

*V.Y. Yaroslavskyi, PhD student.
(National Aviation University, Ukraine)*

The Role of Gastronomic Diplomacy in Strengthening International Relations and Developing Diplomatic Relations

This report analyzes the phenomenon of gastronomic diplomacy and its impact on international relations. It analyzes how the use of national cuisines as a diplomatic tool helps to strengthen international relations, build trust and expand cultural exchange. Examples from different countries demonstrate the effectiveness of gastronomic diplomacy in promoting national identity and tourism development.

Gastronomic diplomacy plays an important role in strengthening international ties and developing diplomatic relations. This approach is used to promote mutual understanding, build trust and develop cooperation between countries.

Gastronomic diplomacy is an effective tool of soft power that allows countries to create a favorable image in the international arena. Through food and cuisine, a country can convey the history, culture, and traditions of its people, show the richness and diversity of its national heritage. This, in turn, helps to strengthen the country's international position and create a favorable environment for the development of economic and political relations.

Gastronomic diplomacy can play an important role in overcoming crisis situations. For example, in the context of political conflict or economic difficulties, cultural exchanges, including those related to food, can help restore trust and create a basis for dialogue between countries. Culinary festivals and other events jointly organized by different countries can provide a platform for discussing controversial issues and finding compromise solutions.

It is widely recognized that the presence of diverse cultural and artistic brands can help strengthen a country's reputation on the international stage. Branded products can become an integral part of a country's overall, regional or specific local image. And this applies not only to those presented in familiar material forms, such as works of art, architecture, or cultural monuments. Food and the originality of its presentation in each dish also belong to a certain national or regional product, which can become a kind of brand of the country and its culture [1, p. 155].

First, gastronomic diplomacy creates opportunities for establishing communication between nations. Food and cooking is a universal language that unites people regardless of their culture and language. When people taste and enjoy food together, they feel a certain level of community and harmony. This creates a favorable environment for mutual understanding and communication between people of different cultures.

Second, gastronomic diplomacy helps build trust between countries. By exchanging culinary traditions and dishes, it helps to reduce stereotypes and prejudices that may exist between nations. By tasting and appreciating dishes from other cultures, people learn about their lifestyles, values, and traditions. This broadens their horizons and helps build trust and understanding.

Analyzing the development of culinary diplomacy, we can say that any important issue, political or economic, is discussed tolerantly and resolved on the basis of mutual understanding through culinary diplomacy. Today, public diplomacy is an innovative resource and tool for social and cultural exchange. The rich practice of modern diplomacy shows that some national leaders refuse dinner invitations because of political, economic or geopolitical conflicts or aggression. The two diplomatic dinners hosted by French President Francois Hollande in June 2014, which were long ridiculed in the world press, are well-known examples of this. France was celebrating the anniversary of the Allied landings in Normandy. First, President F. Hollande and Foreign Minister L. Fabius had dinner at a restaurant on the Champs-Elysees with US President B. Obama and Secretary of State J. Kerry.

Then the French president had to have a second dinner with Russian President Vladimir Putin. All this happened because of the situation in Ukraine: G7 leaders canceled the Sochi summit and moved it to Brussels because of Russia's annexation of Crimea. Many leading politicians, including Canadian Prime Minister Stephen Harper and U.S. President Barack Obama, refused to meet with Russian leaders at the Normandy celebrations. The reason was the situation in Ukraine, where the G7 leaders canceled the summit in Sochi because of the annexation of Crimea [2, p. 293].

Third, gastronomic diplomacy is a powerful tool for promoting a country's cultural heritage and national identity. Cuisine is an important component of culture, and it reflects the history, traditions and values of a nation. Promoting national cuisine through gastronomic diplomacy helps to preserve and promote the country's cultural heritage, as well as increases its prestige and influence in the world.

Fourthly, gastronomic diplomacy contributes to the development of tourism and the economy. Many tourists travel to taste local dishes and experience the authentic culture of a country. This stimulates the development of gastronomic tourism, encouraging tourists, hotels, restaurants and other related sectors, which contributes to the growth of the country's economy.

Ukraine joined the Culinary Diplomacy project in January 2015. This project was organized by Kadis Has University in Turkey and the Center for Corporate Social Responsibility Development in Ukraine with the support of the Black Sea Trust for Regional Cooperation [3]. The main goal of the project was to create a dialogue between non-state actors, such as representatives of civil society and business, through a series of lunches and dinners. This contributed to the development of ties between different countries.

The Ukrainian dinner, which took place in Istanbul, was attended by politicians, diplomats and business representatives. They discussed bilateral relations, cultural exchange, social and economic dialogue, as well as future prospects for the development of the Black Sea countries. Ukrainian chefs, together with their Turkish counterparts, prepared traditional Ukrainian dishes such as borsch, varenyky, Kyiv cutlets, and uzvar. These dishes were used for informal communication and discussions [4, p. 40].

Yuriy Kovryzhenko acts as an ambassador of Ukrainian cuisine in the world. He actively promotes Ukrainian culture by introducing traditional dishes of the country. During his travels, he meets with people from all over Europe and the world, including representatives of the press, bloggers, political elite and diplomats. Yuriy

Kovryzhenko was awarded by the prestigious international culinary organization Ambassadors of Taste for the Global Gastronomy and received the honorary title of World Ambassador of Taste [5].

Challenges and prospects for the development of gastronomic diplomacy

Despite its advantages, gastronomic diplomacy faces certain challenges. One of them is the need to preserve the authenticity of one's own cuisine in the context of globalization and food standardization. It is also important to take into account the cultural peculiarities of each country and avoid stereotypes when promoting your own cuisine.

Prospects for the development of gastronomic diplomacy are associated with greater integration of countries into the global economy and increased cultural exchange. Agricultural development, organic production, and the formation of gastronomic clusters will play an increasingly important role.

The role of social media in the development of gastronomic diplomacy

Social media is playing an increasingly important role in the development of gastronomic diplomacy. Bloggers, influencers, and ordinary users actively share their travel experiences in search of restaurants, culinary experiences, and new culinary discoveries. This has helped to spread knowledge about the cuisines of different countries and increased culinary interest among a large number of people.

In general, gastronomic diplomacy is considered an effective tool for strengthening relations between countries and promoting peaceful coexistence. It allows people from different cultures to meet at the table, share experiences and deepen their understanding. Gastronomic diplomacy opens the door to new opportunities for cooperation, trade, cultural exchange and tourism, which contributes to the development of the global community and building peace in the world.

From the above, we can summarize that culinary diplomacy is an important tool and driving force of foreign policy and an approach to mutual understanding and cooperation between states. And also, culinary diplomacy aims to use products characteristic of the cuisine of one's own country in official diplomatic procedures.

Conclusions.

Gastronomic diplomacy is not just about hosting guests, it is a powerful tool of soft power that has a significant impact on international relations. Through food, we share the history, culture, and traditions of our own people. By tasting the food of other countries, we not only satisfy our taste buds, but also discover new worlds, getting closer to other countries and building stronger international ties.

Gastronomic diplomacy is an important element of modern diplomacy. Through gastronomic diplomacy, countries can create a favorable image, strengthen economic ties, and promote cultural exchange. Gastronomic diplomacy can also play an important role in resolving disputes and building trust between states.

However, in order for gastronomic diplomacy to be effective, efforts must be made to preserve the authenticity of national cuisines, develop gastronomic tourism, and use modern technologies to promote national cuisines. It is also important to take into account the cultural characteristics of each country and avoid stereotypes when presenting national cuisines. Only under such conditions will gastronomic diplomacy be able to realize its full potential and become one of the most important instruments of international cooperation.

References

1. Pluta O.P. Gastronomic diplomacy as an actual direction of modern cultural policy. Studies of young scientists. Culture and modernity. №2. 2017. C. 154-159.
2. Culinary diplomatic conflicts as a weapon of modern world politics. International Relations: Theoretical and Practical Aspects Issue 4. 2019. C. 286-295.
3. Matlai, L. Culinary diplomacy as a type of public diplomacy: new approaches and concepts. Humanitarian vision, vol. 1, N. 2, 2015. C. 55-60.
4. Romanuk N. Culinary diplomacy as an instrument of international interaction. International Relations, Public Communications and Regional Studies. International Relations, 1(12). 2022. C. 30-44.
5. Chef Yuriy Kovryzhko on culinary diplomacy. URL: <https://newfood.media/2022/05/05/shef-kukhar-yuriy-kovryzhenko-pro-kulinarnu-dyplomatiyu-kotletu-sahaydachnoho-ta-khot-doh-dlia-korolia-heorha/> (accessed March 14, 2024).