

| <b>2017. 11. 3. Friday, Ewha Womans University, ECC Isambong Hall</b>   |             |   |   |
|---|-------------|---|---|
| Registration/   | 15:00-17:00 | Registration  |   |
| Vip Dinner  | 18:00~20:00 | Honor Reception   |   |
| <b>2017. 11. 4. Saturday, Ewha Womans University, ECC Isambong Hall</b> |             |   |   |
| Opening and Plenary Lecture   | 09:00-09:20 | Registration  | Chair   |
|   | 09:20-09:40 | Opening Ceremony  | <b>Hae Young Kim</b><br>(Yong In University, Korea)       |
|   |             | Welcome Remarks:<br><b>Jaе Soo Kim</b> (Former Minister of MAFRA)<br><b>Mi Sook Cho</b> (President of KSFC)   |   |
|   |             | Opening Remarks:<br><b>Rongguang Zhao</b> (Zhejiang Gongshang University, China)  |   |
|   | 9:40-10:20  | Plenary Lecture: <b>Charles Spence</b> (Oxford University, UK)<br><b>Gastrophysics: The New Science of Eating</b>   |   |
| 10:20-10:30   | Photo Time  |   |   |
| Keynote Speech I  | 10:30-11:00 | <b>Shushi-Sushi: Going to be the Basic Feature of Chinese Way of Dietary Life in 21st Century</b><br><b>Rongguang Zhao</b> (Zhejiang Gongshang University, China) | <b>Ji Hyun Yoon</b><br>(Seoul National University, Korea) |
|   | 11:00-11:30 | <b>From Table to Mouth: an Anthropological Observation of How to Eat</b><br><b>Kwang Ok Kim</b> (Shandong University, China)                                      |   |
|   | 11:30-12:00 | <b>Promotion of Regional Food in Contemporary Japan-Tradition, Economy, Technology</b><br><b>Naoto Minami</b> (Kyoto Tachibana University, Japan)                 |   |
|   | 12:00-12:20 | Ceremony of Transferring the Conference Flag  | <b>Hae Young Kim</b><br>(Yong In University, Korea)       |
| Lunch   | 12:20-14:00 | Lunch & Poster Presentation   |   |
| Keynote Speech II   | 14:00-14:20 | <b>UNESCO's Safeguarding Initiatives on Food Ways as Intangible Cultural Heritage</b><br><b>Han Hee Hahm</b> (Chonbuk National University, Korea)                 | <b>Seo Jin Chung</b><br>(Ewha Womans University, Korea)   |
|   | 14:20-14:40 | <b>Defining Culinary Culture through a Mapping of the Basic Tastes</b><br><b>Sebastien Le</b> (Agrocampus Quest, France)  |   |
|   | 14:40-15:00 | <b>Korea's Multifaceted Philosophy of Food</b><br><b>Emanuel Pastreich</b> (Kyunghee University, Korea)   |   |
|   | 15:00-15:20 | Coffee Break  |   |

| Session/<br>Location                              | Program   |   |
|---|---|---|
| Special Seminar I<br>/<br>ECC<br>Isambong Hall    | <b>Theme: Direction of Dietary Education for Traditional Food Culture and Agricultural Development in Asia</b><br><b>Chair: Hea Jung Chung</b> (Jeonju University, Korea) |   |
|   | 15:20-17:40   | <b>1) Combining Educational and Environmental Interventions to Reduce Risk for Chronic Disease in Low Income Urban Communities</b><br>- Joel Gittelsohn (Johns Hopkins University, USA)<br><br><b>2) Regional Food Culture and Education in Korea</b><br>- Young Eun Lee (Wonkwang University, Korea)<br><br><b>3) When Chinese Talk about 'Proper Dietary' – Consciousness Raising and Remodeling of Food Education in China</b><br>- Wang Si (School of Humanities in Zhejiang University, China)<br><br><b>4) The Case Study of Korean Rice Culture and Promotion for Rice Consumption</b><br>- Mi Sook Cho, Jin A Jang (Ewha Womans University, Korea)<br><br><b>5) Malaysian Food Heritage, Hospitality, and Dietary: between Culture and Education</b><br>- Hanafi Hussin (University of Malaysia, Malaysia)  |
| Oral Presentation I<br>/<br>ECC R129<br>(English) | <b>Chair: Ja Young Choe</b> (Hong Kong Polytechnic University, Hong Kong)   |   |
|   | 15:20-17:40   | <b>1) Food for Tea in Japan The Development of Kaiseki to Become Haute Cuisine - Toward Convergence of Culture and Technology in Asian food-</b><br>- M. C. Bisgaard (Urasenke Kyoto, Japan)<br><br><b>2) A Systematic Review and Reorientation of Japan's Food Education (Shokuiku)</b><br>- Haruka Ueda (Kyoto University, Japan)<br><br><b>3) Problem of a Crisis of the Food Culture and the Food Culture Study in Asia</b><br>- Shogo Omura (Agri-Food System Company, Japan )<br><br><b>4) Difference in Understanding and Dietary Practice of Mushroom between Indian and East Asian Buddhist Traditions</b><br>- Man Shik Kong (Kings College, UK)<br><br><b>5) Ritual Food and Political Philosophy on Royal Banquet of Joseon Dynasty</b><br>- Hee Chung Chung (Ewha Womans University, Korea)<br><br><b>6) Food Cultural Landscapes: Toward the Valorization of Living</b> |

|   |             |   |
|---|-------------|---|
|   |             | <b>Gastronomical Heritage</b><br>- Raymond Aquino Macapagal (University of the Philippines, Philippines)  |
| Oral<br>Presentation<br>II<br>/<br>ECC R130<br>(Chinese)                    |             | <b>Chair: Hong Cheng Zhou</b> (Zhejiang Gongshang University, China)  |
|   | 15:20-17:40 | 1) <b>The Protection for Traditional Cooking of Laochujia Binjiang Official Meal as Intangible Cultural Heritage</b><br>- Guifeng Zhu (Heilongjiang University, China)<br><br>2) <b>Inheritance and Protection for the Traditional Cooking of Laochujia Binjiang Official Meal</b><br>- Shugo Zheng (Old Chef Restaurant in Harbin, China)<br><br>3) <b>Study on the Book of Rites -Rural Special Offerings Concern with Sacrifice Food Outlook</b><br>- Ji-Hong Huang (Jingdezhen Ceramic Institute, China)<br><br>4) <b>Look the Dai Traditional Diet Culture from the Dai Ethnic Minority Folk Tale</b><br>- Mao Cao (Yunnan Agriculture University, China)<br><br>5) <b>Perseveration in Sufferings: A Study on the Contribution of SuShi to Chinese Food Culture</b><br>- Xin Jiang (Jingdezhen Ceramic Institute, China )<br><br>6) <b>Research on the Chinese Food Knowledge through the Westerners: During the Era of Marco Polo on the Belt and Road</b><br>- Hong Cheng Zhou (Zhejiang Gongshang University, China) |
| Speical<br>Seminar II<br>/<br>ECC R132<br>(English,<br>Japanese&<br>Korean) |             | <b>Theme: Rice in Asian Food Culture: Production, Processing, Consumption and Policies</b><br><br><b>Chair: Eun Jung Lee</b> (Shin Han University, Korea)   |
|   | 15:20-17:40 | 1) <b>Vietnam's Rice and Rice Flour Processing Products and Manufacturing Technology Trends</b><br>- Pham hong Hien (Vietnam Academy of Agricultural Science, Vietnam)<br><br>2) <b>Korea's Latest Rice Consumption Trend</b><br>- Kwi Jeong Han (Rural Development Administration, Korea)<br><br>3) <b>Changes in Rice Varieties Reflecting Consumption Trends</b><br>- Sang Ik Han (Rural Development Administration, Korea)<br><br>4) <b>Setsumai (rice-saving) during the Period of the Fifteen Years War</b><br>- Shen Yun Zhi (Nara Women's University, Japan)<br><br>5) <b>实践型生态文化与农业生产经营模式转变: 基于山东生态茶园新型经营主体的调查</b><br>- Ping Shu (Shandong University, China)<br><br>6) <b>Rice Culture and Rice Consumption in China</b><br>- Zheng Nan (Zhejiang Gongshang University, China)<br><br>7) <b>The Role of Meal Scene - Focused on Korean TV drama</b><br>- Shion Nakata (National Museum of Ethnology, Japan)   |
| <b>Dinner</b>   | 18:00-20:00 | Welcome Banquet (ECC Theater)   |

| 2017. 11. 5. Sunday, Ewha Woman's University, ECC                      |   |
|--|---|
| Session/<br>Location   | Program   |
| Oral<br>Presentation<br>III<br>/<br>ECC R129<br>(English &<br>Chinese) | <b>Chair: Zheng Nan</b> (Zhejiang Gongshang University, China)  |
|  | 9:30-12:00<br>0<br>1) 紅樓粥宴 -中國古典文學之食療寶典-<br>- Chia Wen Chu (National Donghua University, China)<br>2) Dietary Structure Differences between Urban and Rural Areas<br>in China and Its Variance from 2000 to 2015<br>- Lingru Cheng (Huazhong Agricultural University, China)<br>3) Study of Relationship of Diet and Body Mass Index in 12 Provinces<br>in China<br>- Xie Dingyuan (Huazhong Agricultural University, China)<br>4) Increasing MOCAF Production as Substitute of wheat flour in<br>maintaining<br><b>Food Security in Indonesia</b><br>- Ratna Safitri (University of Jember, Indonesia)<br>5) Return of the “Tea Era”-The Population and Age Dynamics made<br>changes<br><b>in Choice of Social Beverages</b><br>- Jung Hee Choi (Baekseok Arts University, Korea)<br>6) Adoption Process of Chinese Students to Korean Food based on<br>Residence periods<br>- Kyung Soo Han, Ji Eun Min (Kyonggi University, Korea) |
| Oral<br>Presentation<br>IV<br>/<br>ECC R130<br>(Chinese)               | <b>Chair: Ping Shu</b> (Shandong University, China)   |
|  | 9:30-12:00<br>0<br>1) Asia in the Eyes of Yesi's Food Poems也斯飲食詩中的亞洲<br>- Siu Yan Ho (Lingnan University, China)<br>2) Study on the Jingdezhen Porcelain Tableware in Netherlandish still<br>Life<br><b>Painting during 17th Century</b><br>- Jia Zhan (Jingdezhen Ceramic Institute, China)<br>3) The Culture of Identity and Presentation under the Food of<br>Consumption:<br><b>Compare Barbecue (Sam-Gyup-Sal) of Korea and Stewed meat<br/>           (Kuah-Pau) of Taiwan</b><br>- He-Jung Lin (National Taiwan Normal University, China)<br>4) The Impact of Internet on Diet Life—Taking Meichuan Town,<br>Wuxue City, Hubei Province as an Example<br>- Li Jiangan (Hubei Normal University, China)<br>5) A New View on the Origin of Cultivated Rice And its Spread  |

|  |  |  |
|--|--|--|
|  |  | <p>- <b>Ao Huang</b> (Xiangsihu College of Guangxi University, China)</p> <p><b>6) The East Asian Diet Culture Tradition and Modern Transformation: A Study on Traditional Seafood Pickles in Taiwan, Japan and Korea</b></p> <p>- <b>Chien Chang Lin</b> (National Taiwan Normal University, China)</p> |
|--|--|--|

|  |            |   |
|--|------------|---|
| <p>Oral<br/>Presentation<br/>V<br/>/<br/>ECC R132<br/>(English)</p>  |            | <p><b>Chair: Hai-Jung Chung</b> (Daejin University, Korea)</p>  |
|  | 9:30-12:00 | <p><b>1) Food Trucks in Hong Kong: A Case Study of the Newest Addition to Hong Kong's Culinary Culture</b></p> <p>- <b>Watson Baldwin</b> (Hong Kong Polytechnic University, HongKong)</p> <p><b>2) Factors Driving Consumers to like or dislike Food within Asian Food Culture</b></p> <p>- <b>Seo Jin Chung, Miran Kim</b> (Ewha Womans University, Korea)</p> <p><b>3) The Typical Symbol and Cultural Identity of Hakka NiangTofuin the Perspective of Food Anthropology</b></p> <p>- <b>Yang Lio, ShaoDi He</b> (South China Agricultural University, China)</p> <p><b>4) Tourists' Typology Based On Local Food Experiences</b></p> <p>- <b>Choe Ja Young</b> (Hong Kong Polytechnic University, Hong Kong)</p> <p><b>5) A Study on the Applicability of Menu Items with Onion-based Sugar Replacers according to Consumers' Sugar-related Nutrition Knowledge</b></p> <p>- <b>Nami Joo, Youngil Park</b> (Sookmyung Womens University, Korea)</p> <p><b>6) Religion, Food and Indigenouness - Korean Christianity's Indigenouness and Food</b></p> <p>- <b>Hyo Min Park</b> (Peking University, China)</p> <p><b>7) Study on Jeok of Jong-ga Ancerstral Ritual Food</b></p> <p>- <b>Chang Hyeon Lee</b> (Rural Development Adminstration, Korea)</p> |
| <p>Oral<br/>Presentation<br/>VI<br/>/<br/>ECC R134<br/>(English &amp; Chinese &amp; Japanese &amp; Korean)</p> |            | <p><b>Chair: Wang Si</b> (Zhejiang University, China)</p>   |
|  | 9:30-12:00 | <p><b>1) An Analysis of the Concept of Diet Regimen and it's Development History</b></p> <p>- <b>Chang Lin Lv, XingYong Tan</b> (Guilin Restaurant &amp; Cooking Association, Guilin Tourism University, China)</p> <p><b>2) Risk Communication on Food Safety Issues through History of Consumers Korea</b></p> <p>- <b>Hee Sup Kim</b> (Suwon University, Korea)</p> <p><b>3) Applied Nutrition Program and the Modification of the Diet in Rural Korea</b></p> <p>- <b>Kyoung-Hee Park</b> (Inha University, Korea)</p> <p><b>4) The Alteration of Appetite and Taste Experienced by Hemodialysis P Patients: A Qualitative Exploration</b></p> <p>- <b>Won Sun Hwang</b> (Ewha Womans University, Korea)</p>  |

|                   |        |   |
|-------------------|--------|---|
|                   |        | <p><b>5) Development of Menu using processed Pear for Institutional Food Service</b><br/> - Eun Yeoun Jeon (Ewha Womans University, Korea)</p> <p><b>6) The Beginning of Modern Dietary Transition in Korea -Focusing on the Westerners's Books and the Newspaper Advertisement from 1876~1910-</b><br/> - Hyo Jin-An, Se-Young Oh (Kyung Hee University, Korea)</p> <p><b>7) Factors Related to Online Food Purchasers</b><br/> - Da Min Shin, Su Youn Kim, Kana Asano, In Joo Choi (Seoul National University, Korea)</p> |
| <b>Activities</b> | 12:00- | Seoul Kimchi Making & Sharing Festival  |