CFP: ASFS 2021 Panel on Culinary Tourism

Discussion published by Shayan Lallani on Saturday, December 5, 2020

Hi everyone,

I'm organizing a panel on culinary tourism for ASFS/AFHVS/CAFS/SAFN 2021. You'll find below my tentative title and abstract. If it resonates with your own work, feel free to reach out to shayanlallani@hotmail.com and let's get a panel together!

Best,

Shayan

Constructing Cosmopolitan Cruises: Megaships and the Emergence of Culturally Immersive Dining in the 1990s

Cruising, a formerly elitist activity, went mass-market in the 1970s. Three cruise lines – Carnival, Royal Caribbean, and Norwegian – emerged to secure the emerging American market. By the 1990s, the middle-class turn in cruising was in full swing. The final years of the twentieth century saw growing opportunities for American cruise passengers to encounter foreign societies, both on and off ships, and primarily by way of dining experiences. This paper examines how the cruise industry attracted a middle-class American clientele by appealing to the growing desire within American society for foreign fare. It also considers how the emergence of megaships in the 1990s influenced the types of cultural encounters that could be accommodated onboard. Those opportunities did not just grow in numbers; they also became more immersive and involved input from an ever-expanding range of actors to bring cultural immersion to cruise vacations.