

Hospitality – globalisation on patterns of food consumption

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Globalisation depicts the process in which economies and cultures merge because of trade, communication, and transport among other factors. As cultures integrate in the globalisation process, changes in food preparation and consumption also change.

Food is important for the body and an element of cultural identity. Culture can be defined in terms of the types of food eaten by a community and the manner in which it is prepared or consumed (Phillips 2006, p. 37). The impact of globalisation in food consumption can be explained through three debates. Globalisation has culminated into the emergence of homogenisation that is characterised by global foods. The global foods and homogenisation debate highlights that the media and other communication modes have created homogeneity in the global tastes, values and practices affecting food consumption.

This has led to the popularisation of the major food franchises such as McDonalds, Kentucky Fried Chicken, and Pizza Hut among others. People want to consume fast foods because it is a trendy activity to be seen consuming Western foods. It has also prompted by the need to boost people's egos (Santich 2004, p. 18). The ego is enhanced through the ability to afford such foods.

The sizes, prices, and content may be different but globalisation has introduced these Western foods in many countries across the globe. The New ' Fusion' Foods Debate explains that globalisation has culminated onto new styles of cooking. People are using different ingredients and techniques that they have borrowed from different cultures. The cuisines in different

restaurants reflect the Eastern and Western influences of culture. Some restaurants offer different foods to celebrate the cultures of their customers (Finkestein 1999, p. 134).

It is common to witness foods that have been cooked using local produce infused with western spices for example Indian spices are very popular for different dishes. This fusion is a representation of innovation in the food industry in order to merge cultures and has increased tourism attractions especially in Europe (Haukeland & Jacobsen 2001, p. 3). The appreciation of local foods debate highlights that globalisation has helped people to appreciate regional produces. People tend to visit ranches, farms, and ranches to purchase fresh produce. People have learned to participate in regional food fairs and enjoy activities that provide authentic experience on locally prepared foods.

The pursuit of healthy living has prompted people to abandon fast foods and search for organic or fresh foods. By focusing on local foods, people are able to retrieve their sense of identity (Bratec 2007, p. 2). They are able to understand their roots through local cuisine. For example, Adelaide Hilton's The Brasserie Restaurant is able to satisfy the local niche market by providing local cuisine.