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From Strategic Intelligence to Gastronomy

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ABSTRACT

The classic methods of diplomacy are evolving and now encompass very diverse aspects such as e-diplomacy, fashion, gastronomy, culture, lifestyle, etc. At the same time, the development of influence becomes a major concern, whether for states, regions or companies. In this context, any element of positive diversification must be taken into account, analyzed and used to increase attractiveness. In this context, gastronomy has its place. This presentation, after putting into perspective the notion of influence and its place in a global strategy of attractiveness, will illustrate various aspects relating to the use of gastronomy as an element of differentiation. The approach will be both psychological and practical. The positive but also negative aspects encompassing the notion of gastronomy will be analyzed, such as its inclusion in the SDG (Sustainable Development Goal) objectives, health, economy, impact in medias and in social networks, etc.

1 - INTRODUCTION

Economic and Strategic Intelligence (Dou, 2019) includes different aspects, among others that of global security, territorial development, but also that of geopolitics. It is this last aspect that caught our attention. Indeed, the influence and actions of any kind that enter into this field totally or partially encompass the cultural field, therefore gastronomy, but also tourism, communication, etc. Influence is increasingly important because it allows, with acceptable means, to promote the country that uses them and therefore to increase its ability to convince and its positioning on the international scene. Many works have been published on the issue and it is not the purpose of this work to expose them (Juillet, 2012).

Gastronomy will enter the field of influence because in recent years different forms of diplomacy have developed, such as e-diplomacy and, as far as we are concerned, gastrodiplomacy. We will first quickly analyze the main works published in this field in order to determine the main actors and themes. This will make it possible to identify the important points which will then be commented on and placed in the general context of influence.

2 – ANALYSIS OF THE GASTRODIPLOMACY DOCUMENTARY FIELD

To access the main publications in the field, we will use the PoP¹ (Publish or Perish) system (Harzing, 2022) which allows us to query Google Scholar with the term gastrodiplomacy or gastrodiplomatie to select works published in English or French (Dou, 2017). After extracting the data, PoP presents in the form of a table, the authors, the titles, the journal where the work is published, as well as the indication of free access to the full text if possible. PoP also

¹ Free application to be downloaded from Internet

presents different metrics to classify works according to their citations by year, etc. This aspect will not be considered in this study. On the other hand, the data selected by PoP can be saved in different formats which then make it possible with a specialized software Matheo Analyzer (Matheo, 2022) to statistically analyze the results.

2.1 Analysis using the query in titles (138 references)

The query with the term gastrodiplomaty (G) leads to the following results

Table 1 – Various queries

G	Since 2016	Without limit
Anywhere in text	880	1027
In titles	99	138

We carried out the study using the title search, without limitation of date. The analysis of the 138 references leads to the following results. The majority of authors publish alone. Four clusters of authors structure the gastrodiplomacy field, one of which is predominant. The distribution of works by date indicates a boom in the subject since 2011.

Figure 1 – Breakdown of work by date (query titles)

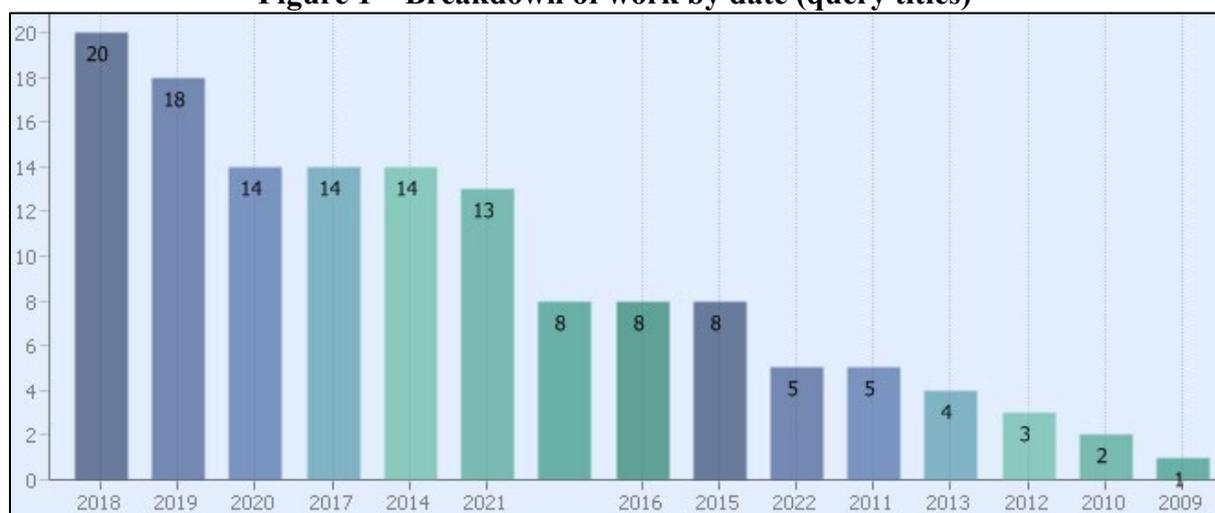
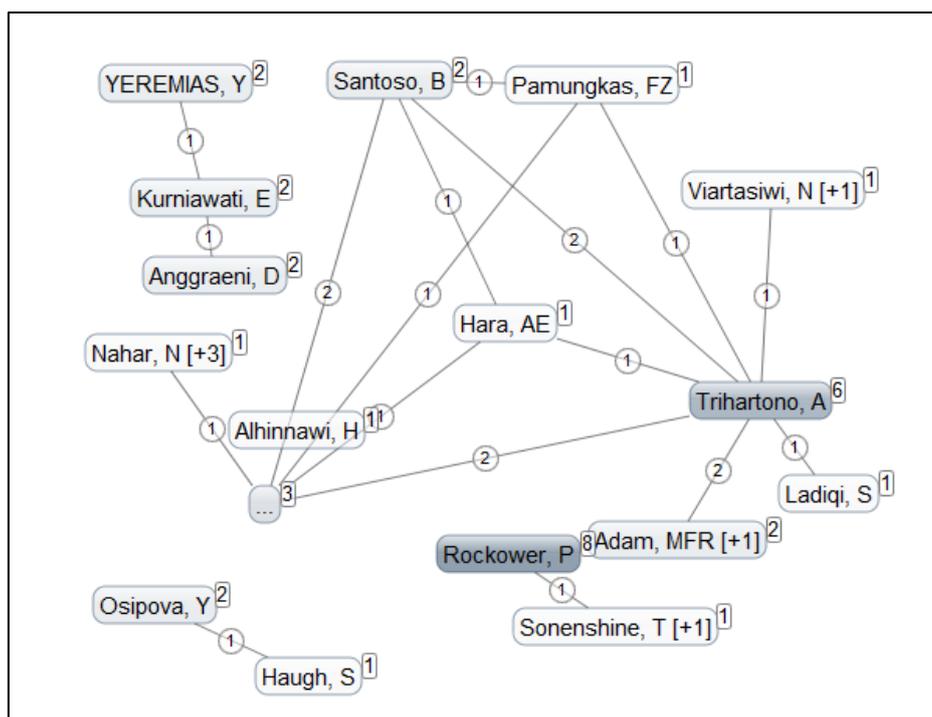


Figure 2– The four clusters structuring the domain (query titles)



At the level of the countries concerned by the published works, it is interesting to see the effort made by Asian countries to promote their gastronomy, at least in the field of gastrodiplomacy. The large number of works concerning them shows a desire for attractiveness and influence through the variety of their cuisine. Although the term gastrodiplomacy is in English (therefore looking for works in this language) a test with gastrodiplomatie (French language) only leads to find a very limited number of works.

Table 2 – The different types of Gastronomy Discussed in the Publications

countries	Publication frequencies
Indonesia	22
Thailand	11
Japan	10
South Korea	8
Taiwan	6
Malaysia	6
USA	3
UK	2
Turkey	2
Uzbekistan	1
Switzerland	1
Sri Lanka	1
Spain	1
Singapore	1
Saudi Arabia	1
Peru	1
Netherland	1
Italia	1
India	1
Germany	1
France	1
Austria	1

2.3 Analysis using the query with keywords (999 references)

To avoid indexing bias, identical work was carried out by taking as search terms **“diplomacy” AND “gastronomy”** present as a keyword. This is achievable in the PoP application. This gives 999 references. We thus have a more general corpus from which we can select more targeted works. We thus obtain the following results on the 1336 authors, the distribution is as follows:

Table 3 - Number of authors per publications

Number of publications	Done by x authors
612	1
242	2
97	3
36	4
12	5

The average of authors per publication is weak: 1,37 .

This indicates a very high dispersion of works, which corroborates the previous analysis. We then extracted the works containing the term gastron* in the title with a truncation to possibly find identical terms in different languages (this is a possibility in Google Scholar because we used keywords for the search). We then obtain a corpus of 95 items on which we will carry out an in-depth analysis. Note that the gastronomy of certain countries is described, but with a difference compared to the previous study. Indonesia is very present but there are far fewer Asian countries.

Table 4 – Gastronomy from various countries

Countries concerned	Frequency of works
Indonesia	4
France	3
Turkey	2
Basque	2
Korea	1
Slovenia	1
Soudan	1
Italia	1
Yutecan	1
Greece	1

In terms of themes, there are mostly works on tourism, whether for the development of gastronomic strategies, gastronomic footprint, attractiveness, gastronomic culture, etc. We can also note terms such as gastronationalism, gastronomic revolution, gastronomic heritage or traditions, gastronomic footprint of cities, etc. The term gastronomic diplomacy is present but with a low frequency. One can also extract from the main corpus the references having the term diplomacy in the title. We thus obtain 83 items from which we can notice that we are more focused on the subject of gastronomic diplomacy with the addition of the fact that this term can be included in the more general concept of cultural diplomacy.

Table 5 – Terms extracted from titles highlighting the two aspects of gastronomic diplomacy: gastronomy and culture.

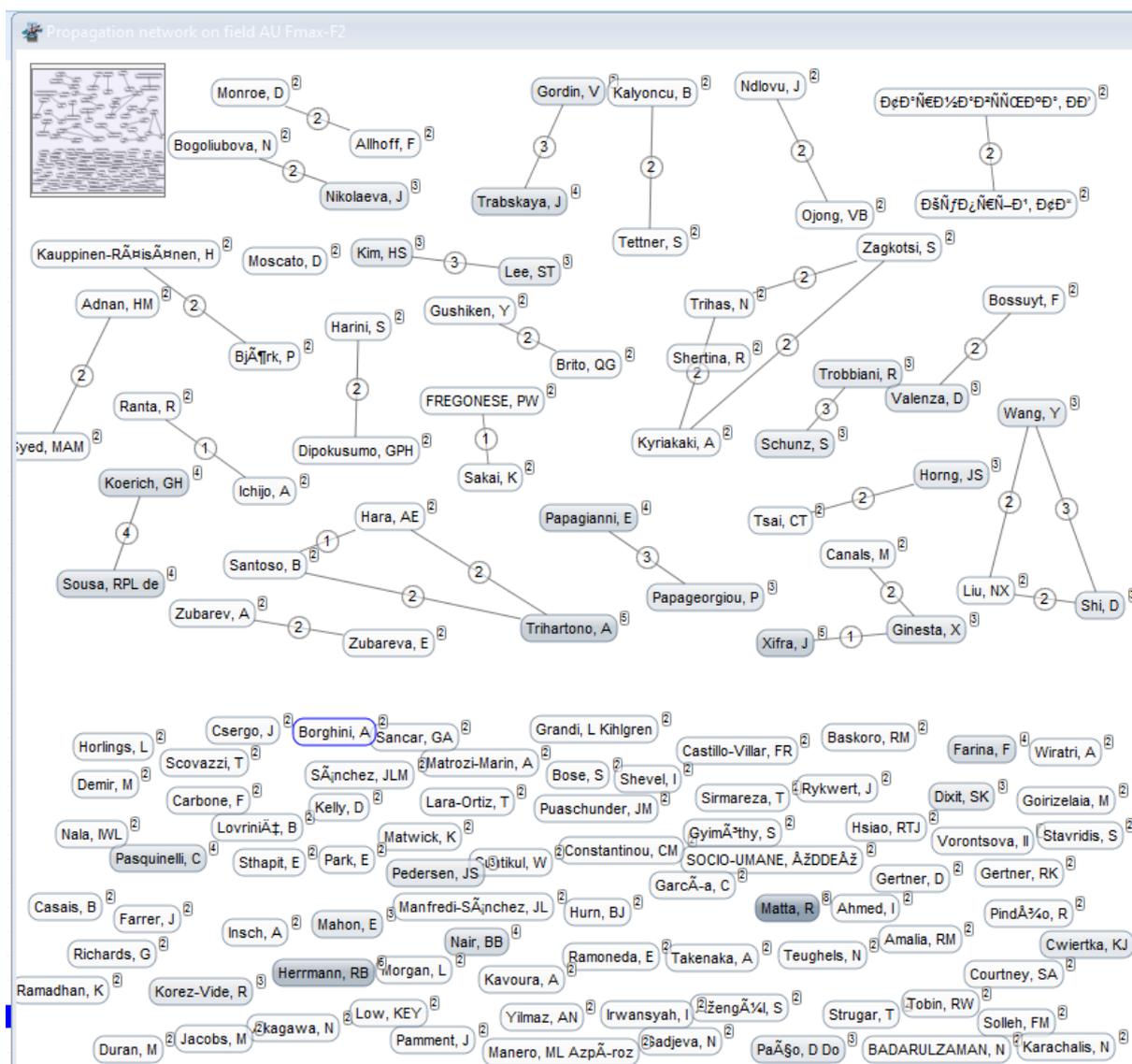
Extracted terms	Frequencies
Gastrodiplomacy	35

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European union multi-level cultural diplomacy	2
Indonesia gastrodiplomacy	2
Korean gastrodiplomacy	2
Malaysian gastrodiplomacy	1
Food diplomacy landscape	1
Diplomacy of soft power	1
Cultural heritage diplomacy	1
Turkey gastrodiplomacy	1
Chinese soft diplomacy	1
Gastrodiplomacy as soft power tool	1
Cukinary's diplomacy role	1
South Korea cultural diplomacy	1
Alternative diplomacy	1
Indonesia Cultural diplomacy	1
French cultural diplomacy	1
Russia cultural diplomacy	1
Contemporary gastrodiplomacy	1
Taiwan gastrodiplomacy	1

The author network shows (from maximum frequency to frequency 2) a limited number of small clusters, which second the dispersion of authors. It is important to consider the high number of authors publishing alone because today it is common to determine the profile of a research area to map the author clusters to see which are the main laboratory or groups of people working together in the field. Then, if you always publish alone, you will not be present in the network (see underneath graph).

Figure 3 – Graph of the main authors (F max to F=2)



All these analysis have been done using the Matheo Analyzer system (Matheo 2022).

It is also possible to analyze significant expressions from the reference titles. This can be done easily using either the Matheo Analyzer system of the WoSviewer (WoSviewer 2022). In the following representations we used the WoSviewer to represent the main mapping and also the further countries mapping which is a way to represent the influence of the countries through the publication and scientific approach.

Figure 4 – Main mapping using expression from titles

2.3 Analysis using French language terms

France has for several centuries been characterized by a cuisine that is appreciated and often used for the purpose of diplomatic representations and for tourist purposes. It was therefore interesting to analyze the works dealing with the most used terms in French publications: cuisine AND diplomacy. The analysis was carried out in the same way as the previous one, the date limitation is between 2000 and 2022 (August) the first 1000 results obtained with Google Scholar are analyzed. We note that the subject is not approached in a precise way, the cultural and historical fields being mainly concerned. In addition, the number of works dealing with culture remains the majority. Aesthetic aspects such as tableware, etc. are also described. The dispersion of authors is particularly wide (maximum frequency 5 for a single author) and the number of authors dealing specifically with the field of cuisine AND diplomatie is limited. The frequency of results by year shows a more marked interest for the years 2013 to 2016, with a fairly significant decline thereafter. Overall, it can be said that the subject of the use of gastronomy for strictly diplomatic purposes is rarely discussed. It is for this reason that we have focused the analysis on the English description "gastrodiplomacy" because it leads to better results.

2 - GASTRODIPLOMACY AND BIOLOGY

Gastrodiplomacy has always been practiced, but it is only in recent years that questions about the role of gastronomy in the perception of "the other", on the lowering of a communication barrier between people, on decision-making have been the subject of more in-depth work. Indeed, while the majority of published works report on the influence that can be created by gastronomy studies according to the host we receive, few works dealing with the real action of gastronomic ingredients on the minds of individuals have been made. In this context, it is necessary to cite the work carried out by Charles Spence (Spence, 2016) "Gastrodiplomacy: assessing the role of food in decision making" which has the merit of considering the impact of food and by extension the fact of eating together on our biological system. Among other things, he highlights the work of Robin Dunbar (Dunbar, 2010) on the role of endorphins at the biochemical level, as well as aspects related to mimicry when eating together but also when sharing the same food. Friendship plays a wide role in the development of human networks, creating both a closeness specific to discussion but also a significant influence for those who facilitate and understand the role of the latter. Dunbar indicates "Understanding the processes that give rise to these patterns and their evolutionary origins requires a multidisciplinary approach that combines social and neuropsychology as well as evolutionary biology". There is no question in this work of deepening this multidisciplinary aspect, but simply of underlining how the production of endorphins during meals will play an important role in lowering the communication barrier between people. This is how various works have developed in this context, placing at the center of the concerns the way in which food in fact "eating together" played a role in the formation of friendship. In addition to the work of Dunbar, we can cite that of Demir (Demir & al., 2012) or those of Seyfarth (Seyfarth & Cheney, 2012) who emphasizes that friendship depends, at least in part, on the memory and emotions associated with past interactions. Similarly Westermeyer (Westermeyer & al., 1978) underlines the relationship between dysphoria, pleasure, and human bonding. Similarly, if we analyze the development of the feeling of well-being in individuals, we must study the role of tryptophan, which is a precursor of serotonin, which causes a feeling of well-being at the mental level. This is how Strasser (Strasser & al., 2016) in "Mood, food, and cognition: role of tryptophan and serotonin" underlines the role of food on our behavior. The same observation is highlighted in the work of Kałużna-Czaplińska (Kałużna-Czaplińska & al., 2019) "How important is tryptophan in human health? »?

We can thus wonder about the foods that will provide tryptophan (amino acid) which is the precursor of a neuromediator, serotonin, that is to say that it participates in its production. This brings serenity and well-being. It is therefore conceivable that a "diplomatic" menu will have to meet certain rules taking into account the information above. For example "high tryptophan foods include chicken, turkey, red meat, pork, tofu, fish, beans, milk, nuts, seeds, oatmeal, and eggs. The reference dietary intake for tryptophan is 4mg per kilogram of body weight or 1.8mg per pound. Therefore, a person weighing 70kg (~154 pounds) should consume around 280mg of tryptophan per day". (Whitbread, 2019). This also leads to the question of meal times, the biological status of the guests, the overall duration of the meal and its positioning if there are then discussions or negotiations to be carried out.

3 - GASTRONOMY AND SEMIOTIC NETWORKS

Semiotics studies the process of meaning, that is to say the production, codification and communication of signs. [Wikipedia, 2022] Thus, in gastronomy, the art of the table, gestures, practices, instruments, etc. related to food are particular signs. These signs, characterized by linguistic terms, then constitute one or more networks linked to all the practices in the field. But these networks are also communication tools which, between individuals, will create favorable proximity. This is how Parasecoli (Parasecoli, 2011) underlined the importance of these semiotic networks in cross-cultural communication. Thus the different forms of gastronomy constitute semiospheres and when these will meet this will create, as Parasecoli indicates at the level of individuals, a form of exchange specific to rapprochement.

However, we must not limit ourselves to "technical signs" because food also leads to religious taboos, to changing cultural aspects, for example with the rabbit, considered in many cultures as a pet so it becomes unimaginable to consume it, to service protocols (order of presentation of dishes), etc. All this must be taken into account to avoid certain disappointments during meals.

In fact one must consider the collective unconscious which represents a form of the unconscious (that part of the mind containing memories and impulses of which the individual is not aware) common to mankind as a whole and originating in the inherited structure of the brain (Jung, 1936). Food since prehistoric times has marked the collective unconscious, whether through hunting, agrarian development, scarcity, group identity, etc. Currently "the social sciences have shown that the collective unconscious inextricably links the notion of naturalness to healthy eating, respect for the environment, and social honesty". (Carré, 2021). Appeal in gastrodiploacy is and more and more frequent and develops according to scientific knowledge of its various aspects.

4 – GASTRODIPLOMACY AND NATIONAL ENTITY

We are not going to dwell on this subject at length, because it is already known that countries are often linked to a type of food, or even to a particular dish, for example "La Bouillabaisse" (fish soup) in Marseille, pizza in Italy, the hamburger in the USA, etc. We will simply cite as an example the borscht (Caffee & Colleen, 2018). This Ukrainian dish has just been added to the list of Intangible Cultural Heritage (Unesco, 2022] in Need of Urgent Safeguarding by the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage, composed of representatives of the States Parties to the UNESCO Convention". It is obviously not the purely gastronomic aspect of this dish that led to this decision. The current conflict has pushed Ukrainians to use this culinary symbol as a support for their national identity. In fact, this is indicated into the decision of the committee: "the armed conflict has threatened the viability of the element. The displacement of people and bearers threatens the element, as people are unable not only to cook or grow local vegetables for borscht, but also to come together to practice the element, which undermines the social and cultural well-being

of communities.” Without commenting on the conclusions of UNESCO, we have here a very clear example of a gastrodiploacy which is exercised at the international level via a recognized organization. In fact, it is no longer a question here of diplomatic dinners, but of the desire to capture an international audience. This way of acting was highlighted in the literature review published by White (Wajeana & al., 1919): “Gastrodiploacy: Captivating a Global Audience Through Cultural Cuisine-A Systematic Review of the Literature”.

In the same vision, the development of fast foods has also led to the creation of an international influence by exporting part of the American culinary culture to the world level. This was also underlined during the analysis of scientific publications where the different types of cooking are used as a vector of influence.

5 – CONCLUSION

If diplomatic dinners, cooking in the broad sense, have been used to increase political influence, this has often been done using rules of thumb, which have certainly proven themselves, but which with current scientific progress will evolve. In a disturbed international context marked by increasing competition between states or blocs, all means to increase its sphere of influence [Dou & al., 2019] will be used. In this context, the concept of food in the broad sense will take an important place, at the same level as, for example, fashion, luxury or sanitary help (Dou, 2020). Thus, if we consider diplomacy in the broad sense, everything that enters the sphere of gastronomy can contribute to the creation of a positive influence both psychologically, but also economically and consequently politically.

In the field of scientific publication, it is possible to detect a sort of “publication soft power “ which is characterized by an increasing of work which focuses on various aspects of typical of country cooking, such as Thailand , Indonesia, Japanese, etc. The number of papers dealing with a special country cooking may then be considered as a unit to measure the impact of such cooking. The clusters which can be drawn from the global mapping of the papers (tiles in our case), is also a good visualization of it.

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