The food of the worlds: Mapping and comparing contemporary gastrodiplomacy campaigns
The Food of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns

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Abstract
From the perspective of strategic communication planning, this research maps and compares the gastrodiplomacy campaigns by Japan, Malaysia, Peru, South Korea, Taiwan, and Thailand. Analysis reveals that message appeals of the campaigns include mysticism, exoticism, naturalness, and healthiness. Campaign strategies range from membership relations in marketing products to the use of opinion leaders and coalition building. The research also documents several innovative campaign tactics.

**Keywords**

cuisine, gastrodiplomacy, nation branding, food, diplomacy

**Full Text:**

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