, the development of film production services and the establishment of a consultative body of related organizations to support the film industry.

![Figure 2.11_Jeonju International Film Festival (2010)](image)
(5) Other Creative Efforts

In order to cultivate Jeonju as a city with unique taste and style and equipped with competitiveness, diverse projects are currently in progress, including the construction of the Art Polis, the convention center and sports town, the improvement of the rural living environment, and the recreation of citizens’ living environment through the usage of small spaces for life, culture and welfare. At the same time, Jeonju is establishing a strategic base for the next-generation carbon nano components and materials industry to develop the electronic printing industry and revive the glory of Jeonju’s traditional printing methods. Jeonju is currently working to establish Carbon Valley and other related institutes.

2.2. Efforts to Promote Public Awareness of Becoming a Creative City

Jeonju has been implementing the basic plan to develop the city as a city of traditional culture. Jeonju is known to Koreans as the city that has kept its traditional culture in sori (traditional music), crafts, publishing and cuisines better than anywhere else in Korea. In particular, Koreans consider Jeonju as the best city for sori and cuisines, a fact that has been confirmed by a number of social surveys. Jeonju has been trying in various ways to increase the current awareness and to globalize Jeonju cuisine.

2.2.1. Awards and Recognition Programs

In order to preserve the traditional food and to develop it within a modern context, Jeonju has been hosting various cooking competitions and employing a system of recognitions that can guarantee the unique characteristics of Jeonju cuisine.

(1) Discovery and Development of the Jeonju Native Traditional Food

In order to discover, develop and preserve the food native to Jeonju, the city has been designating Jeonju Native Traditional Food since December 1998. “Native food” is the food unique to the region, which is cooked with the agricultural, marine and forest products from Jeonju and the surrounding area and “traditional food” is defined as food with the best taste and style that has been passed down in the region.
Native traditional food is designated by the Native Traditional Food Review Committee, which consists of city council members, professors on food, historians, journalists, representatives from the food industry and food experts. Jeonju city encourages restaurants to apply for and register trademarks for selected foods and cooperates with the restaurants in various activities.

Gajok Hoegwan and five other restaurants were designated by the Native Traditional Food Review Committee in the category of bibimbap. Baekbeonjip and three other restaurants were designated in the category of full-course Korean meal. In the category of kongnamul gukbap, Sambaekjip and five other restaurants received designation. (For a full list of the restaurants which were designated by the Native Traditional Food Review Committee, please see APPENDIX 2.2.1.)

Figure 2.12 Mark of the Native Traditional Restaurant

(2) Masters and Celebrated Restaurants of Jeonju Cuisine

In order to discover and pass down the traditional food and the cooking methods of Jeonju cuisine, the city has been selecting “Masters” and “Celebrated Restaurants.” The Jeonju Cuisine Masters and Celebrated Restaurants Review Committee has been established, consisting of representatives from the local civic groups, food experts, journalists, etc.

A chef who wants to be designated as a master must have at least 20 years of cooking experience and needs to get recommendations from at least 50 citizens and food experts. The Committee makes a comprehensive examination on the candidate’s career in cooking, preparation of culinary ingredients, attitude
and ability in cooking and social contributions. Kim Nyeon-im, known as the godmother of Jeonju bibimbap, was selected as Jeonju Cuisine Master No. 1 in 2006.

Kim Nyeon-im has been running her restaurant Gajok Hoegwan, which specializes in bibimbap, for more than 30 years at the center of Jeonju. Her bibimbap is well known for rice cooked in beef bone soup and 17 toppings, namely bean sprouts, green-pea jelly, shiitake mushrooms, bracken, balloon flower root, chwinamul (leaves of various species of wild flowering plants), spinach, Korean parsley, zucchini, radish, cucumber, carrot, garlic, ginger, spring onion, pine nuts and sesame seeds. Kim has been organizing luncheons for the presidents who have visited Jeonju in the past fifteen years and the famous figures who visit Jeonju have made it a rule to eat at her restaurant which has become a celebrated place that represents Jeonju. Kim Nyeon-im’s eldest daughter has been running the restaurant since Kim’s retirement in 1997.

In order to be selected as a celebrated restaurant, a restaurant needs to have been cooking a Jeonju specialty food for at least five years. The restaurant also needs to get more than 50 recommendations from citizens and food experts. The surrounding neighborhood of the restaurant, hygiene, atmosphere, convenient facilities, the cooking method, the quality of service and social contribution by the owner are all examined. Honamgak, which opened in 1999 and specializes in full-course Korean set meals, was selected as the first celebrated restaurant. The owner of Honamgak, Jeon Gi-dong, spent a year to have the restaurant built in traditional hanok style and it is so famous that visitors to Jeonju make up 50 to 60 percent of the customers.

(3) Designation of Good Restaurants

Although not restricted to traditional food, Jeonju has been designating “Good Restaurants” to improve the food industry. The “good restaurant” designation proposes standards and guidelines that restaurants must meet and thus contributes to the industrialization of traditional food. A good restaurant is selected after carefully considering the overall management of the restaurant, that is, the purchase and storage of the ingredients, cleanliness and expertise in the cooking process and service to customers. There are 223 Good Restaurants as of March 2010.

2.2.2. Public Relations through Regional Media and Publications

(1) Public Relations through the Media

Jeonju cuisine has been covered a number of times by the various media as the food that represents Korea without the city having to plan any press releases. In particular, many documentaries and special programs
have been made on Jeonju cuisine of which the following are recent examples: MBC (Munhwa Broadcasting Corporation), one of the three major broadcasting stations in Korea, introduced Jeonju bibimbap in their documentary *A Taste of Korea—Bibimbap*, while the public broadcaster KBS (Korean Broadcasting System) covered Jeonju cuisine in its special program titled *Korean Cuisine That Has Enchanted the World*. JTV, the local broadcasting service in Jeonju, aired a 130-minute special series on Jeonju bibimbap in 2005.

Also various regular programs nationwide—6 O’clock My Hometown, Endless Region Q and Vitamin by KBS, Let’s Go, MorningWide and Cook Korea! Ways to Eat Well and Live Well by SBS (Seoul Broadcasting System) and Finding Delicious TV by MBC—have introduced Jeonju cuisine and Korean cuisine. Internationally, Korean and Japanese broadcasters collaborated in producing a program on Jeonju bibimbap in 2006.

(2) Public Relations through the Internet

Along with coverage by television and other media, diverse internet sites run by the local government and civic groups are advertising the food and traditional culture of Jeonju. The main sites which are currently active include Food Journey to Jeonju (www.tour.jeonjufood.or.kr), Jeonju Food (www.jeonjufood.or.kr), etc. *(For a list of the sites, please see APPENDIX 2.2.2.)*

Along with this online advertising, promotion on personal blogs is also active. The bloggers who are interested in Jeonju and Jeonju cuisine are voluntarily providing related information, thereby spreading information on Jeonju and attracting visitors to the city.

(3) Public Relations through Publications

Academic research on the traditional culture and food of Jeonju is being published through various routes. The city of Jeonju has carried out a number of research projects in cooperation with the researchers at local universities and has also been publishing the results. Some of the titles on the tradition and cooking methods of Jeonju cuisine include Report on the Cooking Methods of Traditional Food in Jeollabuk-do (2001), White Paper on Jeonju Cuisine (2007), Jeonju Cuisine Storytelling (2007), and Jeonju Cuisine: Its DNA and Han Brand Strategy (2009). *(For a list of the publications on the tradition and cooking methods of Jeonju cuisine, see APPENDIX 2.2.2.)*

These publications not only discover the cooking methods to preserve the tradition of Jeonju cuisine and standardize them, but also provide a link between food and culture by introducing the traditional culture embedded in Jeonju cuisine. They record diverse intangible cultural heritage related to Jeonju cuisine and the oral life history of the masters of Jeonju cuisine and discover the diversity of local food.
2.2.3. Regional Expositions, Festivals and Competitions

A variety of festivals that take place in Jeonju are closely related to the region’s cultural identity. About ten festivals are held each year in Jeonju. The traditional culture of Jeonju is the theme of most festivals, except for the Jeonju International Film Festival.

The themes of the festivals based on traditional culture include *gugak* (Korean music), *hansik* (Korean cuisine), *hanji* (Korean paper) and calligraphy. Festivals on Korean music are the International Sori Festival and the Jeonju Daesaseup Festival. Jeonju International Sori Festival lasts a week and attracted 269,000 visitors in 2008, of which 2,100 were foreigners. There were a total number of 2,707,000 visitors from 2001 to 2008 including 12,000 foreign participants. About 2,000 people participate in Jeonju Daesaseup Festival each year.

Korean paper-related festivals are the Jeonju Hanji Culture Festival and the World Calligraphy Biennale of Jeollabuk-do. The Korea Food Festival in Jeonju celebrated Jeonju’s traditional food but it changed its name to “Jeonju Bibimbap Festival” in 2010. Although this festival was canceled in 2009 due to the swine flu outbreak, the 2008 festival was a success with 225,000 participants. The festival is expected to grow even more after 2010 as a food festival that represents Jeonju.

A range of unofficial events based on food also take place in Jeonju. The Jeonju International Fermented Food Expo and Jeonju Bibimbap Big Fair focus on the promotion of various foods based on fermented food and *bibimbap* and the ingredients used in cooking.

![Figure 2.13_ Korea Food Festival (2009)](image)
Jeonju also holds a variety of competitions to pass on and develop the tradition and techniques of cooking. The Jeonju Taste Master Contest, the Local Food Fair and Competition, the Jeonju Home-brewed Liquor Competition and the Jeonju Ten Tastes Contest are held and traditional food cooking competitions are also held nationwide based on these contests. These events strengthen not only the tradition of food in Jeonju but also the symbolic status of Jeonju cuisine in Korea.

In addition, the International Food & Tourism Festival took place in November 2010 throughout Korea. The International Food & Tourism Festival is one of the important nationwide events the government is hosting in celebration of “Visit Korea Year,” which will last for three years from 2010 to 2012. It will be implemented in connection with the “Globalization of Korean Food” project, which is one of the core projects of the government. The festival is expected to be a special event at which the importance and the potential of Jeonju’s food culture can be advertised widely.

At the same time, Jeonju will promote this event in connection with local food-related festivals, such as the 2010 International Fermented Food Expo, the 2010 Jeonju Bibimbap Festival, the Jeonju Small to Medium Venture Industry Fair, the Wanju Local Food Festival, the Buan Jeotgal Festival, the Gochang Marine Products Festival and the Sunchang Fermented Soybean Products Festival in hopes of creating a synergy effect.

### 2.2.4. International Events

In order to advertise Jeonju bibimbap and other traditional foods abroad, Jeonju has been participating in a number of activities in cooperation with food-related NGOs. Jeonju has participated in more than four international events per year and sent representatives to countries like Japan, China, Spain, Russia and the US. It hosted eight international events in 2007. Such efforts were recognized by the Korean government and Jeonju bibimbap was selected as the food to represent Korea at the 2008 New York Korean Food Festival, which was hosted by the Ministry of Culture, Sports and Tourism.

![Figure 2.14_ Culinary Event on Jeonju Cuisine at Macy's Department Store in New York](image-url)
<table>
<thead>
<tr>
<th>Event</th>
<th>Venue</th>
<th>Year</th>
</tr>
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<tbody>
<tr>
<td>FOODEX Japan</td>
<td>Tokyo, Japan</td>
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</tr>
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<td>Seoul International Food Festival</td>
<td>Seoul, Korea</td>
<td>2001</td>
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<td>SIAL China</td>
<td>Shanghai, China</td>
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<td>Worldwide Food Expo</td>
<td>Chicago, USA</td>
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<td>Taiwan International Best Food Products and Equipment Fair</td>
<td>Taiwan</td>
<td>2004</td>
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<tr>
<td>FOODEX Japan</td>
<td>Chima, Japan</td>
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<td>Shenyang Korea Food Industry Exhibition</td>
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<td>2006</td>
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<td>Korea Business Plaza Reception</td>
<td>Tokyo, Japan</td>
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<td>Otona International Exhibition Hall Bibimbap Demonstration</td>
<td>Otona, Japan</td>
<td>2007</td>
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<td>Asian Month</td>
<td>Fukuoka, Japan</td>
<td>2007</td>
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<td>Jeonju Bibimbap Preparation Event</td>
<td>Madrid, Spain</td>
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<td>Jeonju Bibimbap Preparation Event</td>
<td>New York, USA</td>
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<td>Moscow, Russia</td>
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<tr>
<td>Bibimbap Festival</td>
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<td>Bibimbap Festival</td>
<td>Singapore</td>
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</table>

2.3. Recent Creative Activities

Jeonju’s creative activities need to be examined together with the policy of Jeollabuk-do, the province to which Jeonju belongs.

(1) Asia-Pacific Food Capital Project

The Provincial Government of Jeollabuk-do is carrying forward a master plan to develop into the food industry capital of the Asia-Pacific region. It formulated the “2015 Asia-Pacific Food Capital Project” in July 2006. After reviewing the project, the Korean government selected Jeollabuk-do, which drew up an
outstanding plan, as the location for the National Food Industry Cluster in 2007. With support from the central government, Jeollabuk-do aims to create 100,000 new food-related jobs by 2015.

(2) The Designation and Development of a City of Traditional Culture

Jeonju is establishing its identity as the city of traditional culture. It has made plans to highlight the characteristics of the region, foster citizens’ participation in traditional culture and accentuate Jeonju’s scenic value to develop Jeonju as the city of traditional culture. This plan was selected as part of the nation’s regional development plan in 2006 after review by the central government.

The city of traditional culture project by Jeonju aims to preserve the city’s diverse cultural heritage in order to restore and creatively develop the traditional cultural heritage of Jeonju, and reorganize urban spaces so as to expand the physical and social spaces of traditional culture. Jeonju plans to spend approximately 1.711 trillion won [U$ 1.47 billion] by 2026 in order to achieve this goal. The capital for the project will consist of 411.2 billion won [U$ 353 million] (24%) from the central government, 933.3 billion won [U$ 800 million] (55.2%) from the local government, and 356.4 billion won [U$ 305 million] (20.8%) from the private sector. The central government is expected to provide 21 billion won [U$ 18 million] each year.

(3) Promotion of Han Style Project

The “Han Style (한 Style: Han Brand)” project has been launched to make traditional culture part of modern people’s lives and thus promote new economic vitality. This project aims to focus on handing down and promoting hanok, hanji and hansik (Phase 1) and hanchum (Korean dance), hansori (Korean music), oriental medicine (Phase 2) among the elements of traditional culture and develop them as parts of creative industry. The first stage of the project began in 2006 and the second stage is scheduled to begin in 2010.

As a result of Phase 1 that has been implemented so far, the image of Jeonju as the hub city of “Han Style that aims to preserve and commercialize traditional culture” has been strengthened in Korea and Jeonju’s traditional culture and its commercialization have been advertised in ten foreign countries. Based on this project, Jeonju plans to develop a special 646,000 m² Han Style district in 2010 and has applied to the central government for the designation of the special district.
Implementation System of Han Style

Overall Responsibility:
Director of Han Style Division

Han Style Section
All Programs and Oriental Medicine

Hanji Section
Korean Paper

Hanok Village Section
Korean Houses

Hansik Section
Korean Food

Overall Han Style in the World
Participate in various expositions and cultural events
Actively participate in overseas events and establish basis for commercialization

Hanji
Strengthening Competitiveness
Designate hanji masters and foster successors of hanji
Make copies of Joseon wangjo sillok (Annals of the Joseon Dynasty)
Create a great demand for Jeonju hanji
Develop hanji market overseas
Launch the online site of Jeonju hanji

Hanok
Developing into a Representative Landmark of Jeonju
Construct traditional houses
Maintain scenery around Hyanggyo (Confucian School)
Produce and display signs for Hanok Village
Create database on Hanok Village
Build Hanok Village parking lot

Hansik
Beauty & Taste Project
Develop and modernize Jeonju native food
Discover and support additional Jeonju native food
Label the place of origin of the ingredients of Jeonju cuisine
Promote traditional alcoholic beverages of Jeonju
(4) Efforts to Commercialize Traditional Food

As mentioned in Chapter 2.1.3., Jeonju cuisine has high reputation and great potential for growth. Recently, diverse efforts have been made to newly develop the industrial potential of Jeonju’s food culture and resources within the modern context.

Since 2006, Jeonju has been supporting a number of franchises for the modernization of Jeonju cuisine. Participation in the International Franchise Expo and support of the education and training of franchise owners and managers have all been part of the modern development of the local restaurant business. As a result, the number of franchise businesses in Jeonju reached 100 original stores and 2,500 chains as of 2009.

<table>
<thead>
<tr>
<th>Restaurant Name</th>
<th>Jeonju Bibimbap</th>
<th>Gogung</th>
<th>Wansangol Myeongga</th>
<th>Namno Galbi</th>
<th>Imsil Cheese Pizza</th>
<th>Dasarang Chicken</th>
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<td>Food Type</td>
<td>Jeonju bibimbap</td>
<td>Jeonju bibimbap</td>
<td>Kongnamul gukbap</td>
<td>Pork galbi</td>
<td>Pizza</td>
<td>Chicken</td>
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<tr>
<td>Number of Chain Stores</td>
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<td>138</td>
<td>110</td>
<td>30</td>
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<td>140</td>
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</tbody>
</table>

Figure 2.15_ Various Kinds of Instant Bibimbap
(5) Registration of Collective Mark for Geographical Indications & Development of Local Food Character

In order to have the authenticity of Jeonju cuisine recognized, Jeonju is registering the collective mark for geographical indications. Global changes in the distribution of culinary ingredients have influenced Korea in general and a number of ingredients are now being imported from China and various countries in the world. The authentic taste of the culinary ingredients cultivated or gathered in the natural environment unique to Jeonju is being lost due to such changes in the distribution of ingredients which in turn influences the taste and identity of Jeonju cuisine. In order to maintain the tradition of Jeonju cuisine, Jeonju has begun to apply the collective mark for geographical indication of ingredients that have been produced in Jeonju and other local areas. This project is intended to help both the restaurants that wish to continue the tradition of Jeonju cuisine and the customers who want to experience the authentic taste of Jeonju cuisine.

The geographical indication system, first of all, ensures that restaurant owners and chefs receive local produce that can be trusted and thus differentiates such restaurants from ones that use cheap ingredients. It also allows customers to find officially recognized restaurants or dishes that offer the authentic taste of Jeonju cuisine.

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Figure 2.16_ Signs of Makgeolli Pubs in Jeonju
For example, the characteristic taste of *kongnamul gukbap* (bean sprout soup with rice), one of the most well-known dishes of Jeonju, comes from the beans that are produced in the Jeonju area. However, it is not possible to maintain either the original taste of Jeonju cuisine or the tradition of taste with mass-produced bean sprouts cultivated from imported beans. Therefore, Jeonju recognizes restaurants that use bean sprouts that have been locally produced from beans cultivated in Jeonju. By doing so, the city aims to support the restaurants that maintain a traditional taste even if they have to spend more money on ingredients. This stimulates local food traditions and the overall food ingredient industry by helping customers choose such restaurants.

Currently in Korea, farms and producers of organic vegetables are marked on the packaging as a way to increase trust in food ingredients. With this trend, Jeonju’s collective mark system for geographical indication allows not only Jeonju cuisine but also food ingredients to convey stories unique to the area and traditions of life.

The geographical indication system is expected to preserve the food tradition of Jeonju and contribute to the development of restaurants, food ingredients, and the overall food industry in the long run by providing trust and certainty that there is local food in Jeonju made with ingredients produced in Jeonju. As a way to symbolize Jeonju cuisine, the city has created a character called “Bibimi” that promotes the characteristics of Jeonju cuisine.

### 2.4. Education, Research and Capacity Building

The education and research on Jeonju’s traditional cultural assets have so far focused on expanding and integrating the achievements of existing institutions rather than establishing a new institution with a special purpose. This is because education and research on these cultural assets were not established with a specific purpose in mind, but have rather developed based on continued interest on the topic.

The best examples are the Department of Archaeology and Anthropology and the Department of History at Chonbuk National University, a leading higher educational institution in Jeonju. These two departments have been pursuing education and research on the food, *pansori* and crafts of Jeonju based on their anthropological and historical interest in traditional life in the region. The two departments have also been leading the Institute of Rice, Life and Civilization, established in 2007 with support from the National Research Foundation of Korea. The institute is currently carrying out a project that explores Jeonju’s
traditional cultural assets from a more comprehensive point of view and is also actively involved in the city’s “Creative City of Gastronomy” project. These activities demonstrate the ways in which education and research on traditional cultural assets and social practice work together to form a virtuous circle.

2.4.1. Formal Educational Institutions

There are two specialized high schools and ten departments at four universities teach cooking methods and train professional chefs.

The Culinary Department at the Korean High School of Cultural Heritage not only teaches the cooking methods of traditional food but also emphasizes participation in traditional lifestyle and culture in the training of professional chefs. In fact, the graduates of this course have won various prizes including the grand prize and the first prize at the traditional food cooking competitions held in Jeonju. At the same time, the Department of Food Processing at Jeonju Life Science High School is in charge of the basic education needed to make the cooking of Korean cuisine more scientific and to develop traditional fermented soybean products.

Ten departments at Chonbuk National University, Jeonju University, Woosuk University and Jeonju Kijeon College are also training experts in food. These departments teach the cooking methods of both traditional Korean and foreign cuisines and provide education on the modern management and development of culinary ingredients. The Department of Archaeology and Cultural Anthropology at Chonbuk National University does not offer courses in cooking or food but trains scholars who study local traditional culture and develop Jeonju cuisine within the context of traditional culture.

The graduates of these local educational institutions are winning prizes at a number of cooking competitions in Korea and abroad. For example, 64 graduates from the Department of Foodservice and Culinary at Jeonju Kijeon College have won various prizes including the grand prize at a number of domestic and international cooking competitions since 2006. They have had outstanding results not only in traditional Korean food competitions, but also in Chinese, Vietnamese and Western food competitions.

Along with special high schools and universities, seven private educational institutions in Jeonju teach traditional food and its cooking methods.
2.4.2. Scholars and Researchers

There are a great number of scholars and researchers who study traditional food in Jeonju. Some of them enjoy national fame and are expected to play key roles in developing Jeonju as City of Gastronomy. For example, Prof. Han Bok-Jin is a scholar and the successor of the Important Intangible Cultural Heritage No. 38 “Joseon Dynasty Royal Court Cuisine,” while Prof. Sin Dong-hwa, president of the Jeonbuk Food Culture
2.4.3. Private Educational Institutions, Food Research Organizations and Associations

There are currently 13 private cooking schools in Jeonju. Though they are not formal educational institutions that provide educational diplomas, they offer diverse educational courses such as professional courses where the local residents can prepare for various cooking qualifications and general cooking classes where people can learn to cook for hobby or for everyday life. (For the list of private cooking schools in Jeonju, please see APPENDIX 2.4.3.)

There are also six private research institutes or groups on food. These institutes research Jeonju’s traditional food and seek ways to preserve and pass on this cooking tradition within the modern context. (For the list of research institutes or groups on food in Jeonju, please see APPENDIX 2.4.3.)

Jeonju also has diverse food-related citizen networks. Various organizations—the civic groups that protect Jeonju’s traditional food, associations of food experts such as nutritionists and chefs, gastronomy groups, volunteer groups that deliver free food to those in poor areas and associations for the development of the food industry—have created networks to preserve the local traditional food, develop the food industry and spread gastronomy in everyday life. (For the list of food-related citizen networks in Jeonju, please see APPENDIX 2.4.3.)

2.4.4. Food Experts in the Private Sector

Apart from scholars or researchers, there are various food experts who continue the family business and tradition to preserve and develop the local food in Jeonju. For example, Ms. Yu Yu-Sun is the leader of the Traditional Local Food Research Council as the director of the Korea Food Culture Council, while Ms. Park Yeong-ja is the director of the Jeonju Bibimbap Research Institute. Also important is Ms. Kim Nyeon-im, the “godmother of Jeonju bibimbap,” who was designated as Jeonju Cuisine Master No. 1. Along with their individual activities, they lead non-governmental organizations to provide education on traditional food to the local society. (For detailed information on food experts in the private sector, please see APPENDIX 2.4.4.)
Chapter 3

Creative Partnership and Activities

3.1. Examples of Creative Partnership: Public Sector

Jeonju has been building creative partnerships with the central government, local government and local research and educational institutions based on traditional food. Jeonju has already carried out many projects for local development in cooperation with civil society. Traditional houses have been designated and included in the Hanok Village plan as a way to preserve and maintain deteriorating traditional villages. Even when the citizens’ exercise of property rights had to be limited, Jeonju was able to execute the policy successfully by establishing the Hanok Village Promotional Group, which consisted of members of both the private and public sectors so that citizens could voluntarily participate. Also, the Traditional Culture City of Jeonju Promotional Group was launched in the process of drawing up and implementing a policy to develop Jeonju into a city of tradition and culture to work with civil society.

(1) Partnership with the Local Research and Educational Institutions

a. **Training Program for Experts in Korean Cuisine (2005):** Jeonju began to train Korean cuisine experts who can increase the marketability of Jeonju cuisine and contribute to its globalization through the practical retraining of residents working in the restaurant business. This program includes lectures on training in friendly service mentality, modernization of Korean cuisine, herbal food theory and practice, food coordination of Korean cuisine, development of Korean cuisine menu and practice, and development of Jeolla-do full-course meal.

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Dates</th>
<th>No. of Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>of the “Taste” of Jeonju Cuisine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study on Elevating the Brand Value of Jeonju</td>
<td>Aug. 2007 – Dec. 2007</td>
<td>70</td>
</tr>
<tr>
<td>Bibimbap</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
b. Training Program for Global Foodservice Experts (2007): In cooperation with Jeonju University, Jeonju has been running a six-month expert service coordinator program since 2007 in order to improve the quality of service in the local food businesses. The Certified Chef Qualification System was introduced in 2008 and helps the certified chefs to find employment. About 30 students have completed the course since the program began and a new creative occupation titled “Professional Han Style Planner” has been established.

(2) Partnership with the Central Government (Ministry of Labor)

a. Intensive Course for Professional Han Style Coordinators (2007): With support from the Ministry of Labor, Jeonju established a partnership with Jeonju University and launched a six-month intensive course for professional Han Style coordinators. This project helps the local people understand their local traditional culture such as *hansik*, *hanok* and *hanji* in a more systematic way.

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Dates</th>
<th>No. of Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course for Professional Han Style Coordinators</td>
<td>Nov. 2006 – Apr. 2007</td>
<td>31</td>
</tr>
<tr>
<td>Intensive Course for Professional Han Style Coordinators</td>
<td>Aug. 2007 – Nov. 2007</td>
<td>30</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Course Name</th>
<th>Dates</th>
<th>No. of Graduate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 Course for Professional Han Style Planners</td>
<td>Apr. 2008 – Nov. 2008</td>
<td>31</td>
</tr>
<tr>
<td>Level 2 Course for Professional Han Style Planners</td>
<td>Oct. 2008 – Feb. 2009</td>
<td>26</td>
</tr>
<tr>
<td>Level 3 Course for Professional Han Style Planners</td>
<td>Apr. 2009 – Oct. 2009</td>
<td>33</td>
</tr>
<tr>
<td>Program for Korean Cuisine Party Planners</td>
<td>Apr. 2010 – Present</td>
<td>30 (expected)</td>
</tr>
</tbody>
</table>
(3) Partnership with the Central Government (Ministry of Education, Science and Technology)

a. Food Industry CEO Academy (2008): With support from the Ministry of Education, Science and Technology, Jeonju developed an educational program for food industry CEOs with Jeonju University. This program includes lectures on research, certification, legislation and policy support concerning the food industry. 70 students have completed the program thus far and 90 students are currently enrolled in the program. As a result of the program, about 959 new jobs have been created related to the food industry and the foundation of Jeonju’s food industry has been strengthened.

b. Jeonju Taste Academy’s Overseas Training Program for Chefs of Korean Cuisine (2009): With support from the Ministry of Education, Science and Technology, Jeonju launched a training program for chefs of Korean cuisine that would help preserve and pass down the traditional taste of Jeonju. A project to send overseas those who have completed this program to serve as chefs at Korean embassies is under negotiation with the Ministry of Foreign Affairs and Trade.

3.2. Examples of Creative Partnership: Private Sector

Jeonju has embarked on several projects to build partnerships with the private sector. The system of cooperation Jeonju has established with the private sector has been built around the local NGOs, the educational and research institutes and the local industries that aim to develop and pass on the food culture of the region.

Figure 3.1_ Welcoming Ceremony of Creative City of Gastronomy Citizens’ Network
3.2.1 Network with Local NGOs

In order to continue the tradition of food culture, develop the city creatively and join the UNESCO Creative Cities Network, Jeonju has worked continuously in cooperation with the civil society. At the same time, Jeonju has been maintaining a system of cooperation with the food-related local NGOs in order to revitalize and industrialize the food culture. As a way to strengthen the city's cooperation with the local NGOs in the process of joining the Creative Cities Network and planning the urban revitalization project that will take place after becoming a member of the network, Jeonju has newly organized the Creative City of Gastronomy Citizens’ Network, a civil organization that connects the government and the local NGOs. (For detailed information on food-related local NGOs in cooperation with Jeonju city, see APPENDIX 2.4.3.)

Creative City of Gastronomy Citizens’ Network has originated from Jeonju Creative City Working Group which consisted of scholars in food research, experts in urban planning and cultural industries, representatives of local food associations, leaders of the local food industry and the government officials of Jeonju and has been leading research groups on creative cities. This working group has been introducing the UNESCO Creative Cities Network to the local media and citizens and promoting the network as part of Jeonju’s long-term development plan.

The main members of the Citizens’ Network are currently preparing the application for the UNESCO Creative Cities Network and taking part in the research group that studies the basic plan to become a member of the network, while some members are working to introduce the creative city of gastronomy to the local community and its people and bring about a mutual social agreement. The Creative City of Gastronomy Citizens’ Network has strengthened the cooperation between city government and civil society; and it will play a greater role on urban regeneration and development after designation of Jeonju as the creative city.

3.2.2. Network with Research and Educational Institutions

In order to develop the food industry in Jeonju, the city has established a network that studies food and traditional culture and develops human resources. In cooperation with Jeonju, these universities and research institutes are actively working as the leaders of regional development and creative industries based on traditional culture.
### Figure 3.2 Han Style Promotion Center (Hanji)

<table>
<thead>
<tr>
<th>Category</th>
<th>Research Institutes</th>
</tr>
</thead>
</table>
| **Hansik**        | Functional Food Research Center (Woosuk University)  
|                   | Sohae Local Food Research Center (Sohae College University)  
|                   | Food Development Research Center (Kunjang College)  
|                   | Research Center for Industrial Development of Bio-Food Materials (Chonbuk Natinal University)  
|                   | Jeonju Biomaterials Institute  
|                   | Jeonju Bibimbap Research Center                                                                                                                  |
| **Hanok**         | Architectural Science Technology Research Center (Howon University)  
|                   | Architecture and Urban Culture Research Center (Jeonju University)  
|                   | Building Maintenance and Management Center (Jeonbuk Science College)                                                                               |
| **Hanji and Crafts** | Jewelry Research Center (Wonkwang Health Science University)  
|                   | Hanji Culture Research Center (Yewon Arts University)  
|                   | Hanji Research Institute (Jeonju University)  
|                   | Hanji Industry Support Center  
|                   | Korea Institute for Knit Industry  
|                   | Han Style Promotion Center                                                                                                                                 |


3.2.3. Network with Private Businesses

In order to industrialize the region’s traditional food, Jeonju has established networks with private businesses.

(1) Establishment of Jeonju Bibimbap Co., Ltd. (September 2000)

In September 2000, Jeonju Bibimbap Co., Ltd. was established in cooperation with a private business to industrialize the traditional dish bibimbap. Through joint research with the Korea Advanced Food Research Institute, the company is popularizing Jeonju bibimbap both in Korea and abroad.

(2) Establishment of Jeonju Bean Sprouts Factory (September 2005)

Jeonju is establishing a network with producers by supporting the farmers’ cooperative that consists of the local growers of bean sprouts. The 21 growers of bean sprouts in Jeonju formed the farmers’ cooperative in 1998 with aim of protecting their local product from the big companies that were starting bean sprout production. The Bean Sprout Farmers’ Cooperative emphasizes the establishment of an eco-friendly production system that uses local agricultural produce. In order to achieve this goal, the Cooperative has signed an agreement with the bean farming unit at Jeonju Agricultural Cooperatives to purchase all locally-cultivated beans for their bean sprout production, uses underground mineral water for cultivation and washing, and is establishing an eco-friendly system for packaging and distribution.

Since 2009, Jeonju has been promoting the Jeonju Bean Sprout Project to support the production and distribution of this local agricultural product and has invested one billion won for the maintenance of the bean sprout production facility.

3.3. Local Network and International Cooperation

By applying to join the UNESCO Creative Cities Network and once it becomes a Creative City of Gastronomy, Jeonju plans to expand the multi-layered network project it has implemented thus far. Based on collaboration between Jeonju and other cities in Korea, Jeonju will continue to promote international cooperation with other countries in East Asia, Asia and the rest of the world.
3.3.1. Local Network: Culinary Ingredients and Fermented Soybean Products

Jeonju is developing a Jeollabuk-do-centered network that will pass down and develop regional special agricultural production and traditional food together. A network of bean growers and bean sprout growers in the Jeollabuk-do province is a good example. In the production of fermented soybean products, the network of nearby Sunchang-gun and other areas that produce *jeotgal* (salted fermented seafood) can develop traditional food and such networks will be able to develop Jeonju as the center of traditional food in Jeollabuk-do.

3.3.2. National Network: Local Traditional Food

The national network aims to establish cooperation with other cities in Korea in order to pass down and develop Korea’s unique food tradition. The discovery, preservation and transmission of the characteristic foods of each region will be able to provide a network of cooperation where the experiences and strategies of the cities can be shared. The cities and foods that are expected to take part in this national network are listed in the table below.

<table>
<thead>
<tr>
<th>Region</th>
<th>Jeollanam-do</th>
<th>Gyeongsangbuk-do</th>
<th>Gyeongsangnam-do</th>
<th>Gangwon-do</th>
<th>Gyeonggi-do</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yeosu</td>
<td>Gwangju</td>
<td>Andong</td>
<td>Yeongyang</td>
<td>Jinju</td>
</tr>
<tr>
<td>Food</td>
<td>Yi Sun-sin Set Meal</td>
<td>Kimchi</td>
<td><em>Jjimdak</em> (Steamed chicken) and Salted Mackerel</td>
<td>Dimibang Dishes</td>
<td><em>Bibimbap</em></td>
</tr>
</tbody>
</table>

3.3.3. East Asia Network: Rice Civilization

The East Asia network is based on cooperation between Korea, China, Japan and South East Asian countries that share rice civilization as their common cultural asset. The Institute of Rice, Life and Civilization at Chonbuk National University is carrying out long-term research on Asia’s rice civilization with support from the National Research Foundation of Korea. Jeonju is building cooperation in East Asia through the Institute of Rice, Life and Civilization.
3.3.4. Global Network: Fermented Food and Sincere Food

Fermented food is an important characteristic of Korean cuisine and has strong potential to contribute to the world food culture. Jeonju has been establishing an international network through the Jeonju International Fermented Food Expo and various international events. The East Asia network based on rice forms a complementary relationship with the global network that focuses on fermented food. Fermented food is not simply slow food but “sincere food” that can be connected to sustainable development, a new social agenda for the twenty-first century, through eco-friendliness and health. Therefore, a global network based on fermented food will be able to contribute greatly to food culture and gastronomy.

3.4. Jeonju’s Vision and Contribution to the UNESCO Creative Cities Network: Focusing on the Creative City of Gastronomy

Jeonju considers the creative development of the traditional culture in the modern context, with Jeonju as the center of Korean traditional culture, to be the core task of the city government. Jeonju is maintaining and continuing diverse traditional cultures while also developing high-tech creative industries, including that of film. This demonstrates that Jeonju can contribute to the UNESCO Creative Cities Network both with food and various creative activities. Among other things, Jeonju’s traditional food culture has developed in close relation to music, crafts and design. It has been taken for granted that food tasting always takes place in harmony with the space where the food is provided (hanok), crafts, design (fan made of hanji, vessels and wooden furniture) and music. Such tradition shows that though Jeonju is applying to join the UNESCO Creative Cities Network as a creative city of gastronomy, it will also be able to establish exchanges and cooperation with various other creative cities of crafts, music, design and film. As a creative city of gastronomy, Jeonju plans to contribute to the UNESCO Creative Cities Network through its unique cultural assets and tradition as well as by initiating diverse projects.

3.4.1. Contribution Using Jeonju’s Cultural Assets

As suggested at the beginning of Chapter 2, Jeonju will contribute to the Creative Cities Network by using the city’s diverse cultural assets and leading new creative activities that cross the boundaries between different fields.
As a creative city of gastronomy, Jeonju will lead the new food culture of the twenty-first century focusing on fermented food and rice. In particular, Jeonju’s diverse food-related research and educational institutes will create the possibility of Asian food that is both healthy and tasty by using rice, beans, and fermented food. Such efforts will highlight new possibilities to the creative cities of gastronomy network along with the National Food Industry Cluster and Asia-Pacific Food Capital Project that are currently being implemented by the Korean government.

3.4.2. Institutional Contribution and Program Plans by Jeonju City

Jeonju is prepared to establish the secretariat for the creative cities of gastronomy if it is necessary for the stimulation of the UNESCO Creative Cities Network. By establishing the secretariat, Jeonju will promote exchanges and cooperation between the creative cities of gastronomy to strengthen substantial exchange and lead the realization of UNESCO ideals and values through such exchange.

A program currently in the planning stages by the city of Jeonju aims to promote exchanges with Popayan, Chengdu and Ostersund, the creative cities of gastronomy that have joined the UNESCO Creative Cities Network.

a. **Initiation of Activities by Food Experience Groups**: As a way to promote exchanges between creative cities, Jeonju will propose activities by food experience groups. In other words, the citizens of the creative city of gastronomy will visit other creative cities of gastronomy to experience their cultural traditions related to food, broaden mutual understanding, and help develop the food industry as part of the creative industry. In order to encourage such activities by food experience groups, Jeonju will first organize the groups to visit the creative cities of gastronomy including Popayan, Chengdu and Ostersund, while inviting the food experience groups from these cities to Jeonju.

b. **Development and Distribution of Education for International Understanding Programs through Food**: In order to make the exchanges with other creative cities of gastronomy more meaningful, Jeonju will develop and distribute “education for international understanding programs through food.” By learning and experiencing the food from Popayan, Chengdu and Ostersund, the citizens of Jeonju will have a better understanding of the main areas of education for international understanding such as sustainable development, globalization and intercultural understanding.
c. **Chefs Workshop**: Jeonju will also propose a workshop in which the chefs of the creative cities of gastronomy can take part. This workshop aims to have the chefs of the creative cities of gastronomy give new creative interpretations to their food and cooking methods by using others’ food culture, traditional cooking methods and ingredients. For this Jeonju will first hold the “Creative Cities of Gastronomy Chefs Workshop” to introduce Jeonju cuisine and ingredients and seek creative changes to Jeonju cuisine with chefs from various creative cities in the world. Chefs from other cities will also experiment with Jeonju cuisine and ingredients and discuss what changes can be brought to their own cuisine.

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**Jeonju’s Master Plan of Action in Creative Cities Network**

<table>
<thead>
<tr>
<th>Participation in the UNESCO Creative Cities Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Begin with the joining of the Creative Cities Network</td>
</tr>
<tr>
<td>- Establish a system of cooperation with the creative cities of other category based on the network with UNESCO gastronomy cities</td>
</tr>
<tr>
<td>- Utilize Jeonju’s diverse cultural assets (food, music, crafts, films and literature)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food Experience Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Start one year after joining the Creative Cities Network</td>
</tr>
<tr>
<td>- Exchange and share experiences, knowledge and strategies for creative industry on gastronomy culture</td>
</tr>
<tr>
<td>- Led by citizens such as experts and researchers on gastronomy</td>
</tr>
<tr>
<td>- Send food experience groups to other creative cities of gastronomy / Promote consecutive food experience group exchange on Jeonju’s initiative</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education for Intl Understanding Programs through Food</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Start 1-2 years after joining the Creative Cities Network</td>
</tr>
<tr>
<td>- Seek mutual understanding between countries and peoples based on food</td>
</tr>
<tr>
<td>- Expand the experience and knowledge gained from the food experience groups program</td>
</tr>
<tr>
<td>- Establish cooperation with Asia-Pacific Centre of Education for International Understanding and Korean Society for Education for International Understanding</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chefs Workshop</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Start 2 years after joining the Creative Cities Network</td>
</tr>
<tr>
<td>- New interpretation of food based on the food culture, traditional cooking method and ingredients shared by the chefs of the creative cities for food</td>
</tr>
<tr>
<td>- Provide an opportunity to accept and exchange the food tradition of each creative city</td>
</tr>
<tr>
<td>- Hold the first chefs workshop in Jeonju / Promote consecutive chefs workshops in other creative cities of gastronomy</td>
</tr>
</tbody>
</table>
3.5. Conclusion: The Significance of Joining the UNESCO Creative Cities Network

Jeonju’s application to the UNESCO Creative Cities Network is based on the city’s creative efforts and results related to its abundant resources in traditional culture, in particular traditional food. Jeonju has long been the center of politics, economy and culture in the southwestern region of the Korean peninsula. Although the industrialization and development of the city began relatively late due to neglect of the region during Japanese colonial rule, the Korean War, division, and the authoritarian regime, such difficult times have turned Jeonju into the city with the best preserved traditional and cultural heritage in Korea.

Based on its particular interest and creative efforts in abundant culinary ingredients and cuisines, Jeonju has gained a reputation as a city of gastronomy. It has famous local dishes such as bibimbap and kongnamul gukbap and developed diverse cooking methods and it is recognized as the city that has best preserved and developed the tradition of Korean food. At the same time, Jeonju cuisine is a great source of pride for the citizens of Jeonju and a strong part of their identity. Jeonju cuisine can be defined as slow food in that it takes into consideration health, environment and the local community but it prefers to be called “sincere food” in that it emphasizes the sincerity and effort taken in the planning, preparation and cooking of the food.

As sincere food, Jeonju cuisine has been emphasizing the value and possibility of rice, beans, vegetarianism and fermented foods and is endeavoring to form a partnership between Jeonju cuisine and the city’s traditional space, music and crafts in order to develop food as a creative industry. The food industry is expected to play an essential role in developing Jeonju as a creative city together with the city’s core industries, such as film, bio-food, eco-cultural tourism and high-tech materials.

Jeonju has been trying to establish governance based on citizen participation, form partnerships with the central government, research and educational institutions, businesses and non-governmental organizations, and establish a network with other cities in Korea in order to become a member of the UNESCO Creative Cities Network.

Becoming a member of the UNESCO Creative Cities Network is expected to contribute greatly to the development of Jeonju and other regional cities in Korea. The expectations of Jeonju are as follows:

First, becoming a member of the network will give legitimacy and authority to Jeonju city’s efforts and thus provide a big boost to their future work. The efforts Jeonju has put into regional development since the revival of local government in Korea coincide with UNESCO’s ideals: the preservation and development
of traditional culture; the dissemination of education and knowledge; interest in ecology, environment and health; the creation of profit through creative efforts; and the pursuit of a better life. Admission to the UNESCO Creative Cities Network will provide an opportunity to accelerate development in Jeonju.

Second, as a member of the network, Jeonju will cooperate and exchange with other local cities in Korea and propose a practical model for urban regeneration. In other words, Jeonju aims to partner with other cities that are facing similar difficulties and seek ways toward mutual development. Joining the UNESCO Creative Cities Network will be an enormous help and incentive to such efforts.

Third, joining the network will act as a good practical model of creativity and openness for regional development. Jeonju has already launched the Creative City Working Group, in which experts in different areas of creativity from and outside of Jeonju come together to cooperate for the development of their region. In addition, Jeonju has provided opportunities such as the Creative City Forum so that experts from outside of Jeonju who love and are interested in Jeonju can participate and share their ideas. The city is also promoting civic, regional, national and global solidarity.

**Jeonju hopes to contribute to the expansion and development of the Creative Cities Network by becoming its member.** Specific contributions are as follows:

First, while recent discussions on creative cities tend to focus on new creative industries, Jeonju as a member of the Creative Cities Network will emphasize the preservation of traditional culture and the discovery of new knowledge and creativity in tradition and will spark new interest in tradition and the modern. It will also focus on the values of traditional culture and encourage efforts to discover them.

Second, food has a great ripple effect on other areas and its relationship to daily life and education has great significance. The entire lifestyle of the city can be changed through the creativity of food.

Third, when the efforts of a creative city with traditional food at its core are successful, they will clearly highlight the values held by UNESCO. In particular, emphasis on sustainable development and the quality of life, and interest in millennium values and education can be expressed in a comprehensive way. The designation of Jeonju, a city that has maintained the rice civilization of East Asia better than anywhere else in today’s world, as a member of the Creative Cities Network will affirm the values of the traditional rice civilization that have been largely ignored in the modernization process led by the West and send a strong message that this civilization will be able to contribute to the general welfare and happiness of the human race through sustainable development.

Thank you
Appendix

1.1.4.

The percentage of paved roads in Jeonju is considerably high. According to statistical data, the percentage of paved roads had already reached 99.9% in 2003. Although this figure dropped to 67% in 2005 when the rural area with fewer paved roads at the outskirts of the city became a part of Jeonju, it increased to 70% in 2008, thanks to the local government’s continuous efforts.

[The Percentage of Water Supply and Drainage (Unit: %)]

<table>
<thead>
<tr>
<th>Year</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeonju, Jeollabuk-do Province</td>
<td>95.41</td>
<td>95.07</td>
<td>95.3</td>
<td>97.13</td>
<td>97.55</td>
</tr>
</tbody>
</table>

1.2.3.

The total amount fell by 14.6% to 12,614 tons from 14,776 tons from the same period in 2008. While single-family homes and restaurants have recorded a noticeable decrease of 23.8%, communal residences, such as apartment complexes where the system has not been fully implemented, have shown only a slight decrease of 2.2%.

1.4.1.

[The Number of Cultural Properties of Jeonju]

<table>
<thead>
<tr>
<th>Category</th>
<th>State-designated Heritage</th>
<th>City/Province-designated Heritage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>National Treasure</td>
<td>Treasure</td>
</tr>
<tr>
<td>Cultural Property</td>
<td>2</td>
<td>11</td>
</tr>
</tbody>
</table>
Culture and art facilities include 59 theaters and cinemas, 6 public libraries, 13 sports facilities including a sports complex. Other institutions include 1 city symphony orchestra, 1 traditional Korean music performing group, 1 city choir, 1 theater group and other private theater groups. The Jeonju National Museum holds a collection of over 16,000 relics and receives around 230,000 visitors each year. Other museums in Jeonju include the Jeonju Historical Museum, the Chonbuk National University Museum, the Jeonju University Museum, the Hansol Paper Museum and the Jeonju Hanji Museum.

[Current Status of Culture and Art Facilities of Jeonju #1]

<table>
<thead>
<tr>
<th>Category</th>
<th>Performance Halls</th>
<th>Exhibition Halls</th>
<th>Local Culture Institutions</th>
<th>Culture Transmission Centers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Large Performance Centers</td>
<td>General Performance Halls</td>
<td>Small Performance Halls</td>
<td>Museums</td>
</tr>
<tr>
<td>Jeollabuk-do</td>
<td>5 (100)</td>
<td>10 (100)</td>
<td>7 (100)</td>
<td>17 (100)</td>
</tr>
<tr>
<td>Jeonju</td>
<td>4 (100)</td>
<td>3 (30)</td>
<td>2 (29)</td>
<td>6 (35)</td>
</tr>
</tbody>
</table>

[Current Status of Culture and Art Facilities of Jeonju #2]

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Literature</th>
<th>Painting</th>
<th>Calligraphy</th>
<th>Crafts</th>
<th>Photography</th>
<th>Traditional Korean Music</th>
<th>Western Music</th>
<th>Dance</th>
<th>Theater</th>
<th>Film</th>
<th>Festivals</th>
<th>Arts</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutions</td>
<td>144</td>
<td>18</td>
<td>25</td>
<td>5</td>
<td>4</td>
<td>8</td>
<td>17</td>
<td>21</td>
<td>5</td>
<td>15</td>
<td>1</td>
<td>6</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>Percentage</td>
<td>100</td>
<td>12.5</td>
<td>16.0</td>
<td>3.5</td>
<td>2.8</td>
<td>5.6</td>
<td>11.8</td>
<td>14.6</td>
<td>3.5</td>
<td>10.4</td>
<td>0.7</td>
<td>4.2</td>
<td>13.2</td>
<td>1.4</td>
</tr>
</tbody>
</table>

As of 2008, there are 273 educational facilities including 107 kindergartens. More specifically, there are over 160,000 students attending 107 kindergartens, 67 elementary schools, 35 middle schools, 28 high schools, 5 special schools, 6 colleges and universities and 26 graduate schools. There are 188 park facilities that cover the area of 21.631 km², which takes up 10.4% of the entire urban planning area. These include 1 nature park, 5 city nature parks, 38 neighborhood parks, 125 children’s parks, 2 theme parks and 17 small parks.
There are also three middle and high schools that specialize in culture and art education in Jeonju and these institutions accept and educate 420 students each year.

<table>
<thead>
<tr>
<th>Name of the School</th>
<th>Courses (No. of Students)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeonju Fine Arts Middle School</td>
<td>Traditional Korean Music, Music, Painting, Dance (60)</td>
</tr>
<tr>
<td>Korean High School of Cultural Heritage</td>
<td>Culinary Science, Crafts and Design, Korean Painting, and Korean Music (80)</td>
</tr>
<tr>
<td>Jeonju Fine Arts High School</td>
<td>Traditional Korean Music, Music, Painting, Dance, Media, Culture and Arts (280)</td>
</tr>
</tbody>
</table>

1.4.2.

Korea’s Intangible Cultural Heritage Center for Asia and the Pacific (ICHCAP) is a UNESCO Category II Center that will be responsible for the information and networking of intangible cultural heritage in the Asia-Pacific region. UNESCO approved the establishment of the Intangible Cultural Heritage Center for Asia and the Pacific in Jeonju at the 35th General Conference. Construction began in March 2010 and will be completed in 2012 with the plan for the center to open in 2013. The center is significant in that it is the first UNESCO-sponsored organization in the cultural sector in Korea, which in turn means that Jeonju’s cultural policy corresponds to UNESCO’s policy on cultural heritage. Jeonju will also be able to contribute to UNESCO’s projects through the activities of the center.

More specifically, the UNESCO Intangible Cultural Heritage Center for Asia and the Pacific will act as a research and information center that collects, modifies and distributes information on intangible cultural heritage and plans to expand information exchange and networking related to the safeguarding of intangible cultural heritage in Asia and the Pacific region between diverse research institutes. As well as functioning as a research center, the ICHCAP will be a networking center that links persons in the intangible cultural heritage sector with the citizens. Furthermore, the center will implement various international projects in order to safeguard intangible cultural heritage in the Asia-Pacific region and provide possible technical and administrative support to its regional members. The hope is that the center will foster cultural diversity and sustainable development as well as strengthen national capacity and international solidarity.
2.1.3.1.

Food-related government budget: Approx. 4 billion Korean won (Budget for Korean Cuisine Team, 2011)

[Comparison between the Percentage of Food Industry in Jeonju and the National Average]

<table>
<thead>
<tr>
<th>Category</th>
<th>Accommodations/Restaurants</th>
<th>Employees in Accommodations/Restaurants</th>
<th>Korean Cuisine Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>6,575</td>
<td>19,378</td>
<td>2,565</td>
</tr>
<tr>
<td>Composition</td>
<td>16.3% of the entire industry</td>
<td>11.3% of the entire employees</td>
<td>83.6% of all the restaurants</td>
</tr>
<tr>
<td>Composition of National Average</td>
<td>18.7% of the entire industry</td>
<td>10.5% of the entire employees</td>
<td>83.3% of all the restaurants</td>
</tr>
</tbody>
</table>

Korean Cuisine Restaurants, 2006; Others, 2008

[No. of Visitors to Major Food Festivals]

<table>
<thead>
<tr>
<th>Festival Name</th>
<th>Starting Year</th>
<th>No. of Visitors in 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeonju Bibimbap Festival</td>
<td>2007-</td>
<td>450,000</td>
</tr>
<tr>
<td>Korea Food Festival</td>
<td>2010-</td>
<td>420,000</td>
</tr>
<tr>
<td>Jeonju International Fermented Food Expo</td>
<td>2003-</td>
<td>420,000</td>
</tr>
</tbody>
</table>

2.1.3.2.

(1) Bibimbap

Bibimbap is cited as one of the best dishes amongst three most popular dishes of the Joseon era. Now, bibimbap is one of the best-known Korean dishes internationally, the one most favored by foreigners. The bibimbap rice is cooked with fresh kongnamul then topped with thirty different vegetables along with ginkgo, a fried egg, pine nuts, chestnuts, walnuts and other ingredients. This is a whole food dish offering a balance of proteins, vitamins, minerals, carbohydrates and fat. Bibimbap is a wellness food that contains the wisdom and philosophy of ancient Korea, now loved throughout the world.
(2) Full-course Korean Meal

You can taste almost every kind of food at the full-course Korean meal, whether from the field, the mountain or the sea. Fresh seafood comes from the west coast of the Korean peninsula, grains are produced in the neighboring rich fields, and vegetables are collected from the mountain areas. All provided the rich toppings of Jeonju bibimbap and ingredients for Jeonju dishes. They are known as the full-course Korean meal, which boasts soup, stews, stir fried (or seasoned) vegetables, pickled seafood and other tasty treats, comprising more than 30 different side dishes. Jeonju cuisine is famous not just for its splendid side dishes but also for its generosity, thanks to liberal amounts of food. The Jeonju 10 Flavors make up the table and all are locally produced and have contributed to the flourishing of the region’s cooking. Jeonju cuisine still retains the flavors of the past with great excellence in taste and service, found nowhere else but here.

(3) Kongnamul Gukbap

The Jeonju-produced kongnamul is known as the best in Korea because the Jeonju soil is ideal for growing kongnamul. The breed of beans for Jeonju kongnamul is called the “mice eyes” bean, and its soft texture is an ideal food for relieving hangovers. Historic records cite that Koreans long ago ate kongnamul to relieve famines in the Goryeo and Joseon dynasties. Detailed recipes for kongnamul are seen in 1910, and tradition records that it first originated in Jeonju. The traditional Jeonju kongnamul gukbap is made by boiling rice and kongnamul in an unglazed earthen pot with lots of
seasonings. Instead of boiling, though, the hot soup can be added instead to the bowl of rice, which is Nambusijang-style gukbap. These two different types of gukbap are popular with drinkers of alcohol in Jeonju. These gukbap are low in cost, relieve hangovers and take the edge of hunger for families, working class people and friends.

(4) **Baekban**

*Baekban* is the name of what average local Jeonju residents ate in the past, a serving of rice and side dishes and today it still boasts a large number of side dishes. Travelling in Jeonju will soon fill any empty spots in your tummy, and many restaurants specializing in *baekban* are found in the area of the former Jeonbuk Provincial Office, where the Jeolla area governor’s office was located in the Joseon Dynasty. Jeonju *baekban* was popular with local residents. Professor Song Hwasop of Jeonju University states that “*Kongnamul gukbap* is popular outside the four gates of Eupseong fortress, and *baekban* was popular among residents who lived within the fortress itself.” *Baekban* restaurants are mostly found where there are large firms or offices nearby, such as the former Jeobuk Provincial Office site, the Jeonju City Hall area and the Jeonju Deokjin park area.

(5) **Makgeolli**

Jeonju *makgeolli* is cited as one of the three most-known Korean *makgeolli*, and they are as equally famous as the Jeonju *bibimbap*, full-course Korean meal and *kongnamul gukbap* of Jeonju. *Makgeolli* will not make you too tipsy, yet can relieve hunger, boost energy and strengthen friendship. It is said *makgeolli* is very similar to Koreans, as a soul food for them where they can drink with memories and nostalgia of the past. You don’t need to worry about side dishes and no time is wasted in ordering. Just holler “one kettle of makgeolli!” and everything is served at once. With another order of *makgeolli*, a new side dish is served, then again different side dishes with the next.
### 2.2.1. Native Traditional Restaurants Designated by Jeonju City

<table>
<thead>
<tr>
<th>Category</th>
<th>Restaurant</th>
<th>Owner</th>
<th>Address</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bibimbap</strong> (6 restaurants)</td>
<td>Gajok Hoegwan</td>
<td>Yang Mi</td>
<td>80, Jungang-dong 3-ga, Wansan-gu</td>
<td>+82-63-284-0982</td>
</tr>
<tr>
<td></td>
<td>Gapgi Hoegwan</td>
<td>Kim Jeong-ok</td>
<td>20-1, Palbok-dong, Deokjin-gu</td>
<td>+82-63-211-5999</td>
</tr>
<tr>
<td></td>
<td>Gogung</td>
<td>Park Byeong-nam</td>
<td>168-9, Deokjin-dong 2-ga, Deokjin-gu</td>
<td>+82-63-251-3212</td>
</tr>
<tr>
<td></td>
<td>Seongmidang</td>
<td>Jeong Yang-sun</td>
<td>31-2, Jungang-dong 3-ga, Wansan-gu</td>
<td>+82-63-284-6595</td>
</tr>
<tr>
<td></td>
<td>Hangukgwan</td>
<td>No Hui-beom</td>
<td>712-3, Geumam-dong, Deokjin-gu</td>
<td>+82-63-272-8611</td>
</tr>
<tr>
<td></td>
<td>Hangukjip</td>
<td>Ju Sun-ok</td>
<td>2-1, Jeon-dong 2-ga, Wansan-gu</td>
<td>+82-63-284-2224</td>
</tr>
<tr>
<td><strong>Full-course Korean meal</strong> (4 restaurants)</td>
<td>Baekbeonjip</td>
<td>Ju Hwan</td>
<td>447-1, Daga-dong 1-ga, Wansan-gu</td>
<td>+82-63-286-0100</td>
</tr>
<tr>
<td></td>
<td>Jeolla Hoegwan</td>
<td>Jeong Dong-gyu</td>
<td>751-8, Samcheon-dong 1-ga, Wansan-gu</td>
<td>+82-63-228-3033</td>
</tr>
<tr>
<td></td>
<td>Songjeongwon</td>
<td>Sin Hyeon-bong</td>
<td>36-9, Jungang-dong 4-ga, Wansan-gu</td>
<td>+82-63-283-7663</td>
</tr>
<tr>
<td></td>
<td>Traditional Cultural Center (Hanbyeongnu)</td>
<td>Kim Hong-yeol</td>
<td>7-1, Gyo-dong, Wansan-gu</td>
<td>+82-63-280-7082</td>
</tr>
<tr>
<td><strong>Kongnamul gukhan</strong> (6 restaurants)</td>
<td>Sambaekjip</td>
<td>Kim Bun-im</td>
<td>454, Gosa-dong 1-ga, Wansan-gu</td>
<td>+82-63-284-2227</td>
</tr>
<tr>
<td></td>
<td>Samilgwan</td>
<td>Ko Hong-gi</td>
<td>451, Gosa-dong 1-ga, Wansan-gu</td>
<td>+82-63-284-8964</td>
</tr>
<tr>
<td></td>
<td>Hanilgwan (Eoeun Branch)</td>
<td>Yi Won-yeong</td>
<td>4-34, Junghwasan-dong 2-ga, Wansan-gu</td>
<td>+82-63-226-1569</td>
</tr>
<tr>
<td>Name of the Site</td>
<td>Web Address</td>
<td>Contents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Journey to Jeonju</td>
<td><a href="http://www.tour.jeonjufood.or.kr">www.tour.jeonjufood.or.kr</a></td>
<td>Information on Jeonju cuisine and themed tours for anyone who wishes to visit Jeonju</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeonbuk Food Culture Plaza</td>
<td><a href="http://www.jbfood.go.kr">www.jbfood.go.kr</a></td>
<td>Information on cooking ingredients designed to help people discover the unique taste of local food in Jeollabuk-do</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeonju Traditional Culture Center</td>
<td><a href="http://www.jt.or.kr">www.jt.or.kr</a></td>
<td>Open cultural space that provides various experiences in traditional culture, run by the Korean Cultural Heritage Foundation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeonju Hanok Village</td>
<td><a href="http://www.hanok.jeonju.go.kr">www.hanok.jeonju.go.kr</a></td>
<td>Detailed information on the Jeonju Hanok Village and traditional culture—hansik, banok and hansori—in the area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeonju Food</td>
<td><a href="http://www.jeonjufood.or.kr">www.jeonjufood.or.kr</a></td>
<td>List of restaurants in Jeonju, the home of taste, by category</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeonju Culture Tour by Jeonju City</td>
<td>tour.jeonju.go.kr</td>
<td>Information on famous tourist attractions, all festivals and exhibitions held in Jeonju, accommodations and restaurants</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2.4.2.

(1) Han, Bok-jin

Han Bok-jin is a professor in the Department of Traditional Food Culture at Jeonju University. With a Ph.D. in Food and Nutrition, Professor Han is also the third child of the late Professor Hwang Hye-seong who was a leader in passing down Korean royal court cuisine. Professor Han is a scholar and the successor of the Important Intangible Cultural Heritage No. 38 “Joseon Dynasty Royal Court Cuisine.” She has published dozens of papers and books on traditional Korean food and has also interpreted traditional Korean food in the modern context to develop new table settings and meals served in courses.

(2) Sin, Dong-hwa

Sin Dong-hwa is an emeritus professor in the Department of Food Science and Technology at Chonbuk National University. As the president of the Jeonbuk Food Culture Research Society, Professor Sin is also an expert who studies the regional characteristics of Jeonju cuisine. His research is contributing greatly to the revitalization of the local food culture and the agricultural economy, through the cultivation of a sense of belonging in the region through local food, the increased consumption of local agricultural products and broader publicity of local products.

(3) Jeong, Yeong-ju

<table>
<thead>
<tr>
<th>Publication Organization (Year of Publication)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>US-Korea Conference 2007</td>
</tr>
<tr>
<td></td>
<td>Jeonju Cuisine Storytelling</td>
</tr>
</tbody>
</table>
Jeong Yeong-ju is a professor in the Department of Service and Culinary at Jeonju Kijeon College. Because of his family's poverty, Professor Jeong could not finish middle school and entered the food industry as a delivery boy at a Chinese restaurant. After accumulating diverse experiences with food, he combined his unique experiences with academic research in his thirties and qualified to become the first Master Craftsman Cook in the Jeollabuk-do region.

(4) Cha, Jin-a

Professor Cha Jin-a teaches at the Department of Traditional Food Culture at Jeonju University. Having received her Ph.D. in Food and Nutrition, she is an expert in Korean traditional food culture. She has a particular interest in developing creative human resources including the Korean traditional food culture educational program for elementary school students and contributes to the development of human resources to globalize Jeonju cuisine.

(5) Lee, Young-eun

Lee Yeong-eun is a professor in the Department of Food and Nutrition at Wonkwang University. Her research focuses on health foods using knowledge on traditional Korean medicine. She uses traditional medical knowledge to interpret the culinary ingredients of the region and applies this knowledge to food. In doing so, she proposes a new path to the tradition and globalization of Jeonju cuisine.

2.4.3.

[Private Research Institutes/Groups on Food in Jeonju]

<table>
<thead>
<tr>
<th>No.</th>
<th>Organization Name</th>
<th>Representative</th>
<th>Telephone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jeonju Bibimbap Research Institute</td>
<td>Park, Yeong-ja</td>
<td>+82-11-651-6938</td>
</tr>
<tr>
<td>2</td>
<td>Jeonbuk Food Culture Research Society</td>
<td>Shin, Dong-hwa</td>
<td>+82-11-280-2579</td>
</tr>
<tr>
<td>3</td>
<td>Our Taste Research Institute</td>
<td>Park, Yeong-ja</td>
<td>+82-11-681-6938</td>
</tr>
<tr>
<td>4</td>
<td>Jeollabuk-do Local Food Research Society</td>
<td>Choo, Jong Jae</td>
<td>+82-11-9628-3954</td>
</tr>
<tr>
<td>5</td>
<td>Jeonju Local Food Research Society</td>
<td>Bang, Jeong-hui</td>
<td>+82-10-7743-7843</td>
</tr>
</tbody>
</table>
[Private Cooking Schools in Jeonju]

<table>
<thead>
<tr>
<th>No.</th>
<th>School Name</th>
<th>Telephone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gukje Cooking Academy</td>
<td>+82-63-253-0515</td>
</tr>
<tr>
<td>2</td>
<td>Jeonju Food Nation Cooking Academy</td>
<td>+82-63-252-6400</td>
</tr>
<tr>
<td>3</td>
<td>Traditional Food Cooking School</td>
<td>+82-63-252-5800</td>
</tr>
<tr>
<td>4</td>
<td>Gungjeon Cooking School</td>
<td>+82-63-232-0098</td>
</tr>
<tr>
<td>5</td>
<td>Bak Chan-jin Cooking School</td>
<td>+82-63-229-2523</td>
</tr>
<tr>
<td>6</td>
<td>Sejong Cooking School</td>
<td>+82-63-272-6785</td>
</tr>
<tr>
<td>7</td>
<td>Korea Faculty Institution</td>
<td>+82-63-231-6077</td>
</tr>
<tr>
<td>8</td>
<td>Jeil Technical College</td>
<td>+82-63-255-4696</td>
</tr>
<tr>
<td>9</td>
<td>Saesam Vocational Training Institute</td>
<td>+82-63-275-9834</td>
</tr>
<tr>
<td>10</td>
<td>Hanbit Vocational School</td>
<td>+82-63-247-5205</td>
</tr>
<tr>
<td>11</td>
<td>Jeonbuk Women’s Education and Culture Center</td>
<td>+82-63-254-3813</td>
</tr>
<tr>
<td>12</td>
<td>Jeonju YWCA</td>
<td>+82-63-224-5501</td>
</tr>
<tr>
<td>13</td>
<td>Pyeonghwa Social Welfare Center</td>
<td>+82-63-285-4408</td>
</tr>
</tbody>
</table>

[Food-related Citizen Networks]

<table>
<thead>
<tr>
<th>No.</th>
<th>Organization Name</th>
<th>Representative</th>
<th>Telephone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jeonbuk Dietetic Association</td>
<td>Jeong, Bong-hui</td>
<td>+82-11-678-0861</td>
</tr>
<tr>
<td>2</td>
<td>Jeonbuk Cooks Association</td>
<td>Yi, Seo-hyeong</td>
<td>+82-10-4394-6693</td>
</tr>
<tr>
<td>3</td>
<td>Korea Food Culture Council</td>
<td>Yu, Yu-sun</td>
<td>+82-11-681-5400</td>
</tr>
</tbody>
</table>
Yu Yu-sun has been leading the Traditional Local Food Research Council as the director of the Korea Food Culture Council since 2009. She emphasizes the sincerity and attitude of the person making the food as well as the food itself when she lectures on local food. She won the grand prix as the master of kimchi at a cooking contest hosted by Jeonju in 2004. She claims that there needs to be more cultural and artistic efforts to preserve the true taste of Jeonju cuisine rather than focus on its commercialization.

Kim Nyeon-im is Jeonju Cuisine Master No. 1 and is regarded as the godmother of Jeonju bibimbap. She has been practicing the “sincerity” of Jeonju cuisine under her motto, “With utmost devotion, one can make grass grow on stone.” Kim is also greatly interested in modernizing Jeonju bibimbap. She has participated in a collaborative project between the Korea Food Research Institute and Jeonju Bibimbap Co., Ltd. and developed bibimbap as an in-flight and train meal.
Park Yeong-ja is the director of the Jeonju Bibimbap Research Institute and she used to run a cooking school. She is known for her in-depth knowledge of the food of Jeolla-do. She is interested in developing bibimbap as a global food. Since 1986, Park, a food expert and a social activist, has been giving free cooking lessons on traditional Korean food to ethnic Koreans living in China.

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Magazine Weekly Gonggam: page 3

Park, Kyung-rip: pages 27, 29 (all), 36, 40, 66

Perry-Castañeda Library of the University of Texas at Austin: page 13

Kyujanggak Institute for Korean Studies: page 14

Jeonju City Government: Title page and pages 10, 15, 19, 24, 30 (all), 33, 34 (all), 37, 38 (all), 43, 44, 48, 49 (all), 56 (all), 58, 70, 71 (all), 72 (all)

Hahm, Han-hee: page 22

Department of Food Science and Human Nutrition at Chonbuk National University: page 52 (top-left)

Department of Food Serving Management at Jeonju University: page 52 (top-right)

Department of Food Service Industry and Culinary Arts at Woosuk University: page 52 (bottom-left)

Department of Traditional Food Culture at Jeonju University: page 52 (bottom-right)