

## COMPLETION REPORT

### **The Social Practices on Making Washoku (Japanese Cuisine) be Intangible World Heritage**

Dr. Duangjai Lorthanavanich, PhD.

Thammasat Business School

Thammasat University

Research Title: The Practices in Making WASHOKU (Japanese Cuisine) as Intangible Cultural World Heritage.

This research aims to elucidate the practices in making Washoku to get recognition from UNESCO at the global, national and local levels; How those have actively engaged in making Washoku as ‘universal value’?; and What are the major transforming practices in driving Washoku as the World’s Intangible Cultural Heritage? It is important to debate about sustainability challenges to deal with the contemporary forces of globalisation. The key concepts for the data analysis are social practices, sustainability, heritage management.

The study was conducted during 2016 - 2017, rely on the observation and in-depth interviews the key informants in Japan. The data obtained from the interviews of policy makers, aristocratic cuisine of professional chefs, the representatives of Japanese Culinary Academy, academics and recorded verbatim of the Investigative Commission to nominate Washoku on the Representative List of the Intangible Cultural Heritage.

Findings are the practices in making Washoku are complicated and unusual in the Japanese context to transform Japanese food and culture to “outstanding universal value”. Key factors in making Washoku successful are as following;

(1) The consensus of the participations of official authorities representatives, local elites, groups of Japanese food associations, big companies of food industries, NPOs and several communities, scholars and autonomous authorities through the processes and practices those involved in.

(2) The strategic management and holistic practices of policy makers at domestic level started from setting up the the Investigative Commission to nominate Washoku on the Representative List of the Intangible Cultural Heritage, with working fully spirituality to solve the food crisis to sustainability transitions, and strategic thinking about how to identify the official name and provide the element definition that benefit to majority communities for economic revitalisation and descendant cultural heritage, finally those make a consensus to initiate Washoku becoming the official name to propose to UNESCO committee.

(3) The policy makers utilize ‘soft power’ through strategic management and holistic practices at the international level to enhance the international understanding of the uniqueness of Japanese cuisine and cultural heritage to make the key representatives of cultural heritage in other countries more to Japan ’s traditional food and cultural heritage through the dissemination of the japan’s cultural and values.

The value of this study shows the collaborative partnerships between public - private - scholars to making Washoku with Japanese spirits to sustainability transits. It states the political strategically holistic management to transform Washoku in order to serve the national interests and economy revitalisation.

This research process enhances my knowledge about cultural heritage management, Japanese food and

culture in Japan, and expands my research network and collaboration with many organisations. The research result would become the practical implications that other countries, including Thailand to learn the social practices of making Washoku. Hopefully, it would be advantageous for practices as well as create clear - cut practical ideas for further studies regarding the possibilities of making traditional dietary culture of Thailand as an intangible cultural heritage and nation branding in the future.

Publication of the Results of Research Project:

Publication of the Results of Research Project is as following;

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Date: 27 January 2017.

Venue: Princess Maha Chakri Sirindhorn Anthropology Center, Bangkok

Name of Conference: The National Intangible Cultural Heritage : lessons learn from southeast asian countries, organized by Princess Maha Chakri Sirindhorn Anthropology Center.

Title of Presentation: The social practice in making washoku as intangible cultural heritage.

Presenter: Duangjai Lorthanavnaich, PhD

Date: 22 March 2018.

Venue: Twanna Hotel, Bangkok.

Name of Academic Training Program: “Knowledge about Japan” for Secondary school teachers in Thailand, organised by Japanese studies- ASEAN studies Center, Chulalongkorn University.

Title of Presentation: Food Culture Preservation through School Lunch in Japan (日本における学生の給食を通して食文化を伝承。)

Presenter: Duangjai Lorthanavnaich, PhD

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)