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## **АЛЬТЕРНАТИВНИЙ ТУРИЗМ**

МАТЕРІАЛИ  
науково-практичного семінару  
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Науковий редактор: **Голод А.П.**, д-р екон. наук, професор  
(Львівський державний університет фізичної культури імені Івана Боберського)

**Рецензенти:**

**Паска М.З.** – д-р вет. наук, професор  
(Львівський державний університет фізичної культури імені Івана  
Боберського); **Скляр Г.П.** – д-р екон. наук, професор  
(Полтавський університет економіки і торгівлі).

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Збірник матеріалів вміщує тези доповідей учасників семінару, що присвячені широкому колу проблем пошуку альтернативних шляхів розвитку туризму в Україні, її регіонах та на глобальному рівні. Видання може бути корисним для науковців, викладачів, фахівців-практиків туризму, представників органів влади і місцевого самоврядування, громадських організацій, здобувачів освіти всіх рівнів.

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**Anna Hrytsyshyn**

Lecturer of the Department of Tourism  
*Ivan Franko National University of Lviv,  
Lviv, Ukraine*

**Sofiia Bilous**

Assoc. Prof. of the Department of Tourism  
*Ivan Franko National University of Lviv,  
Lviv, Ukraine*

## **GASTRODIPLOMACY AS A MODERN CULINARY TREND**

Public or people's diplomacy is becoming more and more important in foreign policy, in which not only professional diplomats but also representatives of public organizations, business and business circles, science and education, culture and art, mass media etc. take an active part. In recent years, a new direction of diplomacy began to develop – gastrodiplomacy. It has become an instrument of intercultural relations, relying on the resources of national cuisines. It is used at the dinner table to influence the thoughts and moods of politicians and world leaders, as well as ordinary citizens. It aims to form a positive image of the state in the world by promoting national cuisine, stimulating foreign trade and tourism, improve investment climate, attract more investors, and increase economic competitiveness.

Samuel Chapple-Sokol, an American international relations expert, was one of the first to define culinary diplomacy “as an opportunity to use food and food as a tool for intercultural understanding in the hope of improving interaction and cooperation” [1]. He also singled out two types of culinary diplomacy – private and public. Private culinary diplomacy is used behind closed doors among a limited number of government officials and diplomats; public culinary diplomacy is used as a tool of public diplomacy.

Former Israeli diplomat Paul Rockower separates culinary and gastrodiplomacy, believing that the latter “combines forms of cultural and culinary diplomacy with state branding and is an act of winning minds and hearts through the stomach, using culinary masterpieces of the country and national brand awareness” [4]. According to Rockower, culinary diplomacy is used only as an instrument of diplomatic protocol.

It should be added that in 2002, *The Economist* first used the term “gastrodiplomacy” to describe how to promote Thai identity in the world in the framework of the Global Thai Food Program through an international network of national restaurants [2]. The project was based on the idea that food could be an important diplomatic tool for building Taiwan's international ties, supporting the economy and attracting as many tourists as possible. According to governmental reports, the number of restaurants internationally went from 5,500 in 2002 to 10,000 by 2013. Many agreed that this method was an effective course of action for building a public image of a nation. The volume of tourism in Thailand's has increased exponentially, and the country has become one of the most popular destinations for visitors of all ages and profiles from all over the world.

However, gastrodiplomacy should not be confused with advertising campaigns to promote different national food products, as it is characterized by a more holistic approach to raising the international community's awareness of national food brands by encouraging the study of culinary and cultural heritage. In addition, gastrodiplomacy is different from

food diplomacy, that is, the use of food aid to combat hunger and poverty in some regions of the world that suffer from natural disasters, civil conflicts, wars [5].

Nowadays, each state, building international relations, seeks to impress guests from other countries with its own culinary traditions. The importance of the use of national cuisines in interstate relations was also recognized by experts of the UNESCO Intergovernmental Committee, who in 2010 included French cuisine in the Intangible Cultural Heritage List [3]. Later, seven more national cuisines and culinary traditions were included in this list. Among them – Mexican and Japanese cuisine, the Mediterranean diet, a coffee ceremony in Turkey, the harmonious production of wine in amphora in Georgia, Croatian tortillas, Korean fermented cabbage.

Gastrodiplomacy can be described as the purposeful use of food and national cuisine in formal diplomatic procedures as a tool to strengthen official diplomacy in the exercise of diplomatic functions, including visits by heads of state, ambassadors and other high-ranking officials. In addition, in our opinion, gastrodiplomacy in the era of globalization is part of public communication and seeks to increase bilateral and multilateral ties between states through the attractiveness of local food and culinary arts, promotes awareness and understanding of national culinary culture as much as possible people in the world. In other words, gastrodiplomacy defines the use of national cuisine in the context of intergovernmental, interethnic and intercivilizational relations in order to convey nonverbal messages and build mutually beneficial cooperation, consensual solutions to problematic issues.

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