Jeollabuk-do

**Why Go?**

The small southwestern province of Jeollabuk-do (전라북도) punches above its weight. At the centre is the capital Jeonju, famous for its hanok maeul, a village of hundreds of tile-roofed traditional homes that house craft workshops, boutiques and teahouses. Koreans also call the Unesco-listed ‘City of Gastronomy’ Jeonju the country’s number-one foodie destination. Eat once in Jeonju, they say, and you’re spoiled for life. It makes sense: this fertile green province is an agricultural heartland whose fresh produce stars in local dishes such as bibimbap.

Much of rural Jeollabuk-do is also parkland, which means, should you tire of Jeonju’s charms, you can stretch your legs on any number of fantastic hiking trails, from the steep peaks of Naejangsan National Park to the gentle hills of Seonunsan Provincial Park. There’s also skiing on the slopes of Muju to the east and sandy beaches on the West Sea, from where you can catch ferries to sleepy islands.

**Best Places to Eat**

- Hanguk-jip (p268)
- Yetchon Makgeolli (p268)
- Hyundai-ok (p267)

**Best Places to Hike**

- Naejangsan National Park (p269)
- Daedunsan Provincial Park (p270)
- Byeonsan-bando National Park (p273)

**When to Go**

- **Apr–May** The camellias bloom at Seonun-sa and the Jeonju International Film Festival kicks off.
- **Jul–Aug** Hit the beaches and islands; in August catch the Jeonju Sori Festival.
- **Dec–Jan** Winter means you’ll be able to hit the slopes at Muju.

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**Includes**

- Jeonju ........................ 264
- Around Jeonju..............268
- Naejangsan National Park ........ 269
- Muju & Deogyusan National Park .......... 270
- Gochang & Around .... 272
- Byeonsan-bando National Park ........ 273
- Gunsan & Seonyudo .............. 274
History

The Donghak rebellion, led by Chon Pong-jun, took place mainly in Jeollabuk-do in 1893 when a ragtag force of peasants and slaves seized Jeonju fortress and defeated King Gojong's army, before being destroyed by Japanese forces. Their demands included the freeing of slaves, better treatment of the chonmin (low-born), the redistribution of land, the abolition of taxes on fish and salt, and the punishment of corrupt government officials. Jeollabuk-do and Jeollanam-do were one joint province until 1896; Jeonju was the capital of this combined province.

Jeonju

전주

063 / POP 660,000

Jeonju (http://tour.jeonju.go.kr), the provincial capital, is famous for being the...