CHAPTER IV
CONCLUSION

Referring to the research question of “What are Thailand’s efforts in promoting “Kitchen of the World” program?” it can be concluded that the Royal Thailand Government took very serious measure to achieve their goal of becoming the “Kitchen of World”. Starting with total involvement of various government institute and/or department in the advancement and promotion of Thai cuisine and food industry. Namely, the Department of International Trade Promotion (DITP) of the Ministry of Commerce, the Thai Chamber of Commerce (TCC), Thailand Board of Investment (BOI), and the National Food Institute (NFI). Each and every one of them are very committed in assuring the success of Thailand’s “Kitchen of the World” program.

The Global Thai and Kitchen of the World program is evidently more than cultural and political pursuit. With the clear goal of increasing the number of Thai restaurants worldwide, the Thai government was making an economic move — more Thai chefs working in foreign cities to support diaspora populations, purchasing Thai ingredients and thereby adding to the Thai economy. Moreover, the later development of the Kitchen of the World program emphasize to boost Thailand’s agricultural product and food product export. This aspect of gastrodiplomacy is indeed present and is a major driving factor for many of the national program described in this article. It is also an underlying factor in nation branding, as discussed above. Economic motivation does not undermine the intercultural and diplomatic importance of the Global Thai and the
Kitchen of the World program, nor of any gastrodiplomacy program. With each new Thai restaurant, an unofficial embassy opens and a new opportunity for cross-cultural interaction is established. And with each Thai food product consumed, more people are exposed to the delicate culture of Thailand.

Kitchen of the World is also a multilayered nation-branding, the government work hard to build Thailand’s reputation. It is an opportunity for Thailand to gain influence and shape international agenda in ways that go beyond their limited hard power resources. As well as opportunity for Thailand to attract more investors to build the country, another economic agenda. Through the Kitchen of the World program, Thailand persist to build trustworthy reputation on Thailand’s food product and food industry. Emphasizing on standardization and innovation, to ensure the products high quality, hygiene, safety, and advance technology.

To achieve the main objectives of the Kitchen of the World program, Thai government strive to foster the entrepreneurial environment in the food industry. Doing so by opening channels for the business to grow (the Thai SELECT and THAIFEX-World Food of Asia program), all the more while facilitating the industry with various cost reduction program. And most importantly, government or track 1 as the core actor for this program engage with various non-states actors of the Multi-Track Diplomacy namely: track 3 or business; track 5 or research, training, and education; track 7 or religion; and track 9 or communication and the media.

Business clearly plays major role in the success of Thailand’s gastrodiplomacy. The aim of Thailand’s first gastrodiplomacy initiatives is to increase the number of
Thailand’s restaurant worldwide. Thai SELECT certification is made in order to flourish the growth of Thai restaurant and Thai food producer. THAIFEX-World of Food Asia is made to facilitate Thai food business perpetrators to meet its potential buyer or vice versa. And focusing on the development of Halal food market is again involved many business perpetrators. From farmer, food producer, catering entrepreneur, restaurateurs, distributors, every element in Thai food industry business significantly contributes to the country.

The government also invest heavily in RD&I program and value creation to increase competitive advantage, ensuring safety and quality standard of their product to increase credibility. Proven by the establishment of the Food Innopolis. That being said, it can be conclude that research institutes, universities, and training institutes play the same important role in the success of Thailand’s Kitchen of the World program.

With Halal Kitchen of the World program, Thailand’s government also manage to utilize religion aspect to its benefits. Turning limitation by religious law into economic profits. Another important aspect is the role of communication and the media. For every program, Thai government launched an official website. Providing adequate information for public to access. All the websites are thorough, easy to use, and up-to-date. The websites also come with two language, Thai and English, to make sure it can be understood by international user. In addition, Thai government always published a press release for every event. Making sure their program are known by public.

From this, we can positively conclude that non-state actors in Multi-Track Diplomacy help prepare an environment to support the diplomacy carried by track-one
or government. And help guaranteeing success to achieve national interests. Through this gastrodipломacy campaign, Thailand has successfully shaped the image of high quality and reliable food industry. And making food as the main drive in Thai’s economy.
BIBLIOGRAPHY


Bangkok Post, *NFI aims to boost Thai Halal food industry*, 2018,


Global Islamic Economy Gateway, *Overview-Thailand’s $6 bln halal food market*, 2016,

Global Islamic Economy Gateway, *Overview-Thailand’s $6 bln halal food* market, 2016,


Koelnmesse, *THAIFEX-World of Food Asia 2018* reinforces position as biggest F&B trade show in the region and sees largest volume of international trade visitors, 2018,


PRWeb, *DITP Introduces new plans for pushing forwards the ‘Thai Kitchen to the World’ Policy to Support Thai Food Market Expansion at ‘THAIFEX’*-2013,


https://www.thaiembassy.sg/press_media/news-highlights/thailands-industry-
ministry-increasing-halal-production-marketing-standa (Accessed May 05 2018)


Sirikeratikul, *Thailand Food Processing Ingredients*, 2018,


Thailand Board of Investment New York Office, *Thailand offers food innovators ingredients to thrive*, 2018,


The Economist, *Thailand’s gastro-diplomacy*, 2002,

The Government Public Relations Department, *Food Innopolis to Develop Thailand as a Food Research and Innovation Hub*, 2017,