

Innovative Development of Foshan Cuisine Culture in the Digital Age

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Abstract: This paper explores the multifaceted challenges that the development of Foshan cuisine culture currently faces. Against the backdrop of the digital age, it underscores the critical importance of innovative exploration and development in Foshan cuisine culture. The paper further proposes a set of strategic pathways to foster its innovative development. The primary objective is to ensure the effective transmission and promotion of Foshan cuisine culture, to address the evolving needs of contemporary consumers, and to elevate the international profile of Foshan cuisine culture.

Keywords: Foshan Cuisine Culture; Digital Age; Innovative Development

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1.Introduction

As an important representative of Lingnan cuisine, Foshan cuisine has a long history, rich heritage, and distinct regional characteristics. Located in the heart of the Pearl River Delta, Foshan has been a prosperous commercial hub since ancient times. Over the long course of its historical development, Foshan cuisine has developed a unique style and profound cultural connotations. From Milk Custard and Lunjiao Rice Cake in Shunde, to Jiujiang Jiandui and Xiqiao Pancake in Nanhai, and Zumiao Jizai Biscuit and Shiwan Yubingshao in Chancheng, Foshan cuisine is not only diverse and exquisite but also deeply rooted in local traditions. It is not only a pleasure for the taste buds but also an integral part of Lingnan culture, embodying the wisdom and emotional attachment of Foshan's people.

With the advent of the digital age, the global cultural communication landscape has undergone profound changes. The rapid development of digital technology has brought unprecedented opportunities for the inheritance and innovation of traditional culture. Emerging technologies such as the Internet, social media, big data, artificial intelligence, virtual reality (VR), and augmented reality (AR) are reshaping the way cultural heritage is transmitted. Digital means can break through the limitations of time and space, achieving widespread dissemination of cultural resources and attracting a broader audience, especially the younger generation, through innovative forms and content. For example, the rise of short video platforms has brought the production process of many traditional cuisines to life, attracting the attention of a large number of young users. The interactivity of social media provides a broader communication space for the dissemination of cuisine culture.

However, the digital age has also brought many challenges to Foshan cuisine culture. In the context of globalization and fast-paced modern life, traditional Foshan cuisine culture faces problems such as shrinking market share, difficulties in inheriting

traditional skills, and diversified consumer demands. The standardized production, fast supply, and strong marketing strategies of Western fast food have attracted a large number of young consumers, significantly squeezing the market share of some traditional Foshan dishes with complex production processes and long preparation times. Additionally, modern consumers increasingly demand healthy, convenient, and personalized diets. The high-fat and high-calorie nature of traditional cuisine, along with its cumbersome production process, makes it difficult to meet the modern pace of life and healthy eating trends.

The 14th Five-Year Plan for Cultural Development clearly proposes to promote the application of technology in traditional cultural industries and facilitate their transformation and upgrading. In this context, how Foshan cuisine can adapt to the trend of the times and achieve innovative development through digital technology is not only related to its inheritance and continuation but also has profound significance for local economic development and cultural dissemination. Through digital means, Foshan cuisine can better record and preserve its unique skills and cultural connotations, while also meeting the needs of modern consumers through innovative forms and content, enhancing its influence and competitiveness both domestically and internationally. Therefore, in-depth research on the innovative development path of Foshan cuisine culture in the digital age has important theoretical and practical value.

2.The challenges faced by the development of Foshan cuisine culture

2.1 Cultural Homogenization Due to Globalization

Globalization has intensified the exchange of global cuisine cultures but has also led to cultural homogenization. Western fast-food chains like McDonald's and KFC have expanded globally, attracting numerous consumers with their standardized production, fast supply, and strong marketing strategies. In contrast, traditional Foshan cuisine, known for its complex preparation techniques and rich flavors, struggles to compete in a fast-paced society. Its longer cooking time fails to meet the demand for quick meals, leading to a continuous decline in market share. This trend not only hinders the dissemination of Foshan cuisine culture but also threatens the inheritance of traditional cooking skills. As the younger generation becomes more inclined towards convenient global food options, these skills are at risk of being lost. Therefore, protecting Foshan's unique cuisine heritage in the face of globalization has become particularly urgent.

2.2 Challenges Posed by Modern Life Pace

Modern life's fast pace drives a demand for quick, convenient food. Traditional Foshan cuisine, with its time-consuming preparation methods, struggles to meet this need. For example, making double skin milk involves multiple steps, from steaming milk to forming and processing the skin, requiring significant time and effort. This contrasts sharply with the fast food options that appeal to younger consumers. As a result, interest in traditional cuisine wanes, posing significant challenges to the inheritance of Foshan cuisine culture and risking the loss of traditional cooking skills.

2.3 Challenges of Meeting Diversified Consumer Needs

With the development of the economy, consumers' demands for delicious food have become increasingly diversified. They value not only taste but also health, novelty, and experience. However, traditional Foshan dishes are mainly composed of meat and fried foods, which have high fat and calorie content, inconsistent with the current trend of healthy eating. In terms of innovation, some businesses have excessively changed traditional flavors and techniques to meet new consumer demands, resulting in a loss of original flavor and difficulty in finding a balance between tradition and innovation, which cannot meet the needs of different consumers.

2.4 Difficulties in Balancing Tradition and Innovation

Balancing tradition and innovation is a critical challenge for the sustainable development of Foshan cuisine culture. While preserving the authenticity of traditional flavors and techniques is essential to maintain cultural heritage, innovation is necessary to meet the evolving tastes and preferences of modern consumers. However, finding the right balance is complex. Overemphasis on innovation can lead to the dilution of traditional flavors, as seen in some restaurants where new dishes fail to capture the essence of Foshan cuisine's roots. Conversely, strict adherence to tradition can result in stagnation, making it difficult to attract a broader audience. This delicate balance is crucial not only for the cultural integrity of Foshan's cuisine but also for its competitiveness in the global food market.

3.The Importance of Innovative Exploration and Development of Foshan Cuisine Culture in the Digital Age

3.1 Inheriting Regional Cuisine Culture and Enriching Cultural Diversity

Foshan cuisine culture is a treasure of Lingnan culture, encompassing profound history, folk customs, and unique culinary skills. Digital technology enables the permanent preservation of food production processes, cultural stories, and traditions through videos, images, and text. For instance, by leveraging virtual reality (VR) and augmented reality (AR) technologies, an immersive Foshan cuisine culture experience app can be developed. The use of digital technology not only safeguards intangible cultural heritage but also enriches the diversity of Chinese cuisine culture by showcasing its unique charm.

3.2 Meeting Modern Consumer Demands and Enhancing Market Competitiveness

Modern consumers, with their fast-paced lives, demand convenient and personalized food options. In the digital age, Foshan cuisine culture can meet these needs through delivery platforms and pre-made dishes. Big data and AI algorithms enable precise analysis of consumer preferences, facilitating personalized dishes and meal plans. For example, low-fat, low-sugar cold fish skins can be customized for fitness enthusiasts. Intelligent recommendation systems further enhance user experience, attract more consumers, and boost market competitiveness.

3.3 Driving Local Economic Growth and Expanding International Influence

Foshan cuisine culture is a vital part of the local economy, closely tied to tourism and catering industries. Innovative development in Foshan cuisine culture can drive related industrial chains, including ingredient cultivation, processing, packaging, and catering services, thereby promoting employment and economic growth. Digitally promoting Foshan cuisine culture on international social media platforms, hosting online international food festivals, and leveraging social media marketing and the internet celebrity economy can enhance the global influence of Chinese culture.

3.4 Responding to the Concept of Healthy Living

With the „Healthy China“ strategy in place, the concept of healthy living is deeply rooted in people's minds. Innovation in Foshan cuisine culture can integrate modern nutritional knowledge to develop healthier dishes. Using intelligent kitchen equipment and health monitoring technology can enable the provision of personalized healthy diet programs. For example, health congee for the elderly and nutritious dim sum for children can be developed, promoting a healthy diet culture.

3.5 Supporting Green and Sustainable Development

Innovating Foshan cuisine culture in the digital age can introduce environmental protection concepts and technologies. Digital management can optimize food procurement and inventory management to reduce waste. Promoting environmentally friendly packaging materials and exploring green cooking technologies, such as energy-saving kitchen utensils and optimized cooking techniques, can achieve coordinated development of cuisine culture and environmental protection. IoT technology can be utilized to monitor and optimize the entire food supply chain, reducing carbon emissions.

4.Innovative Development Path of Foshan Cuisine Culture in the Digital Age

4.1 Deep Excavation of Historical and Cultural Connotations

Conduct in-depth research on the origin and development of Foshan cuisine culture, exploring the historical stories, folk customs, and cultural values behind it. Integrate Foshan's traditional festivals and folklores into food design. For example, inspired by the autumn parade in Foshan, special dim sum can be designed to convey the cultural significance of the cuisine. Implement cuisine culture in campus activities by establishing cuisine culture clubs and organizing students to learn how to make Foshan cuisine, thereby understanding its cultural connotations and fostering a sense of inheritance among the younger generation. Utilize digital museums and online cultural courses to present Foshan cuisine culture to a wider audience in an interactive and multimedia format.

4.2 Integrating Modern Scientific Concepts

Combine modern nutrition and food science knowledge to improve and innovate Foshan cuisine. Analyze the nutritional components of traditional food ingredients, optimize their combinations, and create nutritionally balanced dishes. Utilize modern food processing techniques, such as molecular cooking techniques, to enhance the taste and quality of dishes while

preserving traditional flavors. For example, low-temperature cooking technology can be used to produce Shunde Yusheng, better preserving its nutrition and taste. Through intelligent kitchen equipment and food technology applications, precise control and optimization of the cooking process can be achieved.

4.3 Utilizing Digital Promotion Strategies

Make full use of the Internet and social media platforms to expand the spread of Foshan cuisine culture. Establish an official website and social media account for Foshan cuisine culture, publishing food introductions, cooking tutorials, store exploration videos, and other content to attract fans' attention and interaction. Organize online food festivals and cooking competitions, inviting netizens to participate in judging, thereby enhancing visibility and influence. Utilize live streaming platforms to conduct chef live teaching, showcasing the process of food preparation and interacting in real-time with the audience. Through social media big data analysis, accurately target audiences, optimize communication content and strategies.

4.4 Strengthening Cultural Exchange and Integration

Organize various cuisine culture exchange activities, such as international food festivals and cuisine seminars, inviting domestic and foreign cuisine experts and chefs to participate and promote the exchange and integration of Foshan cuisine culture with other cultures. Absorb and learn from advanced cooking concepts and technologies from abroad, innovating Foshan cuisine dishes and business models. Integrate local cultural characteristics such as Foshan martial arts and pottery with cuisine culture, creating a comprehensive cultural experience of culinary activities and enhancing cultural added value. Utilize international cultural exchange platforms and digital media to promote Foshan cuisine culture globally and facilitate cross-cultural exchange and cooperation.

4.5 Innovative Business Models and Services

Innovate the business model and service forms of Foshan cuisine culture with the help of digital technology. Develop an online booking platform and intelligent ordering system to provide convenient booking and ordering services. Use blockchain technology to achieve food traceability and ensure food safety and quality. Promote pre-made and semi-finished dishes to meet modern consumers' demand for convenient eating. Through online training courses and virtual kitchen experiences, more people can learn about the production process of Foshan cuisine, enhancing consumers' sense of participation and experience.

5. Conclusion

The digital age presents both opportunities and challenges for the development of Foshan cuisine culture. By deeply exploring its cultural connotations, integrating modern scientific concepts, leveraging digital promotion strategies, and strengthening cultural exchange and integration, Foshan cuisine culture can achieve innovative development. This approach not only ensures the inheritance and promotion of Foshan cuisine culture but also meets the needs of modern consumers, drives local economic growth, and enhances its international influence. In the new era, Foshan cuisine culture can shine with renewed vitality, serving as an important window to showcase the unique charm of Chinese cuisine.

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Conflict of Interests

The authors declare that there is no conflict of interest regarding the publication of this paper.

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