The food of the worlds: Mapping and comparing contemporary gastrodiplomacy campaigns
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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Tags: Addis Ababa AddisEats alcohol american university Amish farming banh mi beer beirut Bernard Vaussion Club des Chefs des Chefs colonialism commensality conflict cuisines conflict resolution Cristeta Comerford culinary diplomacy Cultural Diplomacy culture cultures De Callieres diplomatic culinary partnership dipsomats embassies Ethiopia EU Expo 2015 fermentation food aid Food Tours France François Hollande French food gaffe gastrodiplomacy gastrodiplomatie gastrojingoi Bourdain’s show focuses on what food studies scholars call gastrodiplomacy, the potential for food to bring people together, helping us to understand and sympathize with one another’s circumstances. As a theory, it embodies the old saying that “the best way to our hearts is through our stomachs.” This theory has been embraced by nations like Thailand, which has an official policy promoting the creation of Thai restaurants in order to drive tourism and boost the country’s prestige. Alison Hope Alkon is associate professor of sociology and food studies at University of the Pacific. Check out her Ted talk, Food as Radical Empathy. Comments 3. Culinary diplomacy, also known as gastrodiplomacy, is a type of cultural diplomacy, which itself is a subset of public diplomacy. Its basic premise is that “the easiest way to win hearts and minds is through the stomach”. Official government-sponsored culinary diplomacy programs have been established in Thailand, South Korea, Malaysia, Peru, and the United States.