

한국음식의 세계화 토론

정예정 (우송대학교 외식조리학과 교수)

Prof. Nihoff who is teaching in the CIA, one of the best culinary schools explained the historical back-ground of Korean cuisine, and the reason why Korean cuisine remains relatively unknown outside of Korea. He also talked of the future prospects of Korea's cuisine.

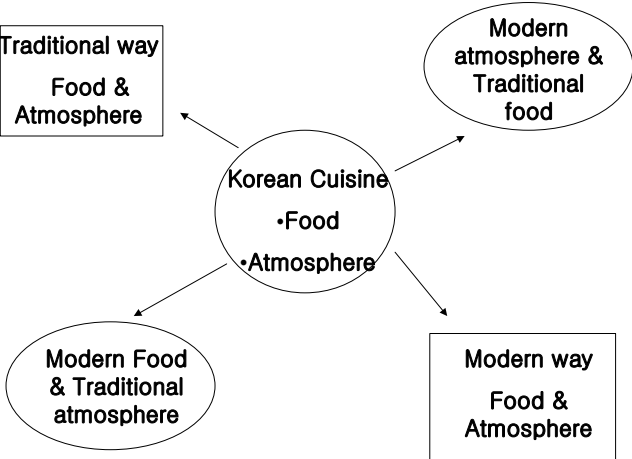
Also Prof. Toshio Doi confronted the changing demands of the Korean consumer past to present as well as the future. Especially pertinent was his comments on the need for "Good cuisine".

Already the Korean government and research center nationwide, have put in a huge effort to try and formulate a development plan for the globalization of Korean cuisine .

Yet an event greater insight into the various parts of this problem is required, to crack, the global market. It is essential to more fully understand and appreciate the preferences in other countries to issues such as ingredients, herbs and spices, serving styles, and methods of presentations.

All too easily we make the mistake of pigeon-holding unfamiliar foods and foods styles as "lacking in national flavors" or as being unrepresentative of their national origins. However, all cultural phenomena including cuisines and foods are constantly evolving. The very food and dishes we enjoy today has already evolve and changed from it's past origins. And it is in this way, that we need to consider how to modify or evolve, Korean cuisine for the tastes of other peoples. Then we are able to embark on a process for Korean cuisines globalization.

This evolution of a global cuisine will of course demand a new analytic approach to re-forming Korean foods and Korean food culture.



The diagram displayed represents 4 possible alternatives for this modern re-formation of Korean cuisine, based on the two variables labelled "food" and "atmosphere". Either of both of which can be interpreted in a modern or traditional manner.

We take "atmosphere" to include such aspects as garnish, plate selection, cooking technique, herb &

spice use, serving tools, table coordination and silver-ware. Moreover we really need to think hard about the proper channels by which to introduce and promote a rejuvenated and well prepared global Korean cuisine.

As noted before, there is already a mountain of research underway to prepare and plan for this globalization. We must engage this results of this research to international food conferences, exhibitions, food shows and so on, if we truly wish to make Korean cuisine know to a foreign audience.

In recent times individual companies and organizations have begun to prepare in just such a manner. However such action is not in itself enough. We must open a broad cooperative system or sponsorship system between Korean's food industry, Food companies and chefs to coordinate and facilitate this process. Only then can a new era of Korean cuisine be created and presented to the world.