





Chapter 1. Introduction

- 10 1.1. Jeonju: Overview
 - 1.1.1. History
 - 1.1.2. Geographical Location and City Structure
 - 1.1.3. Infrastructure
 - 1.1.4. Population and Industrial Structure
- 18 1.2. Characteristics and Lifestyle of the City
 - 1.2.1. Jeonju Cuisine: Local Identity and Pride
 - 1.2.2. The Awareness and Practice of Tradition among Jeonju Citizens
 - 1.2.3. Eco-Friendly City and Life
 - 1.2.4. The Slow Life of Jeonju Style
- 20 1.3. Administration System and Cultural Governance
- 21 1.4. Cultural Infrastructure

Chapter 2.

The Food Industry as a Creative Industry and Jeonju Cuisine

- 26 2.1. Traditional Culture, Food, and Creative Industry in Jeonju
 - 2.1.1. The Tradition and Background of Creative Jeonju Cuisine
 - 2.1.2. The Characteristics of Traditional Food in Jeonju: Beyond Slow Food to "Sincere Food"
 - 2.1.3. The Potential and Possibility of Jeonju Cuisine as a Creative Industry
 - 2.1.4. Creative Industries in Jeonju
- 49 2.2. Efforts to Promote Public Awareness of Becoming a Creative City
 - 2.2.1. Awards and Recognition Programs
 - 2.2.2. Public Relations through Regional Media and Publications
 - 2.2.3. Regional Expositions, Festivals and Competitions
 - 2.2.4. International Events
- 57 2.3. Recent Creative Activities

- 62 2.4. Education, Research and Capacity Building
- 2.4.1. Formal Educational Institutions
 - 2.4.2. Scholars and Researchers
 - 2.4.2. School Private Educational Institutions, Food Research Organizations and Associations
 - 2.4.4. Food Experts in the Private Sector

Chapter 3. Creative Partnership and Activities

- 68 3.1. Examples of Creative Partnership: Public Sector
- 71 3.2. Examples of Creative Partnership: Private Sector
 - 3.2.1. Network with Local NGOs
 - 3.2.2. Network with Research and Educational Institutions
 - 3.2.3. Network with Private Businesses
- 74 3.3. Local Network and International Cooperation
 - 3.3.1. Local Network: Culinary Ingredients and Fermented Soybean Products
 - 3.3.2. National Network: Local Traditional Food
 - 3.3.3. East Asia Network: Rice Civilization
 - 3.3.4. Global Network: Fermented Food and Sincere Food
- 76 3.4. Jeonju's Vision and Contribution to the UNESCO Creative Cities Network: Focusing on the Creative City of Gastronomy
 - 3.4.1. Contribution Using Jeonju's Cultural Assets
 - 3.4.2. Institutional Contribution and Program Plans by Jeonju City
- 80 3.5. Conclusion: The Significance of Joining the UNESCO Creative Cities

Appendix

