

CHAPTER II

GASTRODIPLOMACY IN BRIEF

In this chapter, researcher will explain how food or culinary in the study of gastrodiplomacy in Gastrodiplomacy side. Specifically, this chapter will describe the definition of gastrodiplomacy, history, and the implementation of gastrodiplomacy in some countries. Thailand gastrodiplomacy for instance, is the success story on how the country designed diplomacy and branding their image to the world.

A. The definition of Gastrodiplomacy

Gastrodiplomacy, is the diplomacy emphasizes on the taste of country's distinctive food and its influence to another culture (Poon, 2014). Thus, Gastrodiplomacy can play a major role in achieving the interests of the country. The introduction of culture through cuisine can attract the attention of other nations in assessing culture

Gastronomy diplomacy is referred to "Diplomacy through Food", or in internationally referred to as "Gastrodiplomacy". Gastrodiplomacy is another branch of diplomacy (or public diplomacy), in which soft power is used as a tool of war. Gastrodiplomacy is a continuation of the "oldest diplomatic instrument" that use food for cross-cultural understanding, and expected to increase interaction in bilateral and multilateral cooperation (Haugh, 2014). Since the last few years, gastrodiplomacy has been concentrated as a symbol of non-verbal communication which very powerful in diplomacy. When a nation decides to combine food with its diplomacy strategy, the result is gastrodiplomacy.

Gastrodiplomacy is "the act of winning hearts and minds through the stomach". On the other hand, gastrodiplomacy is "the use of food and cuisine as an instrument to create cross-cultural understanding in the

hope of enhancing interaction and cooperation" at higher government-to-government levels, as opposed to government-to-public levels (Rockower P. , 2011). Gastrodiplomacy is used not limited to small-scale executions, but can be utilized in a variety of representations and skills that use state and non-state actors and / or elites. Gastrodiplomacy is an expression of the richness and strength of the food culture art of a civilized nation.

Morgan in his thesis "Diplomatic Gastronomy: Style and Power at the Table" introduced the term of gastrodiplomacy as a symbol of the power of diplomacy through food (Morgan, 2012). Morgan describes the interaction of a country's political power based on prestige that uses food as a medium for interaction. Morgan's thesis is a method to assess how a country judges and sees the power of the state and other organizations. Then food become important and means to government.

Gastrodiplomacy emerges as a new approach to engaging with foreign communities and cultures. The exhibition is done through a food art show and a bit of diplomacy tactics. The concept is old-fashioned, but the terminology is relatively new (Ruddy, 2014). The gastrodiplomacy Platform was developed to demonstrate the cultural reputation of a country, in terms of its unique art of cuisine, which at the same time expresses the economic strength of a nation through its cooking and tourism skills. Food is used as a symbol of national identity, in which this representation aims to achieve economic values through global recognition.

The gastrodiplomacy phenomenon is still relatively new to be said to successfully build the image of a country on the international stage. But certainly, Gastrodiplomacy has been able to lift the spirit of nationalism and state

identity through social conventions of the art of cooking a nation.

B. History of Gastro-Diplomacy

Gastrodiplomacy is a communication practice from state to public which use food as the main tool to give understanding about culinary culture of the state to international society. This term actually new in diplomacy and “gastrodiplomacy” is a combination from gastronomy and diplomacy. Gastronomy is a study which learns about food or food. The term gastrodiplomacy was introduced by Paul S. Rockower at first. Rockower claimed if gastrodiplomacy is always related with public diplomacy which is cultural diplomacy itself (Rockower P. s., 2011).

Gastrodiplomacy practices through cultural diplomacy that seeks to raise awareness and understand of national culinary culture with foreign public, and through the state to public communication domains (Rockower P. S., 2012). So, when food is used to facilitate the improvement of people to people to improve cultural understanding, it is categorized as a form of gastrodiplomacy practice.

This gastrodiplomacy is trying to promote a country by using food as a tool to change public perception on the global stage. Although there are many ways for a country to determine and visualize the identity, food is one of instruments that are very real in to reinforce the country identity. The government used food as part of strategy broader cultural diplomacy. This strategy seeks to export traditional foods there into the wider world in the form of national food. Gastrodiplomacy can be used by countries to create cross cultural understanding with the hope to increase the interaction with the public or people who become the targets (Sokol, Culinary Diplomacy: Breaking Bread to Win Hearts and Minds, 2013). This is because food is a vital part of people live in terms of a group of

people and also food can represent a history, tradition, and culture in a community or a country.

The science of Gastrodiplomacy arises because the countries of the world have their own distinctive food and its history. So, when someone wants to learn the history of a nation then it can start from knowing his food. Typical food becomes the source and destination of interaction among nations in the world. This is what causes the emergence of gastrodiplomacy..

In the United States, the people of the country are formed by diversity and most of them were immigrants from other countries. There are no special foods, some foods that became popular is influenced by other nations that came to the United States. Then Gastrodiplomacy arise, if someone get along easily with the native people then introduce the typical food of the nation itself. This is also done by a number of immigrant residents there. In international relations is revealed that the nation who visit US has a certain purpose when diplomatize.

Food is not a living thing, but gets its own spirit from the chef. Subject that observed in Gastrodiplomacy include foods affected by the Vietnam war, the Soviet Union war in Afghanistan, Ethiopian wars with the American people. Then, it can be said that typical foods of a nation have their own history.

C. Practice of Diplomacy

Gastrodiplomacy seems to be the most appropriate way to introduce the traditions and culture of a nation through food. With gastrodiplomacy, the world can not only enjoy the local food of a country only, but also know the ins and outs of the country's culinary culture. There are many countries that have unique culinary gastrodiplomacy which are:

1. Thailand

Thailand is the first countries to understand the importance of gastrodiplomacy. In 2002, Thailand government launched a campaign program called 'Global Thai' as a form of their gastrodiplomacy. This campaign aims to increase the number of Thai restaurants around the world. At that time, they also intensively introduce their traditional food called Pad Thai to the corners of the world. After program announced, *The economist* predict when Thai restaurant increased it will affect not only the economic side, but also help to deepen the relation between Thailand with another countries (Thailand's Gastro-diplomacy, 2002).

After Global Thai program, Foreign Office of the Government Public Relations Department launched supporting project 'Thailand: Kitchen of the World', the aims of the campaign is to teach about the history and practice of Thai cuisine both in local Thailand and abroad, include giving 'Thailand Brand' certificate to Thai restaurants abroad that criteria given by Thailand's ministry of Commerce. This programs in order to build up Thailand's reputation, and to encourages more Thai chefs to open restaurants abroad and the certificate is to give and qualify standard od restaurants. The program successes, in 2002 had 5500 restaurants, the at the launch of the campaign increase to 9000 in 2006, and 13000 in 2009 (The Government Public Relations Department, 2006).

2. Korea

After Thai program success, South Korea decides to follow similar path. In April 2009, Korean government launched 'Korean Cuisine to the World' program with US\$ 44 million, the aims are to make

Korean ethnic food become one of the five favorite cuisine in this world and to promote the uniqueness and quality of health of Korean cuisine (Hansik) as well as to increase the number of Korean restaurants around the world (Moskin, 2009). As quoted in the New York Times "Culinary diplomacy with a side of Kimchi" and quoted by Paul S. Rockower that:

“For that, 50 billion (US \$ 40 million) of funds will be used to promote Korean cooking classes at internationally acclaimed cooking schools and provide support for Korean culinary students through scholarships and scholarships to attend the school's creative and international food exhibitions”.

Kimchi diplomacy program is run by the Ministry of Food, Agriculture, Forestry and Fisheries. All these projects are built with the help of long-term soft loans secured by the Government of South Korea (Pham M. J., 2013). Including educational facilities and maintenance of food dishes that will be promoted to the world community also give certificate system like Thailand's Brand programme.

In 2007, the Government of South Korea has established 40,000 restaurants worldwide, including the opening project of a Kimchi cookery education course and authorized cooking institution international as well as a project launching Korean food trucks in various metropolitan cities in western countries (Moskin, 2009).

The emphasis of Kimchi diplomacy is mainly done in the United States of America which refers to a Korean flavored dish rich in pickled vegetables with red chili and garlic. After the launch of Kimchi diplomacy there was an increasing number of Korean fast-food trucks in the city of California serving quesadillas

kimchi. Quesadillas is a kind of tortilla filled with meat, protein or seafood and pickled vegetables with hot chili or garlic that has been heated. After Korea spread the influence of Korean Cuisine restaurant in united states, peoples who enjoy Korean food increasing from 9 per cent in 2009 to 31 per cent in 2011 (KBS, 2011).

3. Japan

Japan starting gastrodiplomacy since 2005, Japan established "Shoku-bunka kenkyū suishin kondankai" (Food Research Promotion Discussion Group) to develop their culinary history deployment strategy, because the program, nowadays sushi became one of the most popular food in the world (Sakamoto, 2011).

Japan even opened a non-profit organization called 'Japanese Restaurants Overseas' which invests in developing show casting of traditional Japanese restaurants as widely as possible. The organization was founded as a gastrodiplomacy strategy by Japanese government's in promoting sushi restaurants abroad. In official website of JRO are explained about what this organization is doing in order to promote sushi restaurants abroad. In 2008, JRO opened its offices in Bangkok, Shanghai, Taipei, Amsterdam, London, Los Angeles and Paris (Bestor, 2014).

4. Taiwan

Peoples know that Taiwan is a food paradise, so government initiated to re-branding the local food. The Taiwan launched gastrodiplomacy program in 2010 called 'All in Good Taste: Savor the Flavors of Taiwan' is also known as 'Dim Sum Diplomacy'. President Ma Ying-jeou has ordered his envoys to start talking the language of food by launching \$ 34.2 million campaign and a period of four years from 2010 to improve

Taiwan's distinctive culinary to many countries around the world. As a part of gastrodiploamacy program, Taiwan was hosted international food festivals and sent their best local chefs to show their culinary skills at global culinary competition. The focus of the Taiwan Government is to promote restaurants, coffee shops, and various ingredients from Taiwan. The another aims from this program is to enhance and expand the island's reputation as a foodie hub are indeed positive steps to better promotion of Taiwanese culture (Rockower P. , 2010). Nowadays, cuisine from Taiwan like dim sum and Taiwan tea that contain topping Boba/ pearl already can get it easily in every country in this world.

5. Denmark/ Norway/ Sweden

In 2004, the country made the 'Nordic Food Movement' movement to promote local materials, and their traditional cooking methods. Nordic chefs and food professionals also met in Copenhagen to discuss the potential for developing a typical Nordic food culture. Their goal is to promote Nordic as a culinary destination serving traditional food. To support that goal, in 2011 Nordic released 'Nordic Food Diplomacy' (Nordic Council of Ministers, 2015). This program is used to convey a tangible experience of a country or region, including the taste and feel of the Nordic countries, it strengthens the Nordic countries and the Nordic brands' position while, at the same time, underlining core values such as innovativeness and sustainable development. Nordic Food Diplomacy enhances the guests' experience and allows the host to give the meal an extra dimension apart for the guest just being fed. When used properly food and meals are powerful tools for branding one's country or region (The Nordic Council of Ministers, 2017).

6. Malaysia

Since 2010, the Government of Malaysia has run the project "Malaysia Kitchen for the World" programme with a campaign to make their country a halal culinary destination. The program is conducted by Malaysia External Trade Development Corporation (METDC) to promote Malaysian cuisine in Australia, the United States and the UK through product presentations and cooking demonstrations at supermarkets, food trucks, food festivals and annual night markets in Trafalgar Square, London (The National Trade Promotion Agency of Malaysia Government, 2016). Dato' Than of the Department of Information and Public Diplomacy in Malaysia's Ministry of Foreign Affairs said that:

"We are a multiracial, multiethnic society, so we have the Malay, the Indian, and the Chinese cuisines, besides promoting Malaysia and branding it, the Malaysian Kitchen for the World helps strengthen relations in the countries we are promoting Malaysian cuisine. It is both cultural diplomacy as well as gastrodiplomacy."

The highlight food is to campaign Malaysia's Peranakan cuisine. Peranakan food was born out of Chinese migration and assimilation to the Malay Peninsula; this distinct culinary treasure deftly combines Malay and Chinese flavors for a subtle but spicy cuisine. Such delicious Peranakan treats include asam laksa—a delicately sour tamarind fish soup with thick white noodles, bean sprouts and mint, or kari mee—a spicy Malay-Chinese riff on traditional Chinese noodle soup that incorporate fiery red curry and coconut milk (Wikipedia, 2017).

7. Peru

The Peruvian government began promoting their traditional culinary in 2006 with the campaign *Peru Mumacho Gusto* (Peru, nice to meet you). The *Cocina Peruana Para El Mundo* campaign has aims to construct a national brand centered around Peru's unique cuisine, using culinary diplomacy, or gastrodiploamacy, to improve the country's image and reputation worldwide, the second aim for Peruvians and others to recognize the nation's cuisine as an historic and important part of Peruvian national identity, with the ultimate goal of having Peruvian cuisine included in UNESCO's Intangible Cultural Heritage list. The campaign has produced many national cookbooks, various food festivals, and many Peruvian restaurants in various countries (Rachel, 2013).

8. Australia

In 2014. Australia's Ministry of Tourism spent up to 10 million dollars for their global campaign 'There's Nothing Like Australia' programme. Included, there is a year of gastrodiploamacy program. Not only open Australian restaurants in other countries, they also promote social media promotions. Australia makes post stories about their culinary in social media while doing a gastronomic tour to all corners of the country. This activity grants 80 influencers international blogging Also often photographed plus sharing their experience. Australia also had a campaign 'Invite the World to Dinner' which invited 250 people from other countries (Cooper, Higgot, & Nossal, 1993).