



Parahyangan Catholic University
Faculty of Social and Political Sciences
Department of International Relations

Accredited A

SK BAN –PT NO: 451/SK/BAN-PT/Akred/S/XI/2014

Thailand’s Gastrodiplomacy:
The Promotion of “Kitchen of the World” Program

Bachelor Thesis

By

Zharifah Raihanah Shiddiq

2012330104

Bandung

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Hereby declare that this thesis is the result of my own scientific writing and is not a work that has been submitted to obtain an academic degree by another party. As for the work or opinions of other parties quoted, written in the applicable scientific writing rules.

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Bandung, 3 August 2018



Zharifah Raihanah Shiddiq

PREFACE

Praise for the Almighty God for all the blessings to the author that writer can complete this final project. This study is entitled *Thailand's Public Diplomacy through Gastrodiplomacy* in the form of a thesis.

This thesis was prepared to fulfill one of the requirements in achieving a bachelor's degree in International Relations, Faculty of Social and Political Sciences, Parahyangan Catholic University, Bandung. The author hopes that this thesis can be accepted and provide insight and benefits for its readers.

Finally, the author realizes that this thesis still has many shortcomings, both in data collection, processing techniques and in the presentation. Therefore, the authors expect the existence of constructive criticism and suggestions from the readers.

Bandung, 3 Agustus 2018

Zharifah Raihanah Shiddiq

ABSTRACT

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Title : *Thailand's Gastrodiplomacy: The Promotion of "Kitchen of the World" Program*

With an abundance of food sources as raw materials and the significance of Thai food industry for their economy. Thailand has become the only net food exporter in Asia and naturally wants to remain in this lucrative position. To maintain and even further expand their dominance in the food sector and export markets, all the while building favorable reputation as reliable partner for investment. Thailand is carefully and strategically engaging various government agencies with non-states actors, namely enterprises, researchers, and the media, to promote Thailand's "Kitchen of the World" program.

This research employs qualitative data gathering to ensure wider range of information and more accurate representation of people's perspective towards the subject in question. The objective of this research is to analyze the effort made by Thailand government to promote its gastrodiplomacy titled "Kitchen of the World". The key strategy of Thailand's government to ensure the success of this program is to nourish the growth of entrepreneurial environment for food industry as well as investing in RD&I program and value creation to increase competitive advantage, ensuring safety and quality standard of their product to increase credibility. Up to this point, we are seeing significant demand for Thai food industry. It can be concluded that the venture is considered successful with imminent room for greater growth.

Keywords: Public Diplomacy, Gastrodiplomacy, Thailand, "Kitchen of the World".

ABSTRAK

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Judul : *Thailand's Gastrodiplomacy: The Promotion of "Kitchen of the World" Program*

Industri makanan dan agrikultur berperan sangat penting dalam perekonomian Thailand. Thailand menjadi satu satunya negara di Asia yang menjadi *net food exporter* dan tentunya ingin mempertahankan posisi yang menguntungkan ini. Untuk mempertahankan dominasi mereka di sektor makanan dan ekspor produk makanan, dan untuk membangun reputasi yang baik sebagai mitra yang dapat diandalkan untuk investasi. Pemerintah Thailand telah menerapkan berbagai rencana strategis. Melibatkan berbagai lembaga pemerintah dan bekerjasama dengan aktor aktor non-negara seperti perusahaan, lembaga riset, dan media untuk mempromosikan program "*Kitchen of the World*".

Metode yang digunakan dalam penelitian ini adalah metode kualitatif. Tujuan penelitian ini adalah untuk menganalisa upaya yang dilakukan oleh pemerintah Thailand untuk mempromosikan program gastrodiplomasinya yang bertajuk "*Kitchen of the World*". Strategi utama pemerintah Thailand dalam menjalankan program ini adalah membangun kondisi yang mendukung perkembangan kewirausahaan, serta berinvestasi dalam program penelitian dan pengembangan. Hingga saat ini, terlihat perkembangan positif dalam industri makanan di Thailand. Sehingga dapat disimpulkan bahwa upaya pemerintah telah berhasil.

Kata Kunci: Diplomasi Publik, *Gastrodiplomacy*, Thailand, "*Kitchen of the World*"

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CHAPTER I

INTRODUCTION

1.1 Background

States use diplomacy to resolve disputes, form alliances, negotiate treaties, strengthen economic relations, promote cultural and military exchanges, and for a variety of other purposes. But as the tides of globalization shift the international landscape, non-state actors play an increasingly important role in diplomatic relations.¹ Diplomacy between states in today isn't exclusively done by diplomats anymore. Actors such as nongovernmental organizations, multinational corporations, and international community plays important part in conducting modern day diplomacy.²

As barrier between states becomes blur and interaction between states evolved, room for non-states actor to conduct the practice of diplomacy is gradually widen. Non-state actor could support foreign policy by promoting their country to others. The practice itself doesn't have to be complex. The simplest act of promoting domestic tourist destination through mass media or even personal social media is also an act of promoting one country. Every element of a country could be used as a tool for diplomacy. National cuisine and food product included, as food naturally is the basic

¹ Anholt, Simon. *Competitive Identity: The New Brand Management for Nations, Cities, and Regions* (New York: Palgrave MacMillan, 2007)

² Cull, Nicholas. 2008. 'Public Diplomacy: Taxonomies and Histories', *The ANNALS of the American Academy of Political and Social Science* vol. 616, p. 33.

identity of a country. Consuming traditional food could expose oneself to other culture.³

Diplomacy always works to secure the goals of national interest as defined by the foreign policy. It always works for increasing the influence of the state over other states. It uses persuasion, promises of rewards and other means for this purpose. It seeks to promote friendship and cooperation with other nations.⁴ With the emergence of globalization, the significance of world public opinion increases, making it very important for states to gain favorable reputation from foreign audience to achieve its national interest. This is the reason why public diplomacy have become favorite pick for states – especially middle power – in recent years.⁵

Public diplomacy through cultural means have been done by many government and citizen alike, to expose their country along with their culture to foreign audience. United States with Hollywood, India with Bollywood, South Korea with K-Pop, and Japan with Harajuku. Every single one of it is a product of culture and is proven to have successfully put their country in world's display, all the while boosting their economy.

Thailand is traditionally known as the country of farming and rice growing, so agricultural industry always plays an integral part of the country. Portrayed as a land

³ Nye, Joseph S. 2004. 'Soft Power and American Foreign Policy'. *Political Science Quarterly* vol. 119 no. 2, p. 256.

⁴ Simonin, Bernard L. 2008, 'Nation Branding and Public Diplomacy: Challenges and Opportunities', *Fletcher Forum of World Affairs* vol. 32 no. 3, p. 24.

⁵ Chappel-Sokol, Sam. 2013. 'Culinary Diplomacy: Breaking Breads to Win Hearts and Minds'. *The Hague Journal of Diplomacy* 8 p. 163

with abundant food supplies and homeland of the world's infamous oriental cuisine, Thai food industry has plenty of room to develop and prosper. Thailand saw this potential as gold opportunity, and seized the opportunity by using their cuisine and food product as a tool for diplomacy. Pioneering the trend of *Gastrodiplomacy* among middle power and strive towards an ambitious goal of making Thailand the "Kitchen of the World".⁶

This fact piqued writer interest to conduct the research regarding the practice of public diplomacy through gastrodiplomacy, especially the one performed by Thailand as the pioneer of performing this form of public diplomacy, and raised the topic of **Thailand's public diplomacy effort through gastrodiplomacy** for this research.

1.2 Problems Identification

Food has always been a bread and butter for Thailand. With such significance, promoting Thai food and Thai cuisine benefits the country in many ways. Promoting Thai food and Thai cuisine means boosting economy through export growth, promoting tourism, as well as promoting favorable Thailand's image to the world. Having to notes these potential, the Thailand government launched an integrated program titled "Kitchen of the World".⁷ The aim is to make Thailand, as the program titled suggest, the ultimate "kitchen" of the world. Supplying the world with food, ingredients, recipe,

⁶ Papangkorn, Panyapat. 'A Renowned Kitchen of the World: Thailand Has Room for Further Growth' p. 1

⁷ Chappel-Sokol, Sam. 2013. Op.cit

chef, food technology, kitchen utensils, and anything you can think of coming from your “kitchen”. Let’s take a look at all the factors one by one.

First is Thailand’s agriculture, food industry, and export. Agriculture and food industry is an important sector in the economy of Thailand. Agriculture is the principal occupation engaged in by over half of the population, and half of these are rice farmers. Likened to the "backbone of the nation," the farmers grow rice to feed the entire population and export the rest to feed many more millions around the world. Blessed with fertile soil and bountiful water resources, Thailand is the only net food exporter in Asia and earns about US\$10 billion annually from food manufacturing alone. And food processing is one of the country’s biggest manufacturing sectors.⁸

That being said, it is clear how important Thailand’s agriculture is for their economy. Adding to that, Thailand’s location at the center of Southeast Asia makes it a natural export platform. However, until the 1970’s, Thailand did not figure as a significant player in the international agribusiness trade. Which is why the Thai government is looking for a way to boost their economy through growth in export, specifically for their food product.

Therefore, in 2002, the Thai government launch the “Global Thai” project. The goal of the project is to increase the number of Thai restaurants overseas to 20,000 by 2008⁹. The government encourages Thai investors to invest in Thai restaurants

⁸ Murray, Emmanuel Vijayanand. 2007. ‘Origin and Growth of the Thai Food Industry & Thailand: The Kitchen of the World’. *Cab Calling* April-June p. 17

⁹ The Economist, *Thailand’s gastro-diplomacy*, 2002, <https://www.economist.com/asia/2002/02/21/thailands-gastro-diplomacy> (accessed 25 June, 2018)

overseas and provides support in the forms of training, information, and finance. The government hopes that the project will generate foreign income not only from the sales of food and service overseas but also from adding value to agricultural and food products which have been Thailand's leading exports. This project mark the first public attempt of Thailand's famous gastrodiploamacy initiatives.

Second is Thailand's tourism, Thailand's tourism industry has a unique history. During the engagement of the United States in the Vietnam War, the American Army used Thailand as a base for rest and recuperation for their GIs. The presence of the US forces not only led to an inflow of business into the economy but resulted in the westernization of the culture in these centers. Long after the conclusion of the war, with the western lifestyle being desired by the people of other nations and considering the general peaceful nature of the Thai people and the low cost of living, Thailand began to attract leisure tourists in large volumes from all around the globe. As the tourist influx increased, along with Thai tourism, Thai Cuisine also gained popularity.

Thai cuisine was not widely served outside of Thailand until the recent past. Foreign visitors were first exposed to Thai food in the 1960s, the beginning of the international tourism industry in Thailand. By 2007, there are 12,155 Thai restaurants overseas, 49% of them in the United States and Canada; 20% in Europe, 15% in Australia and New Zealand, 14% in Asia and 2% in other countries.¹⁰ Thai cuisine is marketed as "healthful and slimming," and most Thai restaurants in metropolitan cities today serve non-Thai customers. Although many Thai restaurants are owned by non-

¹⁰ Murray, Emmanuel Vijayanand. 2007. Op.cit p. 20-21

Thais, the well-established and highly recognized ones are run by Thai immigrants. They hire all Thai wait staff and recruit experienced cooks from Thailand so that their restaurants represent “real” Thai eating establishments. They also order ingredients (rice fish sauce, coconut milk, etc.) as well serving dishes and decorative items and products such as rattan chairs, and even menus from Thailand.

The internationalization of Thai food through the “Global Thai” program – later “Kitchen of the World” – also promotes the Thai tourism industry. Customers who dine in ethnic Thai restaurants consume not only food but also the experience of being and eating there. Thai restaurants in world cities are decorated in ways that emphasize Thai culture and create Thai atmosphere; they display Thai classical paintings, sculptures, silk curtains, Buddha images, and pictures of people and places in Thailand. Most Thai restaurants play Thai music and serve food in blue and white wares. Some restaurants serve food in wooden bowls and use banana leaves to decorate their dishes while wait staff walk around in traditional Thai attire. “Amazing Thailand” is the slogan used to suggest that eating in a Thai restaurant offers the same wonderful experience as traveling in Thailand.¹¹

Third is Thailand’s nation branding. Thailand has suffered from damaging effect of unfavorable image in the past, namely regarding the issue of sex tourism and food safety. Thailand’s sex industry dated back in the times of Ayutthaya in the 13th until the 17th century where the Kingdom legalized the act of prostitution.¹² This condition

¹¹ Murray, Emmanuel Vijayanand. 2007. Op.cit p. 22

¹² Lala Grant. The Most Popular Countries for Sex Tourism. <https://www.oyster.com/articles/48682-the-most-popular-countries-for-sex-tourism/>. (accessed 10 April 2018)

is worsened with the influx of Chinese immigrants in 18th century and the Vietnam War in 1960 which triggered more women to be involved in prostitution and foster the growth of the sex industry. This has create the negative image that makes Thailand one the most sought after sex tourism destination by foreign tourist – alongside Brazil, Dominican Republic, Netherlands, Philippines, and Spain. The growth of sex industry in Thailand led to other negative impact, such as the widespread of HIV/AIDS among sex workers and their clients. The number of widespread also increase by 20% in the capital city of Bangkok due to the nomad act of the female sex worker (FSW).¹³

Thailand was also struggling with food safety issue, especially when it comes to Thai street food. Street food in Thailand was dealing with serious hygiene issues and microbiology bacteria contamination. Resulting in over 120,000 cases of food poisoning each year. In February 2011, the death of New Zealand's tourist Sarah Carter – suspected victim of food poisoning after consuming a certain street food in Chiang Mai area – raise to the public and caused bad reputation for Thailand.¹⁴

Being famous with such poor reputation in certainly unwanted by the Thai government. In order to incite growth and perform sustainable development, Thailand need positive image to attract foreign investors. Therefore, Thai government made conscious effort to establish the image of Thailand as producer of high quality, high

¹³ Cavaligon G. Tourism for sex: Bystanders Reviews in Bangkok Red Light Hotspots. Journal of Tourism and Hospitality, Ashkelon Academic College, School of Social Work and Departement of Criminology, Israel.

¹⁴ Richard Barrow. *Are Thai Street Food Stalls Really Dangerous?*. <http://www.thai-blogs.com/2011/02/10/tourist-dies-of-suspected-food-poisoning/>. (accessed 23 April 2018)

standards, safe, and hygienic product. Making Thailand a desirable and trusted partner for investment.

To achieve those national interests—boosting economy through export growth, promoting tourism, and nation branding to attract investment—Thai government formulize the most suitable tools for them to achieve their national interest, which is Thailand's food products and cuisine.

1.2.1 Problem Limitation

This research is limited to the effort made by Thailand government to promote its gastrodiplomacy program “Kitchen of the World” from January 2002 – June 2018. This time frame is used because the January 2002 was the start of the “Kitchen of the World” program. Whereas June 2018 is chosen because it marked the first half of the 2016 – 2020 term of this program. To assess the performance of this program by far and whether it contributes positively or negatively to the desired outcomes. The types of effort describe in this research will also be limited into only four main efforts to promote the “Kitchen of the World” program.

1.2.2 Research Question

This research will try to answer this following research question, **“What are Thailand's efforts in promoting “Kitchen of the World” program?”**

1.3 Research Objectives

According to the aforementioned research question, the objectives of this research is to answer the question regarding how Thailand implement their successful public diplomacy through gastrodiplomacy.

This research is designated for other researcher, in the hope that the information provided by this research could give more insight on how a successful public diplomacy was implemented through gastrodiplomacy and become a reliable consideration for other country to conduct gastrodiplomacy in the future.

1.4 Literature Reviews

This research outlines the means of gastrodiplomacy from various experts point of view from related field of expertise. This research also review several previous research from related field of public diplomacy. For this research, author use several books and journals as reference, namely *Culinary Diplomacy: Breaking Bread to Win Hearts and Minds* by Sam Chapple-Sokol, *Recipes for Gastrodiplomacy* by Paul S. Rockower, and *Thailand: Kitchen of the World*, published by Foreign Office the Government of Public Relations Department Thailand.

The references explains that gastrodiplomacy is how countries conduct cultural diplomacy through promotion of their food and cuisine. Gastrodiplomacy helps country to increase its soft power, a very important aspect in this era of globalization in addition

of their hard power.¹⁵ Wilson (2011) notes, “food can function as a non-threatening way to gain favor among and make a connection with a foreign audience.”¹⁶

Gastrodiplomacy is an increasing popular strategy for public diplomacy and nation branding. More specifically for middle power countries trying to create better brand recognition. It is a common strategy for East Asian and South East Asian countries to conduct because it helps middle power country to stand out and attract other countries attention. Pioneered by Thailand’s Global Thai campaign, and then triggered other countries such as South Korea, Taiwan, and Malaysia to conduct gastrodiplomacy. Seeing the success of those four countries, both China and Indonesia also started to take interest in this practice. For example, Indonesian Embassy in the United States has established the Restaurant Task Force in 2008 to promote Indonesian restaurant in the US and raised people’s awareness towards Indonesian cuisine.¹⁷

Thailand with its Global Thai program pushed numerous Thai chefs to open their restaurant in foreign country leading to thousands of Thai restaurant diaspora all over the globe. Gastrodiplomacy could help to improve many sectors, namely economics, tourism, country’s image, and even bilateral relations between countries. The success of Thailand’s gastrodiplomacy triggered Taiwan and South Korea to follow its public diplomacy footsteps.

¹⁵ Rockower, Paul S. 2013. “Recipes for Gastrodiplomacy”, *Place Brand Public Diplomacy* 8 no. 3 p. 235-246

¹⁶ Loc.cit

¹⁷ Rockower, Paul S.. 2013. Op.cit p. 8-9

In Taiwan's case, the condition where its sovereignty has not yet been recognized and its activity are limited by China's government led to the implementation of gastrodiplomacy.¹⁸ That position makes Taiwan's government developed its culinary diplomacy to promote Taiwan to the world and gaining recognition from other country. A different case applied for South Korea, its proximity with Japan and China often led to misidentification by others. South Korea then decide to follow Thailand to develop its gastrodiplomacy best known as the Kimchi Diplomacy.¹⁹

These references also provide thorough information regarding the history of Thai cuisine and Thai cooking art, Thailand's agriculture –from its history to its product such as rice, fruits, vegetables, fishing, and livestock farming–, the characteristic of Thai dishes from every region of the country, the characteristic of Thai people's diet, describes the myriad herbs in Thai cuisine, and famous Thai dishes, specifically ones preferred by foreign visitors.

These references helps author to write this research, especially when elaborating about the gastrodiplomacy campaign conducted by Thailand known as the Global Thai. However, the explanation provided by this journal are not specific, it only gives a general idea of what gastrodiplomacy is and provided brief examples on how it was implemented in variety of country such as Thailand, South Korea, Taiwan, and Malaysia. But the references also helps author in understanding the in-depth of Thai cuisine, Thai food culture, and Thai agriculture. This e-book also give author the initial

¹⁸ Rockower, Paul. 'Projecting Taiwan: Taiwan's Public Diplomacy Outreach'. *Issues and Studies* vol. 47 no. 1, p. 126.

¹⁹ Chappel-Sokol, Sam. 2013. Op.cit. p. 161-183

idea of Thailand's "Kitchen of the World" program. From this, author can get the general idea of what exactly the Thai government want the public to know from Thai cuisine.

1.5 Theoretical Frameworks

Diplomacy is a basic means by which a nation seeks to secure the goals of its national interest. It is done by means of negotiations and conduct of relations with other nations. And is always guided and conditioned by the foreign policy of the nation that it represents. Or as Harold Nicholson put it, "*Diplomacy is the management of international relations by means of negotiations; the method by which these relations are adjusted and managed by ambassadors and envoys the business or art of the diplomats*".²⁰

However, in today's world, conducting diplomacy solely by government officials is no longer adequate. Therefore, to achieve maximum result for national interest, there is the Second Track Diplomacy. Before, a special elitist class of diplomats, who were professionals to the core, used to conduct diplomatic negotiations and relations. At present the increased influence of public opinion, political parties, pressure groups, world public opinion, the rise of a more democratic and less aristocratic class of civil servants, have all given a new dimension and look to diplomacy. Modern ambassadors

²⁰ Dinesh. "Diplomacy: Meaning, Nature, Functions and Role in Crisis Management". <http://www.yourarticlelibrary.com/international-politics/diplomacy-meaning-nature-functions-and-role-in-crisis-management/48491>. (accessed 5 June 2018)

and consoler's are democratic in their outlook towards diplomacy. This second track diplomacy emphasizing the concept of government to people or people to people relations instead of the traditional government to government relations²¹. Public diplomacy is of the most important instrument that states has use to assure the success of the first tract diplomacy, done by states officials. With the intention to build a strong favorable perception of a country for international citizen. It can also be an indicator of a nation's power in achieving their national interest. Public diplomacy open up the opportunity for non-state actor to actively involved in international relations and the practice of diplomacy.

The notion of public diplomacy is often seen as an effort to influence or persuade international public to attain certain diplomatic goals – national interest by utilizing the communication network as media. Public diplomacy is opened to any level of society, for it aims is to promote one's country so that every individual can practice diplomacy. Popularity can be one major power for a country after all. Therefore to build a certain image – nation branding – states often use public diplomacy.

But the expansion of the first track diplomacy could also cause commotion. Therefore, to complete both diplomatic means, there's another concept called Multi-Track Diplomacy. Combining both first track and second track diplomacy for one cannot solve internal conflict without another. This concept was first introduced by Louise Diamond and John W. McDonalds in a book titled "Multi-Track Diplomacy: A System Approach to Peace". Diamond and McDonalds divided diplomacy into nine

²¹ Djelantik, Sukawarsini. 2012. "Diplomasi antara Teori & Praktik". Yogyakarta: Graha Ilmu p 187

tracks. Public diplomacy was categorized as part of Multi-Track diplomacy, therefore the responsibility of diplomacy does not only rely on government but also general public. According to McDonalds, every network in Multi-Track diplomacy covered activities, individual, institution, community, and government. All which working together in synergy to achieve common goal, which is national interest.²²

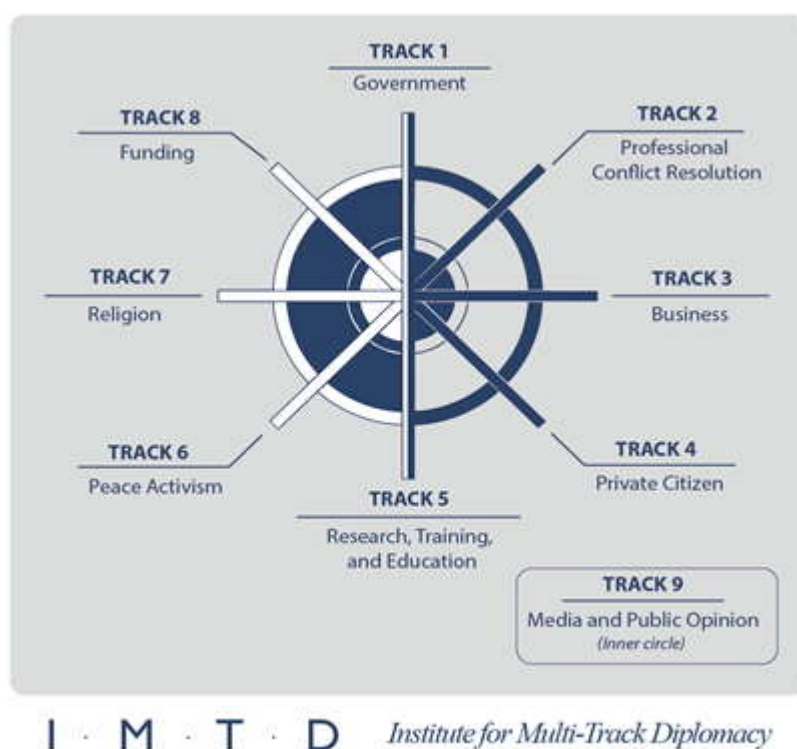


Figure 1: Multi-Track diplomacy track divisions

Source: <http://imtd.org/about/what-is-multi-track-diplomacy/>

²² “What Is Multi-Track Diplomacy”. IMTD Org. <http://imtd.org/about/what-is-multi-track-diplomacy/> (accessed 17 July 2018)

The figures above explain the tracks division of Multi-Track diplomacy. There are nine tracks that could be opted by states.

Track 1 – Government, or Peacemaking through Diplomacy. This is the world of official diplomacy, policymaking, and peace building as expressed through formal aspects of the governmental process.²³

Track 2 – Nongovernment/Professional, or Peacemaking through Conflict Resolution. This is the realm of professional nongovernmental action attempting to analyze, prevent, resolve, and manage international conflicts by non-state actors.²⁴

Track 3 – Business, or Peacemaking through Commerce. This is the field of business and its actual and potential effects on peace building through the provision of economic opportunities, international friendship and understanding, informal channels of communication, and support for other peacemaking activities.²⁵

Track 4 – Private Citizen, or Peacemaking through Personal Involvement. This includes the various ways that individual citizens become involved in peace and development activities through citizen diplomacy, exchange programs, private voluntary organizations, nongovernmental organizations, and special-interest groups.²⁶

²³ “What Is Multi-Track Diplomacy”. IMTD Org. <http://imtd.org/about/what-is-multi-track-diplomacy/> (accessed 17 July 2018)

²⁴ Loc.cit

²⁵ Loc.cit

²⁶ Loc.cit

Track 5 – Research, Training, and Education, or peacemaking through Learning. This track includes three related worlds: research, as it is connected to university programs, think tanks, and special-interest research centers; training programs that seek to provide training in practitioner skills such as negotiation, mediation, conflict resolution, and third-party facilitation; and education, including kindergarten through PhD programs that cover various aspects of global or cross-cultural studies, peace and world order studies, and conflict analysis, management, and resolution.²⁷

Track 6 – Activism, or Peacemaking through Advocacy. This track covers the field of peace and environmental activism on such issues as disarmament, human rights, social and economic justice, and advocacy of special-interest groups regarding specific governmental policies.²⁸

Track 7 – Religion, or Peacemaking through Faith in action. This examines the beliefs and peace-oriented actions of spiritual and religious communities and such morality-based movements as pacifism, sanctuary, and nonviolence.²⁹

Track 8 – Funding, or Peacemaking through Providing Resources. This refers to the funding community—those foundations and individual philanthropists that provide the financial support for many of the activities undertaken by the other tracks.³⁰

²⁷ “What Is Multi-Track Diplomacy”. IMTD Org. <http://imtd.org/about/what-is-multi-track-diplomacy/> (accessed 17 July 2018)

²⁸ Loc.cit

²⁹ Loc.cit

³⁰ Loc.cit

Track 9 – Communications and the Media, or Peacemaking through Information. This is the realm of the voice of the people: how public opinion gets shaped and expressed by the media-print, film, video, radio, electronic systems, and arts.³¹

With the changes in diplomatic activities that is not exclusively states actors anymore, the importance of non-states actors' role increases. Affecting factors including revolution in technology and information, the increase of mass media role, business globalization and economic system that increases economic diplomacy activity, humanitarian issues between countries such as human rights, environment, immigrants, terrorism and international crime, and so on. That is why states are now attempted to strengthen their citizens in order to take parts in diplomacy.³²

Gastrodiplomacy is defined by Sam Chapple-Sokol “as the use of food and cuisine as an instrument to create cross-cultural understanding in the hope of improving interactions and cooperation”. While the main idea behind gastrodiplomacy is “nations employing their culinary distinctiveness to appeal to foreign public”, it is important to highlight that gastrodiplomacy does not only involved a countries' traditional cuisine, but also the countries' food products.³³

Furthermore, food and cuisine are ideal examples of a nation's soft power. Nye's definition revolves around *attraction*. Nothing better than food can have this universal

³¹ “What Is Multi-Track Diplomacy”. IMTD Org. <http://imtd.org/about/what-is-multi-track-diplomacy/> Accessed 17 July 2018

³² Loc.cit

³³ Chappel-Sokol, Sam. 2013. Op.cit p. 163

effect. While many people simply do not care about what they eat, the mere fact that they need to eat to survive makes food a more powerful tool than other cultural markers such as music, art, or dance.³⁴

Gastrodiplomacy is a powerful communication tools that can be used by states to promote their cultural assets to boost export, tourism, and awareness among international community regarding the existence of their country.

1.6 Research Methodology and Data Collection Technique

The methodology used for this research is the qualitative research method. Researcher conduct the data analysis by enriching information, identifying relevancy, comparing, and finding pattern based on original data. Result of the analysis are then written in a narrative form.³⁵

The data collecting technique used in this research is the primary and secondary data collecting technique. Primary technique is used to achieve a concrete result regarding the issue by doing direct interviews or by citing existing interviews. Secondary technique is used in order to add more reference and enriching the knowledge for this research substance.

³⁴ Nye, Joseph S. 2004. 'Soft Power and American Foreign Policy'. *Political Science Quarterly* vol. 119 no. 2, p. 256.

³⁵ "Research Guides". *USC Libraries*. <http://libguides.usc.edu/writingguide/qualitative> (accessed 9 August 2018)

1.7 Structure

Chapter I is the Introduction, consist of background of the problems, research problem, research question, research objectives, literature reviews, theoretical frameworks, research methodology and data collecting technique, and paper structure.

Chapter II will outlines the origin of Thailand's cuisine, followed by description of Thailand's agricultural commodity and its' importance for the country. Lastly, this chapter will also discussed Thai food industry and how it contributes to the economy.

Chapter III will analyze Thailand's efforts in conducting gastrodiplomacy. Only four main effort will be discussed in this chapter comprising of the Thai SELECT program, the THAIFEX-World Food of Asia exhibition, the establishment of RD&I center "Food Innopolis", and the focused development of sub-market sector of Halal food industry.

Chapter IV is the conclusion.