

CHAPTER V CONCLUSION

Gastrodiplomacy is the practice of country's cultural diplomacy through foods. Countries like South Korea, Peru, Thailand, and Malaysia have recognized the seductive qualities food can have, and are leveraging this unique medium of cultural diplomacy to increase trade, economic investment, and tourism, as well as to enhance soft power. Gastrodiplomacy has big opportunity to engage with other cultures through food, to develop nation branding as strategy for public diplomacy.

Gastrodiplomacy represents one of the more exciting trends in public diplomacy outreach. The subject of culinary cultural diplomacy—how to use food to communicate culture in a public diplomacy context—began with the application of academic theories of public diplomacy to case studies in the practice of the cultural diplomacy craft.

Gastrodiplomacy was borne out of pinpointing case studies in the field and connecting these cases to a broader picture. An obscure word in an obscure article about Thailand's outreach to use its restaurants as forward cultural outposts as a means to enhance its nation brand has become a field of study within the expanding public diplomacy canon. Highlighting of disparate case studies such as South Korea, Taiwan, Malaysia, Peru, among others, led to patterns of practice; patterns led to broader pictures of trends that proved an innovative means of conducting successful cultural diplomacy.

In offering a theoretical construction for the field of gastrodiplomacy, it is necessary to define the framework. This author highlights the characteristics of gastrodiplomacy by comparing it to the practice of culinary diplomacy. In drawing distinctions to the field, the author notes the equivalence of

diplomacy to public diplomacy, thusly culinary diplomacy is to gastrodiploamacy.

Representing one of the newer trends within public diplomacy, gastrodiploamacy has come a long way in a short time. In just a few years, the eld of gastrodiploamacy has gone from obscurity to an issue of discussion and debate in academic journals, as well as the subject of its own conference at American University. Gastrodiploamacy embodies a powerful medium of nonverbal communication to connect disparate audiences, and thusly is a dynamic new tactic in the practice and conduct of public and cultural diplomacy.

As more states engage in gastrodiploamacy, new trends will emerge that will shape a new set of best practices in the eld, such as increased poly lateral partnerships and gastrodiploamacy Para diplomacy, as well as non-state actors turning to gastrodiploamacy as a means to foster people-to-people connections.

The existence of Thai culinary in the global market is a process involving various actors who also interact on different levels. Through gastrodiploamacy that makes food as main tool of diplomacy with the countries of the world, this can be the choice of a dynamic and creative strategy. If country wants to be perceived by the international community, then each country should make its brand look different and unique. To build a long-term brand must also be required a strong commitment, the actors are communicative, the formulation of a good strategy, the adequacy of the necessary funds, and the willingness to compete and innovate in accordance with the development of the current era. The Gastrodiploamacy is part of the Ministry of Tourism of Thailand program which then operated by government, and supported by private sector to local communities such as TAT, Ministry of Commerce, Ministry of Public Health, Ministry of Manpower to Thai Airways International.

The attitude of the Thai government in making gastrodiplomacy as a strategy to build the culinary image of this country had previously seen the consideration of choices and processes that will be faced in the global market later. That is analyzed through the concept of nation branding that focuses on three main elements of brand identity, brand image, and brand positioning. Through the excellence of the unique taste, the positive public perception of authentic food with a good level of health & full of cultural values that exist in each food, and its campaign to become the "world kitchen" by launching Thai program: 'Kitchen of The World' is a real effort from the government in preparing Thai cuisine to be able to compete positively in the international arena.

In addition, it can be analyzed from the gastrodiplomacy strategy in Thailand is, the government always actively involved in promoting culinary Thailand at home and abroad, as well as how to ensure that the typical food country spread across the restaurants in many countries around the world is a food that truly authentic from Thailand, can be seen from guaranteed food ingredients sent directly from Thailand every day brought by Thai Airways airlines. Thailand is quite successful as the first pioneer country to gastrodiplomacy, no wonder several countries such as South Korea with its Kimchi diplomacy, Japan with its Sushi diplomacy, and then there is Taiwan with Dim-Sum diplomacy following the way Thailand using Gastrodiplomacy to rebranding the country. It can be concluded that the culinary image of the Thailand is a positive value because it is marked by many other countries which also make "food" as a tool for politics.