The Role of Food in Cultural Exchange

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- Ranked No. 1 in the world in the “Hospitality and Tourism Management” category according to Shanghai Ranking’s Global Ranking of Academic Subjects 2017.

- Placed among the top 3 “Hospitality and Leisure Management” institutions globally in the QS World University Rankings by Subject 2017.

- Ranked No. 1 in the world in the “Hospitality, Leisure, Sport & Tourism” subject area by the CWUR Rankings by Subject 2017.
Research on Food in SHTM

- Gastrodiplomacy and Tourism
- The role of food in intercultural dialog and cultural exchange
- Cooking classes (experience economy, co-creation, experiencescape)
- Globalisation and localisation of food
- Heritage foods development: promoting safety and authenticity in local food producers
- Tourist food consumption: tourists’ food acceptance and avoidance (neophobia vs. neophilia)
- Food miles
The role of food in intercultural dialog and cultural exchange
The role of food in intercultural dialog and cultural exchange for social and cultural sustainability

- People-to-people diplomacy relies on the “contact hypothesis” (Allport, 1954), which proposes that animosity is fuelled by separation and lack of familiarity.

- Bringing people together to participate in shared experiences can therefore contribute to de-escalation of hostility and dismantling of prejudices.

- Cooking classes as a platform for cultural understanding.
The role of food in intercultural dialog and cultural exchange along the Silk Road

- A 2017 report prepared by the travel website TripAdvisor for the UNWTO identified gastronomy as the third most highly-ranked experience for tourists along the Maritime Silk Road.

- My project aims to develop strategies for developing connectivity among Silk Road countries based on food.

- Employs the applied concepts of “gastrodiplomacy” to address how governments can promote food culture to enhance cultural exchange, intercultural understanding and people-to-people connections.

- Seeking to propose a best-practice model.
THANK YOU