



Review Article

FOOD CULTURE: GASTRONOMIC EXPERIENCES IN SINGAPORE

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ABSTRACT

Food and gastronomy are among widely recognized as important features of many tourism destinations due to their potential to attract visitors, improve destination image and stimulate the development of local businesses. Culinary experiences, specific food tourism itineraries and food heritage tourism have appeared in many destinations worldwide providing a more meaningful and memorable way to enjoy the local food scene. This paper explores variety of food culture, gastronomy and food traditions in Singapore. Drawing on qualitative data collected through participant observation and semi-structural interviews with gastronomic service providers, the study demonstrates how food tourism has become a part of the Singaporean culture that represents cultural identity of the destination but also provides a unique gastronomic experience. We argue that there is a huge potential to further promote food tourism and gastronomic experience in Singapore and more conceptual and empirical research is needed to study the potential of food as an ‘experience’ and how cultural values play a significant part for the development of gastronomic experiences.

Keywords: food; tourism; gastronomy; experience; Singapore