

Gastrodiplomacy: a study of the concept and requirements for its implementation in Algeria

The case of gastrodiplomacy campaigns in Thailand -

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Abstract:

This contribution sheds light on the concept of gastrodiplomacy, which concerns the food and diplomacy sectors. The hypothesis we formulate is that government gastrodiplomacy campaigns, conducted in collaboration with stakeholders, aim to support individuals and companies internationally, while stimulating economic growth.

The study is based on a qualitative and descriptive research method, which has enabled us to identify the meaning, particularities and forms of gastrodiplomacy concept. In addition, the case study presents Thailand as a model of successful gastrodiplomacy campaigns, identifying the features and requirements of a future government policy on gastrodiplomacy in Algeria, which possesses ancestral tradition's and institutional and private practices recognized worldwide and analyzed by the present study.

Keywords: Gastrodiplomacy; International relations; agri-food; Thailand; Algeria.

Jel Classification Codes: F000, F590, L660.

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1. INTRODUCTION

Today, companies are faced with a hostile environment described by VUCA world as: volatile, uncertain, complex and ambiguous. This reality is prompting public authorities to deploy innovative strategies in order to keep economic enterprises' chances of development on external markets intact.

In fact, "Gastrodiplomacy" emerges as a tool of public diplomacy, in which the interaction between diplomacy and food enhances a country's international profile and multiplies its economic opportunities.

Consequently, the article will attempt to answer the following question: what is gastrodiplomacy? And what are the requirements for its implementation in Algeria in the light of international initiatives, notably the gastrodiplomacy initiative in Thailand?.

We therefore formulate our hypothesis as follows: gastrodiplomacy is developed and implemented by public bodies with the aim of accompanying individuals and companies internationally, as practised in pioneering countries.

The main aim of this study is to clarify the concept of gastrodiplomacy, and to demonstrate through the Thai case study the imperative of meeting certain requirements in order to successfully experience gastrodiplomacy. In order to answer the above-mentioned question and verify our hypothesis, we decided to use a qualitative and descriptive methodological approach based on documentary analysis.

The structure of the study is divided into four essential parts with the introduction and conclusion. Firstly, we will describe the nature of the concept of gastrodiplomacy, evoking its theoretical framework, definitions and main characteristics. Secondly, we will look at international initiatives in the field of gastrodiplomacy. The final part will be devoted to case studies of gastrodiplomacy in Thailand, chosen as the reference country in this field, and Algeria, where we will evoke gastrodiplomacy practices while highlighting the conditions required for the implementation of a successful gastrodiplomacy government policy.

2. From "Diplomacy" to "Gastrodiplomacy": a variety of concepts

A review of the theoretical literature on the relationship between diplomacy and food reveals a tangle of concepts.

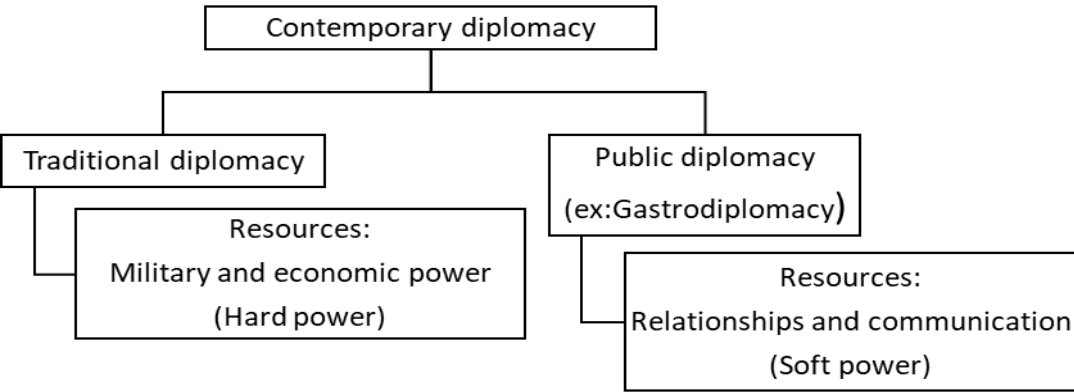
2.1 Introducing the concept of "Diplomacy"

The concept of "diplomacy" is represented by: "the foreign policy of a country, of a government" (Delcorde, R., pp. 17-32, 2021).

Furthermore, contemporary diplomacy is divided into two types, each of which focuses on its own resources: traditional diplomacy, which concentrates on state-to-state relations, and public diplomacy, which is more a form of contact between a government and the general public of another state within the framework of "soft power" (Cull, N., p.12, 2009).

On the other hand, public diplomacy takes different forms, including "Cultural Diplomacy", it is also seen as a lever for stimulating exports, as in the case of "Gastrodiplomacy", where food is used as a means of public diplomacy (Hemming, J., 2023).

Fig.1. The typology of contemporary diplomacy



Source: author and (White, M.D., p.23, 2018).

2.2 Introducing the concept of "Food diplomacy"

Food diplomacy is the use of food to help and rescue other countries in times of war, crisis or disaster. This concept brings together food security and food aid (Pornpongmetta, P., p. 19, 2019).

2.2.1 Food security

According to the FAO, food security: "exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life" (FAO, 2018).

2.2.2 Food assistance

This is an action that improves access to adequate, safe, healthy and nutritious food consumption. It aims to use culinary and food culture to foster relationships and with a view to improving global nutrition and food security in the short term (United Nations, p.3, 2012).

2.3 Between "Culinary diplomacy" and "Gastrodiplomacy"

It is essential to clearly define the concepts of "culinary diplomacy" and "Gastrodiplomacy" as they are often used interchangeably (Pornpongmetta, P. 2019).

2.3.1 Culinary diplomacy

Culinary diplomacy is the use of food as an instrument to create cross-cultural understanding in the hope of improving interaction and cooperation between countries. It is involved in official diplomatic functions, and focuses on government-to-government relations. It is divided into public culinary diplomacy, which takes place at government level, and private culinary diplomacy, which refers to state dinners and other forms of hospitality with significant repercussions on world politics (Chapple-Sokol, S., p.162, 2013) and (Chakraborty, K., p.29, 2013).

2.3.2 Gastrodiplomacy

While food has been used throughout human history (Pollan, M., 2014), the origin of the term "gastrodiplomacy" can be traced back to an article published by "The Economist" in 2002 on the "Global Thai" public diplomacy campaign initiated by the Thailand government to promote Thai food and culinary art around the world¹. Consequently, the recent nature of the concept of gastrodiplomacy brings us back to a diversity of definitions.

- gastrodiplomacy is defined as: "the use of food in building a national brand" (Wilson, R., p.13, 2013);
- gastrodiplomacy is defined as: "the conquest of hearts and minds by stomachs" (Rockower P.S., 2012). And it: "should not be confused

¹ Paul. S. Rockower. (2012) and Sam. Chapple-Sokol. (2013) are generally held to be the first to have attempted to conceptualize the notion of gastrodiplomacy.

with international public relations campaigns to promote various national food products" (Rockower P.S., 2014);

- gastrodiplomacy is defined as: "the use of a state's unique culinary and food heritage as a tool for food awareness and interaction between a state/state representative, aided by the private sector and organizations, and a foreign public. It would also include relations between peoples, and also include food culture. States launch, lead and finance the campaign, while private companies and restaurants contribute to food promotion and gastrodiplomatic activities. It aims to build and strengthen a nation's "soft power" (its brand), promote trade and tourism, and encourage cultural exchange (public culinary diplomacy)" (Chapple-Sokol, S., 2016) ;
- gastrodiplomacy is described as: "a strategic government tool using food to enhance a country's reputation, broaden cultural influences and establish robust economic development" (Nirwandy, N. and Awang, A.A., 2014);
- gastrodiplomacy is described as "a government's practice of exporting its national culinary heritage as part of a public diplomacy effort to increase national brand awareness, encourage economic investment and trade, and engage on a cultural and personal level with everyday diners" (Mary, J.A.P., 2013) ;
- gastrodiplomacy includes increasingly important people-to-people relationships regarding any food-related project or idea that engages non-state actors named "Citizen culinary diplomacy" (Chapple-Sokol, S., 2016).

We can therefore deduce that the scope of gastrodiplomacy is considerable, in terms of both its national and international impact.

3. Overview of gastrodiplomacy partnerships worldwide

The table below lists some of the government's international gastrodiplomacy campaigns, all aimed at promoting the country's authentic culinary culture and boosting its economic growth.

Table 1. Main gastrodiplomacy initiatives worldwide

Country	Gastrodiplomacy program title	Year
Thailand	Global thai / Thailand : Kitchen of the World	2002
Japan	Japanese Restaurants Overseas (JRO)	2005
Malaysia	Malaysia kitchen Programme	2006
	Malaysia Kitchen for the World	2010
Peru	Peru Mucho Gusto	2006
	Cocina Peruana Para El Mundo	2009
Denmark	New Nordic Food Program	2006
South Korea	The Global Hansik Campaign	2008
	Korean cuisine to the world	2009
Taiwan	All in Good Taste : Savour the Flavours of Taiwan	2010
United States ²	Diplomatic Culinary Partnership Initiative	2012
Spain	Eat Spain Up	2013
China	Chinese Food Festival	2013
Australia	Restaurant Australia	2013
Mexico	Politica de fomento de la gastronomia nacional Tacos	2015
Italy	Semana de la Cocina Italiana en el Mondo	2016

Source: Author and (Naulin, S., 2020).

Analysis of the table reveals the extent to which gastrodiplomacy public policies are being implemented in both developed and emerging countries. Indeed, gastrodiplomacy is considered an alternative method of international influence (soft power) in the hands of emerging countries (Nye jr, J. S., 2008) and (Golan, G. J. and Yang, S., 2015). It is also important for developed countries because of the great influence they have enjoyed in terms of soft power, strengthening their position on the international stage, and solid economic prosperity (Pornpongmetta, P., 2019).

Thus, many countries, particularly in Asia, use food as part of their efforts to promote their culture, build their image, globalize their food industries, increase exports of agricultural and food products, open

² It's worth noting, however, that historically, American multinational food companies belonging to the fast-food industry, such as Coca-Cola and McDonald's, have been a symbol of American gastrodiplomacy and soft power strategy.

restaurants around the world, attract foreign tourists, and establish relationships with foreign audiences (Pornpongmetta, P., 2019) and (Pham, M. J., 2013)³.

4. Analysis of gastrodiplomacy campaigns in Thailand

4.1 Brief overview of Thailand and its catering industry

The Kingdom of Thailand is located in the heart of mainland Southeast Asia, with Bangkok as its capital. It has abundant and diversified natural resources, including agricultural products and livestock in a tropical climate (Hayward, D., 2023)⁴. Given these factors, Thailand is considered to be one of the world's most favourable countries to traditional agriculture and livestock farming, where the agri-food industry is an important sector of the Thai economy (Immawati, N. A., 2017).

Consequently, food is omnipresent in Thai homes, Buddhist temples and royal palaces. Similarly, Thai cuisine is well known internationally for its combination of different flavors: spicy, sweet, tangy, salty and sometimes bitter (Pornpongmetta, P., 2019).

4.2 Analysis of government policy on gastrodiplomacy

The Thai gastrodiplomacy initiative designed and implemented by the government comprises two complementary programs: "Global Thai", which focuses on Thai restaurants, and "Kitchen of the World", which focuses on food and agricultural products.

4.2.1 First gastrodiplomacy campaign: "Global Thai" (2002)

The year 2002 saw the launch of the first diplomatic soft power initiative in the world carried by the Thai government (Foreign Office of the Government Public Relations Department) entitled "Global Thai" (Rockower, P. S., 2012). Among the main objectives of the "Global Thai" program are (Karp, M., 2018):

³ The gastrodiplomacy initiative can also be launched by a group of countries, such as the experience implemented in 2004 by the "Nordic Food Movement", which represents three countries (Denmark, Sweden and Norway) that adopted a project to develop the concept of a new Nordic food called "Nordic Food Diplomacy" in 2011 (www.norden.org).

⁴ The distribution of Thailand's surface area, estimated at 513,120 Km², is : 31.6% forest land, 46.1% agricultural land and 22.2% non-agricultural land (Hayward, D. (2023)).

- create a national brand image and export it worldwide;
- become one of the world's leading exporters of high-quality agricultural and food products;
- expand the presence of Thai restaurants abroad, improve their quality and technical standards, and hire Thai chefs;
- Increase economic opportunities in the cultural, tourism and agri-food sectors. create a national brand image and export it worldwide;
- become one of the world's leading exporters of high-quality agricultural and food products;
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- Increase economic opportunities in the cultural, tourism and agri-food sectors. create a national brand image and export it worldwide;
- become one of the world's leading exporters of high-quality agricultural and food products;
- expand the presence of Thai restaurants abroad, improve their quality and technical standards, and hire Thai chefs;
- Increase economic opportunities in the cultural, tourism and agri-food sectors.

And in order to achieve these goals the Thai government has implemented a series of measures including (karp, M., 2018) :

- creation in 2001 of the (Global Thai Restaurant Company, Ltd) whose mission is to establish at least 3,000 Thai restaurants worldwide;
- development and implementation of various training programs, mobilization of subsidies and provision of information to Thai investors wishing to open restaurants abroad;
- setting standards for Thai restaurants abroad in the following areas: local ingredients, decorations, fittings, table services, handicrafts, silk curtains, music, etc ;
- participation of various organizations in the promotion of Thai food products abroad, including the Ministry of Health, the Ministry of

Industry, the Ministry of Agriculture, the Thai National Food Institute and Kasetsart Public University⁵.

4.2.2 Second gastrodiplomacy campaign: "kitchen of the world" (2002)

A second program, "Kitchen of the world", was set up by the government in 2002. It focuses on promoting Thai food and agricultural products around the world, and implements a global strategy in which numerous departments, ministries, cooking schools; hotels and commercial organizations from the public and private sectors participate⁶.

The program is further divided into two sub-programs. The first, entitled "Thai Select/ Authentic Thai Food", focuses on standards and certification, and is overseen by the Thai Ministry of Commerce's Business Development Department, which is responsible for awarding the "Thai SELECT" label to Thai restaurants abroad to indicate high quality and authenticity, based on well-established criteria including inspections, the use of Thai ingredients and tableware imported from Thailand⁷. The second sub-program is entitled "One Tambon One Product/(OTOP)" meaning "one commune one product" which aims to accelerate exports of agricultural and food products (Pornpongmetta, P., 2019).

Finally, the program was reviewed in 2018 with the aim of mobilizing more funds, ensuring the quality of chefs, maintaining technological development and encouraging innovation, benefiting from the advantages offered by e-commerce and promoting the development of startups.

The program has the following objectives (Pornpongmetta, P. (2019)):

⁵ Within this framework, the Ministry of Commerce's Export Promotion Department has developed prototypes for three types of restaurant (Elephant Gump, Cool Basil, and Golden Leaf), conducted market research on local tastes in certain countries and sent representatives of Thai culinary institutes abroad to train foreign chefs. In 2002, the Ministry of Public Health published "A Manual for Thai Chefs Goin Abroad" for Thai chefs going abroad (Karp M. (2018)).

⁶ Four main ministries oversee the gastro-diplomacy campaign: Ministry of Commerce, Ministry of Public Health, Ministry of Agriculture and Cooperatives and Ministry of Industry, in addition to the role assigned to private organizations.

⁷ There are three types of certification "Thai Select", "Thai Select Premium" and "Thai Select Unique". There are 1300 "Thai Select" certified restaurants worldwide in 2018.

- promote Thai agricultural and food products and improve their quality standards, encourage cooperation and communication between the public and private sectors⁸;
- present Thai cuisine as rich in innovation and creativity to the world ;
- promote Thai agriculture and the Thai food industry internationally⁹;
- further strengthen trade and business cooperation at national, regional and international levels;
- encourage overseas investment, particularly in Thai restaurants and restaurant chains;
- require Thai restaurants to serve certain popular dishes such as Tom Yum, Pad Thai or Thai Green Curry;
- creating websites to support gastrodiploamcy efforts.

In 2018, "Kitchen of the World" program was relaunched under the name "Thailand: Kitchen of the World" carried by the Ministry of Foreign Affairs and the Ministry of Public Relations with the objectives of elevating Thailand among the world's leading exporters of best-quality food products, and the expansion of food-related start-ups (Pornpongmetta, P. (2019)).

4.3 Result of Thai gastrodiploamcy campaigns

The authors stress the difficulty of measuring the real economic impact of gastrodiploamcy companions in Thailand. Nevertheless, these companions have contributed to the following main results: (Chapple-Sokol, S., 2013; Arunmas, P., 2018; Pornpongmetta, P., 2018 and Rae, M., 2023):

- Thailand is recognized as the pioneer of gastrodiploamcy in the world (Duncan, K., 2021);
- the number of Thai restaurants worldwide has risen from 5,500 in 2002 to 9,000 in 2006, 13,000 in 2009 and 20,000 in 2021;
- Thailand's food exports increased by 200% between 2002 and 2021¹⁰;

⁸ It should be noted that the gastrodiploamcy strategies implemented by the Thai government were multiple, managed by numerous national institutes but coordinated by the export promotion department of the Ministry of Commerce.

⁹See: Thailand Board of investment (2017), Thailand food industry, (www.boi.go.th).

Gastrodiplomacy: a study of the concept and requirements for its implementation in Algeria – The case of gastrodiplomacy campaigns in Thailand -

- the value of Thailand's food exports was 38.8 billion dollars in 2022, while the value of food ingredient imports was 3.3 billion dollars (Usda, 2023);
- Thailand is ranked as the world's eleventh largest exporter of the following foodstuffs: canned tuna, meat, cassava products and canned pineapple, it ranks first for tapioca, sugar and coconut milk, and sixth worldwide for rice, much of which is destined for Thai restaurants and grocery stores abroad;
- Thailand is the world's 12th largest exporter of halal products, and the world's 5th largest producer of halal foods destined in part for Thai restaurants worldwide in 2021 (chulalongkorn, 2021)¹¹;
- Thailand will be the world's 9th largest exporter of ready-made meals in 2021 (BusinessFrance 2021);
- Thai street food has been named a Unesco World Heritage Site¹²;
- Thai dishes and specialties are recognized as culinary world heritage sites and gustatory specialties¹³;
- Thai food products comply with international safety and hygiene standards;
- Thai restaurants are ranked among the top 100 restaurants in Asia¹⁴;
- nearly a quarter of Australian restaurants served Thai cuisine in 2014;
- Thailand is poised to become a world food hub (The Nation, 2022);

¹⁰ Thailand exports several processed foods, including canned tuna, canned pineapple, frozen seafood, shrimp and chicken meat, thanks to the country's 10,000 food processing companies. Processed food exports account for around 52% of total food exports and 15% of Thailand's manufacturing output (BusinessFrance, 2021).

¹¹ Halal products account for 20% of Thailand's global food exports (6 billion dollars in 2021, of which over 60% is destined for Indonesia, Malaysia and Brunei, while the global halal food market is expected to be valued at over 2,000 billion dollars by 2027 (Chulalongkorn 2021).

¹² Unesco: United Nations Educational, Scientific and Cultural Organization (www.unesco.org). In 2003, Unesco adopted the Convention for the Safeguarding of the Intangible Cultural Heritage.

¹³ According to the 2017 ranking by "CNN Travel" of the 50 best dishes in the world, we find seven (7) Taiwanese dishes: Tom Yum Kung, Pas Thai, Som Tam, Massaman Curry, Green Curry, Chicken Fried rice, Mu Nam Tok (living in Thailand).

¹⁴ According to the 2023 ranking of the "50Best" guide (ranking of the best restaurants in the world) created by the British magazine Restaurant, we note the ranking of 15 Thai restaurants among the 100 best in the Asia region (www.theworlds50best.com).

- a more than 3-fold increase in the number of tourists visiting Thailand, from 10.80 million to 38.28 million between 2002 and 2018.

5. Gastrodiplomacy practices and requirements in Algeria

Algeria has not yet developed a government policy on gastrodiplomacy. Nevertheless, gastrodiplomacy in the broadest sense is present through the practices of public organizations and private initiatives that will form the basis of a future gastrodiplomacy policy.

5.1 Some gastrodiplomacy practices in Algeria

We can cite some gastrodiplomacy practices emanating from public bodies applied in Algeria as follows:

- Inclusion of Algerian "Couscous" on Unesco's Representative List of the Intangible Cultural Heritage of Humanity in 2020 (Unesco)¹⁵;
- organization of state dinners hosted by public bodies, headed by the Algerian presidency and government, for heads of state and international personalities invited to Algeria¹⁶;
- organization of international culinary art fairs in Algeria¹⁷;
- organization of international agrifood trade shows under the patronage of state bodies¹⁸;
- participation of Algerian embassies in ceremonies organized by host countries to promote world cuisine¹⁹;
- participation in gastronomic events organized by international bodies²⁰;

¹⁵ The Unesco list offers worldwide visibility, which is likely to increase interest in the country's gastronomy and possibly tourism. Indeed, the inscription in 2020 of "knowledge, know-how and practices related to the production and consumption of couscous" on Unesco's Representative List of the Intangible Cultural Heritage of Humanity by Algeria, Mauritania, Morocco and Tunisia.

¹⁶ In 2022, the President of the Republic hosted a state dinner for the Arab presidents and kings and their respective delegations invited to the 31st Arab League Summit held in Algiers (Entv 2022).

¹⁷ The second edition of the first Salon international de l'Art Culinaire (SIAC) was held from 31/10 to 03/11/2018 under the patronage of the Ministry of Tourism and Handicrafts at the Palais des expositions d'Alger (Siac).

¹⁸ We can mention: the first "Ma gourmandise" international fair held in 2015.

¹⁹ The Algerian Embassy in Serbia participated at the Royal Palace in Belgrade in the International Cuisine Dinner, organized by the Crown Prince and Princess in 2015 to promote the specialties of Algerian culinary art (Algerian Embassy in Serbia).

Gastrodiplomacy: a study of the concept and requirements for its implementation in Algeria – The case of gastrodiplomacy campaigns in Thailand -

- participation in international agricultural and agri-food trade fairs²¹;
- Algeria's ranking in international gastronomic competitions.

We can also cite some gastrodiplomacy practices by Algerian personalities or private organizations, as follows:

- publishing books on gastronomy and the culinary arts in Algeria²²;
- winners of international gastronomy book competitions²³;
- winners of international competitions for agri-food products²⁴;
- winners of international rankings of the world's best restaurants²⁵;
- organization of Algerian gastronomy trade shows abroad²⁶;
- organization of trade shows dedicated to the agri-food sector²⁷;
- launching of gourmet TV channels²⁸;
- launching of gastronomic television and radio programs²⁹;
- launching of gastronomy-related content via social networks on the

²⁰ On the occasion of unesco's African Week in Paris organized from May 26, 2014, Algeria presented its culinary art in all its diversity (Algerian Embassy in France).

²¹ Algeria took part in the 58th edition of the Paris International Agricultural Show held on February 26, 2022 with 37 exhibitors from the public and private sectors to promote national products in France and Europe and access international markets (APS).

²² Chef Sekelli Zineb is the first author of a book on gastronomy and the culinary arts in Algeria, entitled "L'Art culinaire à travers l'Algérie", published by SNED in 1973 (El Moudjahid).

²³ Chef Sellam Yasmina's book "Mémoire culinaire de l'Algérie, histoire de recettes", published by ANEP in 2020, won first prize in the "Gourmand World Cookbook awards" international competition in the "culinary history" category in Umea, Sweden, on May 17, 2023 (APS).

²⁴ The Kerdada cheese dairy in Boussaâda, Algeria, won a gold medal for its Djben Al Kfas cheese at the 6th Mondial du Fromage et des produits laitiers, held from September 10 to 12, 2023 (Tours/France) in collaboration with the Guilde Internationale des Fromagers (Mondial du fromage). Likewise, Huilerie Kiared, owner of the Baghlia olive oil brand, has won some thirty medals at international tasting competitions over the past ten years, including a bronze medal at the AVPA-Paris 2019 international competition for the world's best olive oils, and a gold medal at the Athens (Greece) international olive oil competition in 2020 (Huilerie Kiared).

²⁵ The Mim restaurant at the M-Suite Hotel in Algiers and its Algerian chef Rabah Ourrad were honored in Monte Carlo (Monaco) at the Spécial Méditerranée 2023 awards ceremony (in the "Tables à explorer" category) organized by "La liste 1000", an international listing of the world's best restaurants.

²⁶ The first Algerian gastronomy trade show in Canada was held on 14/01/2023 (<https://www.adn-med.com>).

²⁷ We should also mention Djazagro, the agri-food production trade show created in 2003 and organized by Promosalons and Comexposium (www.djazagro.com).

²⁸ Samira Tv is the first gastronomic TV channel in Algeria and the Arab world, launched in July 2013 (Samira Tv).

²⁹ Master Chef Algérie is a TV program dedicated to amateur culinary competitions, launched in 2016 (master chef Algérie). In addition, Algerian radio broadcasts feature several columns on the culinary arts.

Internet³⁰.

Finally, Table 2 compares some socio-economic data between Algeria and Thailand.

Table 2. Some Socio-economic indicators for Thailand and Algeria

	Thailand	Algeria
GDP (current US\$) / 2022 billion	495.42	195
GDP per capita (current US\$) / 2022	6 910.0	4 342.6
Marchandise Exports (Food) / 2022 millions US\$	40 815	348
Marchandise Exports (Agricultural products)/ 2022 millions US\$	52 478	392
Population, total / 2022 millions	71.7	44.9
Life expectancy at birth, total / 2021 years	79	76
Human Development Index (HDI) / 2021	0.800	0.745

Source: (World Bank, 2023), , (WTO Stats, 2023), and (undp, 2023)

The socio-economic data in Table 2 show similarities between Algeria and Thailand in terms of social data (HDI and life expectancy). However, Thailand's economic performance is far superior to Algeria's, particularly in terms of agricultural and food exports, due in part to Thailand's gastrodiplomacy policy, as demonstrated above.

5.2 Some requirements for a public policy on gastrodiplomacy in Algeria

Among the requirements for the implementation of a public gastrodiplomacy policy in Algeria, we can cite:

- implement a multi-sectoral gastrodiplomacy policy involving the ministries of culture, agriculture and trade;
- develop the establishment of Algerian restaurants abroad through economic aid;
- involve the private sector and public figures in the development and implementation of gastrodiplomacy policy, using NICTs;

³⁰ We can mention such web stars as Chef Oum Walid with over 12 millions subscribers to the YouTube channel by 2023.

Gastrodiplomacy: a study of the concept and requirements for its implementation in Algeria – The case of gastrodiplomacy campaigns in Thailand -

- set objectives for gastrodiplomacy policy, essentially linked to the development of tourism, the promotion of agricultural and agri-food exports, and nation branding;
- build a brand image for cuisine as part of the national identity;
- develop year-round promotional campaigns for national and regional cuisine;
- organize gastronomic events to promote Algerian cuisine through Algerian diplomatic missions around the world (embassies and consulates general);
- organize festivals on the national agri-food sector abroad;
- invest in world-renowned gastronomic campaigns featuring Algerian cuisine;
- obtain geographical identification for certain foods and beverages from official international bodies;
- encourage Algerian chefs to take part in international food events and festivals, both at home and abroad;
- encourage Algerian chefs to participate in international culinary competitions to gain international recognition and visibility;
- develop a communication dimension towards national and foreign opinion leaders;
- popularize the teaching and training of Algerian culinary arts.

Thus, the requirements for implementing a public policy of gastrodiplomacy are grouped around three factors: the human, economic and intangible factors.

6. CONCLUSION

Gastrodiplomacy is a new form of public diplomacy that contributes to the promotion and globalization of agri-food businesses, the export of agricultural and food products, the development of tourism and the multiplication of economic opportunities. Indeed, Thailand's experience in gastrodiplomacy policy, as a global benchmark, has strengthened its international image and food profile, and contributed to economic diversification. This confirms our initial hypothesis.

Inspired by the Thai model, Algeria, which has an ancestral gastronomic tradition and gastrodiplomacy practices emanating from state structures and individual initiatives, will need to bring together a series of economic conditions, human resources and intangibles necessary to develop

a public policy of gastrodiploamacy.

Finally, gastrodiploamacy raises cultural, commercial and food safety issues. It is also poorly theorized, with no effective method for measuring its positive or negative impact on the various sectors. This is a real area for future researchs.

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**Gastrodiplomacy: a study of the concept and requirements for its implementation in
Algeria – The case of gastrodiplomacy campaigns in Thailand -**

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**Gastrodiplomacy: a study of the concept and requirements for its implementation in
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