

## Critical Tourism Studies Proceedings

---

Volume 2017

Article 31

---

2017

# Making Chinese Cuisine Artistic: Fad or Trend?

Lianping Ren

*Institute for Tourism Studies*, [everen@ift.edu.mo](mailto:everen@ift.edu.mo)

Follow this and additional works at: <http://digitalcommons.library.tru.ca/cts-proceedings>

 Part of the [Tourism and Travel Commons](#)

---

### Recommended Citation

Ren, Lianping (2017) "Making Chinese Cuisine Artistic: Fad or Trend?," *Critical Tourism Studies Proceedings*: Vol. 2017 , Article 31.  
Available at: <http://digitalcommons.library.tru.ca/cts-proceedings/vol2017/iss1/31>

This Abstract is brought to you for free and open access by Digital Commons @ TRU Library. It has been accepted for inclusion in Critical Tourism Studies Proceedings by an authorized editor of Digital Commons @ TRU Library. For more information, please contact [kgaynor@tru.ca](mailto:kgaynor@tru.ca).

**Title:** Making Chinese Cuisine Artistic: Fad or Trend?

**Author:** Lianping Ren<sup>1</sup> & Peilai Wang<sup>2</sup>

**Affiliation:** Institute for Tourism Studies, Macao<sup>1</sup>; Shanghai Institute of Tourism<sup>2</sup>

**Contact:** everen@ift.edu.mo

**Session Type:** Presentation

**Abstract:**

The Chinese cuisine has been known for its variety of flavors, cooking methods, ingredients, etc., but its aesthetic pursuit is comparatively less manifested. However, recent years have seen fast development in this respect. For example, Da Dong Artistic Conception Chinese Cuisine, a gastronomy brand in China, boasts artistic presentation of Chinese cuisine. The presentation of many dishes in Da Dong resembles Chinese traditional paintings, paired with Chinese poems, enhancing its artistic conception, which has gone far beyond utilization of the visual effects. While the China dining market is still pursuing standardization, the creation of Chinese cuisine with artistic conception at this time point has attracted much attention and debate. Therefore, this study tries to understand the rationales behind the creation of Da Dong Artistic Conception food from the restaurants' perspectives, as well as the acceptance and perceptions of this type of cuisine in the eyes of the consumers.