



Korean Food Cuisine through the Eyes of Foreigners

Toshio Doi

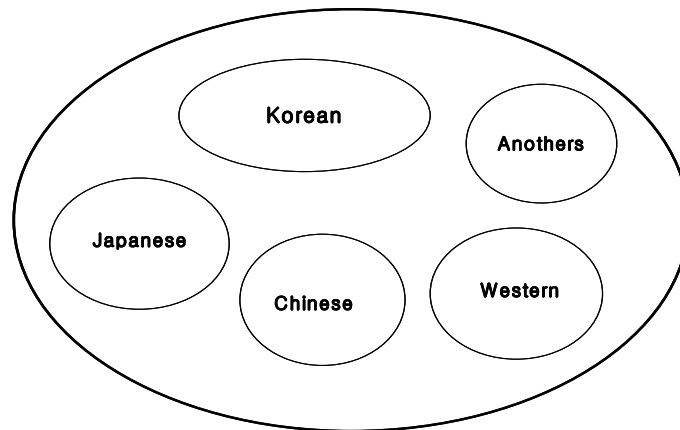
*Professor, Foodservice Professional College,
Japan*

Korean Food Cuisine through the Eyes of Foreigners

Toshio Doi (Professor, Foodservice Professional College, Japan)

- 1) Changes of Korean consumers and consumption behaviors since the past 25 years
- 2) Present situation in Korea
- 3) Future aspect of Korean cuisine

Trend of Foods in Korea



Good Cuisine's needs

Format of Good cuisine's needs = Q + S + C + T + V + F + A + L +
SP+ EN + COM

Q = Quality, S = Service, C = Cleanliness, T = Time, V = Values,

F = Feeling, A = Atmosphere, L = Location, Sp = Speed, EN = Entertainment,

COM = Competition