

Chapter 13

Changing Tastes: How Globalization Is Shaping Regional Cuisines – Culinary Innovation and Fusion Cuisine, Variety, and Availability of Ingredients

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ABSTRACT

Culinary practices are fast spanning boundaries in the age of globalization, no longer limited to their original locations and culture. There are no limitations of food choice including regional and international. The current study explores the relationships between cultures and transforming traditional culinary practices with reference to affected regional cuisine v/s globalization. This study explores the ways in which food production, consumption patterns are impacted by globalization, clarifying the complex dynamics at work by a detailed analysis of previous research worldwide. It also investigates the potential and problems this phenomenon presents, cultural appropriation, and sustainability of regional dishes. Knowledge of the intricate relationship between regional cuisines and globalization would help food sector stakeholders negotiate the changing terrain of culinary diversity. The study will also explore the positive impact of globalization on regional foods preparation techniques adopted universally and liked by tourist visiting internationally.

INTRODUCTION

Globalization is a topic covered in every national discussion these days. The ways that globalization overshadows the country and influences our dietary choices can be used to analyse even native cuisine cultures. The internationalisation of cuisine has been started in the techno-innovations of the 1970s and 1980s, in the end of Soviet Union, in the Industrial Revolution, and even in 1492 or in the ancient age

DOI: 10.4018/979-8-3693-7096-4.ch013

(Buscemi, 2014). Glocalization has led to a notable increase in food diversity and the emergence of hybrid cuisines. Unique tastes, textures, and cooking techniques have emerged as a result of the blending of foreign and native foods. Glocalization in food culture is mostly being driven by shifting consumer tastes and eating habits. The rising customer interest in a variety of culinary options, including fusion cuisine and restaurants with an international flair (Attanayake, 2001).

The current study presents a counterargument to the widely held belief that globalization poses a threat to regional culinary identities: it can also serve as a catalyst for the creative reimagining of regional goods and identities. A theoretical context for the investigation is provided via a survey of pertinent globalization theories and viewpoints.

Concept and Definition of Globalization

Globalization is defined as “the strengthening of global social ties that connect far-flung places so that events far away influence local affairs and vice versa” (Mak, 2012). It is a process that creates intricate relationships of mutual dependency, dissolves national boundaries, and merges country economies, cultures, technology, and governance. According to this Beriss (2019), globalization is the process of establishing networks of links between actors at intra- or intercontinental distances, facilitated by a range of flows such as people, capital, ideas, and things. Jia (2021) stated that Globalization has caused a transnational decoupling of the production and consumption of commodities, giving consumers in importing nations more options and generating multiple revenue streams for exporting nations. He divided food into two categories: globally dispersed local food and non-local food. As per Baghdadi (2019) Globalization is a process that creates intricate relationships of mutual dependency, dissolves national boundaries, and merges country economies, cultures, technology, and governance. According to this writer, globalization is the process of establishing networks of links between actors at intra- or intercontinental distances, facilitated by a range of flows such as people, capital, ideas, and things (Baghdadi, 2019).

Mak, A.H stated that it is a social process in which people become increasingly aware that the constraints of geography on economic, political, social, and cultural arrangements are receding and act, accordingly, is how globalization is defined. There are two main ways to define globalization in relation to historical and sociocultural factors. Based on these factors, globalization is defined as the movement of people, ideas, and thoughts, as well as products, linguistics, goods, and services, throughout the world (Adzework, 2024).

Culinary Innovation and Fusion Cuisine

Globalization has facilitated the mixing of culinary traditions from different regions, leading to the emergence of fusion cuisines. Examples include Tex-Mex in the United States, or the blending of Japanese and Peruvian influences in Nikkei cuisine. Diverse gastronomic experiences are becoming more and more popular as the middle class expands and travel to other countries becomes more feasible. This tendency is a reflection of the yearning for worldwide gastronomic delights and the globalization of taste preferences (Adzework, 2024). Daubney (2023) in his study emphasizes on global impact of fusion cuisine. In his study he describes the advantages and disadvantages of fusion food and contribution of fusion food to the continuing conversation on cultural preservation in a globalized environment by simultaneously challenging and reaffirming cultural identities. He also claimed Globalization Theories that involves the investigation of the emergence and dissemination of fusion cuisine is informed by globalization

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