

The Role of Food in Cultural Exchange

Dr. Wantanee Suntikul

School of Hotel and Tourism Management

The Hong Kong Polytechnic University



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

School of Hotel and Tourism Management (SHTM)

- 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

