

**BizFame 2024: 3rd International Conference on Business Finance Management & Economics**  
**Suan Sunandha Rajabhat University, Bangkok, Thailand, 24 & 25 October 2024**

Organised by: Universiti Teknologi MARA, Kedah, Malaysia

## **Preserving and Promoting Malaysia's Regional Culinary Traditions: Governmental roles and challenges**

**Massyittah Omar<sup>1</sup>, Siti Nor Fadillah Ahmad Shariff<sup>2\*</sup>, Zuratulraha Jaafar<sup>3</sup>,  
Hairunnisa Mohamad Ibrahim<sup>4</sup>, Azuralisda Mohd Ghazali<sup>1</sup>**

*\*Corresponding Author*

<sup>1</sup> Taylor's Culinary Institute (TCI) School of Hospitality, Tourism and Events, Faculty of Social Sciences & Leisure Management  
Taylor's University Lakeside Campus No. 1, Jalan Taylor's, 47500 Subang Jaya, Selangor, Malaysia

<sup>2</sup> School of Tourism, Hospitality and Event Management (STHEM), Ghazali Shafie Graduate School of Government (GSGSG),  
Universiti Utara Malaysia (UUM), 06010 UUM Sintok Kedah Darul Aman, Malaysia

<sup>3</sup> School of Hospitality, Tourism and Events, Faculty of Social Sciences & Leisure Management Taylor's University Lakeside Campus  
No. 1, Jalan Taylor's, 47500 Subang Jaya, Selangor, Malaysia

<sup>4</sup> School of Pre-University Studies, Taylor's College, Lakeside Campus No. 1, Jalan Taylor's, 47500 Subang Jaya, Selangor, Malaysia

massyittah.omar@taylors.edu.my, siti\_nor\_fadillah@gsgsg.uum.edu.my, zuratulraha.jaafar@taylors.edu.my, hairunnisa.mohamadibrahim@taylors.edu.my,  
azuralisda.mohdghazali@taylors.edu.my  
Tel: 1<sup>st</sup> +60129840427

---

### **Abstract**

This research examined the role of Malaysia's culinary heritage in driving tourism and fostering economic development, focusing on government interventions. It unravelled the nuances of effective marketing strategies and their long-term economic implications by incorporating regional cuisine into promoting tourism. The study addressed the government's emphasis on preserving culinary traditions, noting challenges in promotional efforts affecting sustainable development. Using qualitative methodologies, it elucidated the government's responsibilities in integrating local food into tourism. The findings contribute to knowledge on tourism, local gastronomy dynamics, and cultural inclusion, recommending a framework in future research for sustainable and culturally enriched tourism in Malaysia.

**Keywords:** culinary heritage; regional cuisine; government; tourism

eISSN: 2398-4287 © 2025. The Authors. Published for AMER by e-International Publishing House, Ltd., UK. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>). Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers)  
DOI: <https://doi.org/10.21834/e-bpj.v10iSI28.6951>

---

### **1.0 Introduction**

The role of Malaysia's culinary heritage in driving tourism and fostering economic development, focusing on government interventions. Malaysia's diverse regional cuisines are a cornerstone of the country's cultural identity and a significant draw for international visitors. (Putri & Baskoro, 2021). The strategic integration of these culinary traditions into the country's tourism promotion efforts can yield sustainable economic benefits and cultural preservation. This research paper aims to explore the governmental roles and challenges in preserving and promoting Malaysia's regional culinary traditions. Malaysia's diverse culinary traditions are a vital part of the country's

eISSN: 2398-4287 © 2025. The Authors. Published for AMER by e-International Publishing House, Ltd., UK. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>). Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers)  
DOI: <https://doi.org/10.21834/e-bpj.v10iSI28.6951>

rich cultural heritage. Each region of Malaysia has its unique dishes, preparation methods, and culinary practices that have been passed down through generations. However, in the face of globalisation and changing lifestyles, many traditional culinary practices are at risk of being lost or diluted (Maclaren, 2024). As Liang et al. (2024) and Sanip & Mustapha (2020) argue, these challenges highlight the need for targeted policies that not only promote traditional foods to tourists but also preserve them as integral components of Malaysian identity. Furthermore, Shariff et al. (2024) emphasise that safeguarding culinary heritage requires striking a balance between cultural preservation and tourism development, ensuring that regional variations and historical contexts are not overlooked.

The Malaysian government has recognised the importance of preserving and promoting the country's regional culinary traditions. In 2023, Malaysia nominated its "Malaysian Breakfast Culture" featuring iconic dishes like *nasi lemak*, *roti canai*, and *teh tarik* for inscription on the UNESCO List of Intangible Cultural Heritage of Humanity (Malaysia Dishes up Culture: *Nasi Lemak, Roti Canai, and Teh Tarik* Star at Geneva's Un Office, 2024). This nomination emphasises the government's commitment to safeguarding Malaysia's culinary heritage (Kamaruzaman et al., 2022). Despite these efforts, significant challenges remain in preserving and promoting regional culinary traditions in Malaysia. Local food providers face challenges such as shifting food preferences, rising costs of raw ingredients, and competition from global food trends. There is also a need to engage younger generations and utilise modern platforms, such as social media, to promote traditional cuisines (Liang et al., 2024). By understanding the governmental roles and challenges in preserving and promoting Malaysia's regional culinary traditions, this research can provide insights and recommendations for more effective policies and strategies. It can contribute to the ongoing efforts to safeguard Malaysia's rich culinary heritage for future generations while promoting it as a unique cultural attraction for tourists. In conjunction with this, Mohd Suleiman et al. successfully identified the critical factors contributing to the sustainability of Nasi Ambeng. Nasi Ambeng remains popular and widely consumed, despite the decline of many traditional foods, due to the intergenerational transfer of knowledge, its adoption, adaptation, and demand within the food industry as a component of local cuisine in Indonesia.

## 2.0 Literature Review

The preservation and promotion of culinary traditions are essential components of Malaysia's cultural identity and economic development, particularly in the context of tourism. This literature review examines the existing body of research on Malaysia's culinary heritage, with a focus on the governmental roles and challenges in integrating regional cuisine into tourism strategies. It highlights the significance of regional culinary traditions in government roles and challenges the need for effective marketing strategies.

### 2.1 Culinary Heritage and Tourism in Malaysia

Malaysia is renowned for its rich and diverse culinary heritage, which reflects the country's multicultural society comprising Malay, Chinese, Indian, and indigenous influences. This diversity not only enhances the gastronomic landscape but also serves as a significant attraction for tourists (Som et al., 2020). According to Zainal et al. (2010), the unique blend of flavours and cooking techniques across different states contributes to Malaysia's reputation as a "food lover's paradise." The Ninth Malaysia Plan (2006-2010) emphasised the importance of innovative food trails in attracting tourists, recognising food as a crucial component of the overall tourism experience. The tourism sector is a major contributor to Malaysia's economy, with food and beverage accounting for a substantial portion of tourism revenue. A report by the Department of Statistics Malaysia indicated that 16% of the RM182.4 billion generated by the tourism sector came from food-related activities. This highlights the crucial role of culinary heritage in enriching the tourism experience and stimulating economic growth.

By strategically showcasing the diversity and uniqueness of Malaysian cuisine, the government aims to position the country as a "gastronomy paradise," thereby enhancing the overall visitor experience and strengthening the tourism sector's contribution to the economy (Roslan, 2021). The integration of local culinary traditions into the tourism landscape is designed not only to attract more visitors but also to foster a deeper appreciation for Malaysia's rich cultural heritage. Table 1 below provides a detailed overview of tourist arrivals and expenditures within the tourism sectors in Malaysia, underscoring the significant role of tourism in generating economic growth and development, particularly through food-related activities.

Table 1. Tourist Arrivals and Receipts to Malaysia

Year	Arrivals (millions)	Receipt (RM) billion
2024	27.3 (projected)	102.7 (projected)
2023	20.14	71.3
2022	10.07	28.23
2021	0.13	0.24
2020	4.33	12.7

(<https://www.tourism.gov.my/statistics>)

### 2.2 Governmental Roles in Promoting Culinary Tradition

The Malaysian government has implemented various initiatives to preserve and promote the country's diverse regional culinary traditions. The "Malaysia Kitchen for the World" campaign, launched in 2006, is a prime example of the government's efforts to showcase Malaysian cuisine on the global stage. The campaign aimed to position Malaysia as a premier culinary destination, highlighting the country's rich gastronomic heritage and diverse regional specialities. Saad et al. determined that the perception of emotional, quality, and epistemic values related to heritage food significantly influenced domestic travellers' behavioural intention in their study. This affirmation aligns with the deliberate integration of Malaysia's diverse regional culinary traditions into the country's tourism promotion

efforts, which can yield sustainable economic benefits and cultural preservation. In addition to governmental efforts, educational institutions like BERJAYA University College have introduced programs focused on heritage cuisine. These programs aim to equip students with the skills necessary to preserve traditional cooking techniques while adapting to contemporary culinary trends (Berjaya UC, 2019). Such initiatives are crucial for preserving and innovatively integrating Malaysia's culinary traditions into the broader tourism sector. The event featured live *teh tarik* demonstrations, food tastings, and a spotlight on *chi kut*, a popular Chinese herbal soup recognised as a national heritage dish, offering a unique alternative to the traditional *bak kut teh*. These efforts collectively reinforce Malaysia's position as a "gastronomy paradise," attracting visitors and fostering a deeper appreciation for the nation's rich cultural and culinary heritage. Figure 1.0 illustrates the country's commitment to preserving its culinary heritage. Tourism Malaysia showcased Malaysia's rich breakfast culture at the Malaysia Travel Escapade 2024 in Singapore, held from April 12 to 14 at Suntec City Mall. Visitors were able to sample iconic dishes such as *nasi lemak*, *roti canai*, and *teh tarik*, immersing themselves in the diverse flavours that define Malaysian cuisine.

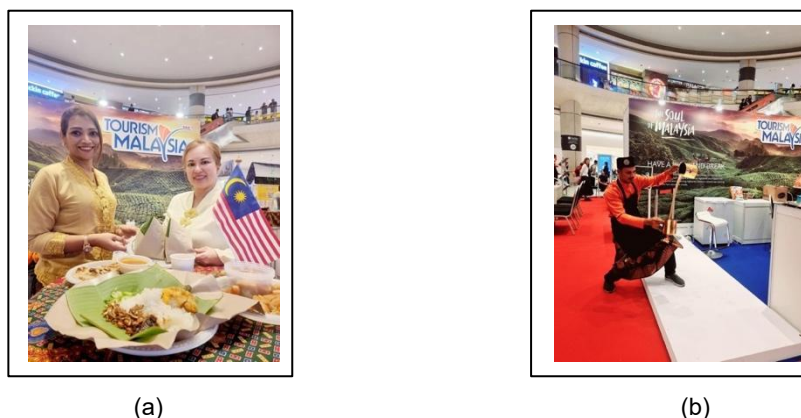


Fig. 1: (a) Tourism Malaysia Showcases (b) Malaysian Breakfast Culture In Singapore  
(Tourism Malaysia Website: <https://www.tourism.gov.my/media/view/tourism-malaysia-showcases-malaysian-breakfast-culture-in-singapore>)

### 2.3 Challenges in Promoting Regional Culinary Heritage

Despite commendable government efforts, several challenges continue to hinder the effective promotion of Malaysia's culinary heritage. One major issue is the underrepresentation of local heritage food in the hospitality sector, where high-end establishments often favour international cuisines over traditional Malaysian dishes (Zainal et al., 2010; Diamantopoulos, 2024). This limits tourists' exposure to authentic local flavours and threatens the sustainability of traditional culinary practices. The findings emphasise the need for stronger policies and targeted initiatives to preserve regional food heritage and empower local communities.

Secondly, the commercialisation of Malaysian cuisine, particularly through the "Malaysia Kitchen for the World" campaign, has raised concerns about the authenticity and integrity of regional culinary traditions (Jalis et al., 2014). The strategic integration of these culinary traditions into the country's tourism promotion efforts can yield sustainable economic benefits and cultural preservation. However, if not managed carefully, the commodification of regional cuisines can lead to the dilution of traditional recipes, cooking methods, and cultural significance. Additionally, the lack of awareness among food industry stakeholders regarding the significance of local heritage food further complicates promotional efforts. Research indicates that, while there is a growing interest in gastronomy tourism, many stakeholders still prioritise luxury accommodations and services over promoting local culinary offerings (Tourism Malaysia Corporate Site, Islamic Tourism Centre, 2021). This disconnect underscores the necessity for targeted marketing strategies that effectively convey the value of Malaysia's culinary heritage to both tourists and industry stakeholders (Liang et al., 2024).

### 2.4 Effective Marketing Strategies

To address these challenges, effective marketing strategies must be developed to promote Malaysia's culinary heritage as a key element of the tourism experience. The integration of local food into tourism marketing campaigns can enhance the overall appeal of Malaysia as a travel destination (Liang et al., 2024). As noted by Dato' Dr. Mohmed Razip Haji Hasan, collaboration among travel agents, hotels, and restaurants is essential to create packages that highlight Malaysia's culinary diversity and heritage (Tourism Malaysia, 2021). In another study, Mohd Suleiman et al. (2023) highlight the importance of preserving traditional foods, such as *Nasi Ambeng*, for maintaining cultural heritage, which in turn reflects the vibrancy of communities and ethnic identities in Indonesia. The study's findings emphasise the importance of recognising the value of preserving ethnic food traditions and engaging the younger generation with traditional foods to promote cultural continuity.

The Malaysian government has been actively promoting the country's diverse culinary traditions as part of its soft power strategy, a phenomenon known as "gastro diplomacy". The introduction of initiatives like the Malaysia Kitchen Programme demonstrates the government's concerted efforts to leverage the country's rich and diverse cuisine to attract international visitors. This aligns with the Malaysian Tourism Department's objective of positioning the nation as a "gastronomy paradise" (Putri & Baskoro, 2021), capitalising on food as a valuable tourism commodity. Moreover, leveraging digital platforms and social media can play a crucial role in reaching a broader audience and generating interest in Malaysian cuisine. Events such as the National Geographic Traveller Food Festival, which showcases Malaysian culinary heritage, serve as valuable opportunities for promoting local dishes and attracting international attention.

(Travel Daily News, 2024).

### 3.0 Methodology

This research employs a qualitative approach, utilising secondary sources to analyse the Malaysian government's role in preserving and promoting regional culinary traditions within its tourism strategy. It involves a literature review of academic articles, government reports, and industry publications to build a comprehensive understanding of the topic. A key limitation of the study is the lack of empirical data on the economic impact of such initiatives, as well as the subjective nature of evaluating promotional effectiveness. The case of the *Malaysia Kitchen for the World* campaign (Hairi et al., 2014) is used to illustrate the use of gastro-diplomacy in global culinary promotion. The findings offer critical insights into the achievements and ongoing challenges in leveraging cuisine for cultural and tourism development.

The selected studies by Shariff et al. (2024), Ibrahim et al. (2024), Mohd Sanip & Mustafa (2024), Som et al. (2020), Putri & Baskoro (2021), and Jalis et al. (2014) collectively explore the crucial role of local cuisine in Malaysian tourism. They examine how culinary heritage is leveraged in marketing strategies, the government's initiatives to promote gastronomic tourism, and the challenges faced in this endeavour. These works employ various research methodologies to analyse the integration of local food into Malaysia's tourism landscape. This study explores the Malaysian government's roles and the challenges it faces in preserving and promoting regional culinary traditions within the tourism sector, emphasising how these efforts contribute to cultural sustainability and economic growth. The research involved a systematic literature review of various sources that address the intersection of culinary heritage and tourism in Malaysia. It examined peer-reviewed academic journal articles that discussed aspects of culinary tourism, governmental policies, and the socio-economic implications of food heritage.

Additionally, the review included official documents and reports published by Malaysian government agencies that provided data and policy insights relevant to the promotion of local cuisines. Industry publications from the tourism and hospitality sector were also analysed to understand market trends and how traditional foods are leveraged as tourist attractions. Through this comprehensive review, the study aimed to synthesise existing knowledge and identify gaps in the literature, particularly in evaluating the effectiveness of governmental initiatives in sustaining and promoting Malaysia's diverse regional culinary practices (Shariff et al., 2024; Ibrahim et al., 2024; Mohd Sanip et al., 2024; Putri & Baskoro, 2021; Som et al., 2020; Jalis et al., 2014) as provided in Table 2 below.

Table 2. Malaysia Culinary Heritage and Tourism Contribution

Author(s) & Year	Methodology	Focus & Contribution
Putri & Baskoro (2021)	Qualitative; case study, document analysis	Analyses the "Malaysia Kitchen for the World" campaign using diplomacy frameworks
Jalis et al. (2014)	Content analysis of promotional media	Evaluates local food is used to market Malaysia as a tourist destination
Ibrahim et al. (2024)	Mixed methods; digital content and cultural analysis	Examines food-based tourism experiences and perceptions
Shariff et al. (2024)	Quantitative; field surveys and analysis	Investigates how traditional food contributes to tourism growth and economic indicators
Som et al. (2020)	Thematic qualitative review	Identifies heritage food as a driver in gastronomy tourism and cultural identity
Mohd Sanip et al. (2024)	Qualitative; platform content analysis and expert insights	Analyses digital strategies for preserving and promoting traditional food in tourism

(Author's sources)

### 4.0 Findings

The research found that the Malaysian government's initiatives to promote the country's diverse culinary heritage have had mixed results. The Malaysian government's efforts to preserve and promote regional culinary traditions as part of its tourism strategy have yielded mixed results. On the one hand, the government has made significant investments in initiatives like the Malaysia Kitchen Programme, which aims to showcase the country's diverse food culture to international visitors (Putri & Baskoro, 2021; Jalis et al., 2014). Recognising the immense potential of Malaysia's diverse regional culinary traditions to attract international tourists and bolster the tourism industry, the government has implemented a range of initiatives to showcase and promote these gastronomic assets (Jalis & Markwell, 2014; Shariff et al., 2024; Liang et al., 2024).

The *Malaysia Kitchen for the World* campaign has emerged as a pivotal case study in analysing the Malaysian government's strategic use of gastronomic diplomacy to promote its culinary heritage on the international stage (Putri & Baskoro, 2021). Launched in 2006, this initiative reflects a deliberate governmental strategy to position Malaysia as a gastronomy paradise, highlighting the rich multicultural food identity that encompasses Malay, Chinese, Indian, and indigenous culinary influences (Shariff et al., 2025). By leveraging food as a medium for cultural diplomacy, the campaign aims to enhance Malaysia's international image and boost tourist arrivals, aligning with the government's broader objectives for soft power and branding (Liang et al., 2024). It aims not only to enrich the tourist experience through authentic gastronomy but also to protect Malaysia's intangible cultural heritage and promote its culinary uniqueness as a tourism asset (Som et al., 2020). These objectives align with findings by Shariff et al. (2024), who investigated the economic and tourism impacts of culinary heritage, and by Mohd Sanip et al. (2024), who emphasised the importance of safeguarding

local gastronomy through digital platforms. Additionally, Ibrahim et al. (2024) aligned with the dynamic role of food content on social media in constructing destination image and influencing global tourist perceptions.

The findings also suggest that while the Malaysian government's efforts in promoting culinary heritage have been commendable, there remains a need for more robust policies and targeted initiatives to preserve the authenticity of regional food traditions and to empower local communities in the process (Shariff et al., 2024; Mohd Sanip et al., 2024). This research contributes to the growing body of knowledge on tourism, local gastronomy, and sociocultural dynamics, and it recommends the development of a comprehensive framework for future studies aimed at fostering sustainable and culturally enriched tourism in Malaysia (Liang et al., 2024). The Malaysian government has made deliberate and sustained efforts to safeguard and promote the country's diverse regional cuisines as an integral part of its national tourism strategy (Som et al., 2020; Shariff et al., 2025). The launch of key initiatives, such as the *Malaysia Kitchen for the World* programme, exemplifies the government's recognition of local cuisine as a strategic asset for enhancing Malaysia's global brand image and attracting international visitors (Putri & Baskoro, 2021). These efforts align with the broader objective of positioning Malaysia as a "gastronomy paradise," capitalising on culinary diversity as a significant tourism commodity that reflects the nation's multicultural identity and hospitality appeal (Ibrahim et al., 2024; Abidin et al., 2020).

## 5.0 Discussion

The Malaysian government has implemented various initiatives to promote and preserve regional culinary traditions, recognising their cultural and economic value. Malaysia's campaign primarily showcases the use of gastro-diplomacy to position itself as a global gastronomic destination (Som et al., 2020; Shariff et al., 2025; Putri & Baskoro, 2021). However, several challenges remain, and the over-commercialisation of traditional dishes in hospitality settings, as well as the preference for international cuisines in high-end hotels, compromises the authenticity of local food experiences (Zainal et al., 2010; Diamantopoulos, 2024). Additionally, there is an uneven distribution of resources across regions; areas like Penang and Sarawak receive disproportionate support compared to lesser-known culinary regions (Shariff et al., 2024). These disparities hinder comprehensive national representation. Local communities, who are key custodians of culinary heritage, often lack the financial and institutional support to sustain their practices, especially as urbanisation and global food trends erode traditional recipes and methods (Mohd Sanip et al., 2024). This study recommends a comprehensive policy framework to address these gaps, including inclusive resource allocation, support for community-based initiatives, protection of authenticity in commercial settings, and integration of culinary heritage into national tourism strategies. Additionally, promoting digital engagement can help amplify lesser-known regional cuisines globally (Ibrahim et al., 2024).

The findings support the development of an integrated framework involving five components: policy development, community empowerment, authenticity assurance, digital promotion, and equitable support. By aligning governmental efforts with grassroots engagement and cultural preservation, Malaysia can strengthen its culinary tourism appeal while safeguarding its diverse gastronomic traditions (Liang et al., 2024; Som et al., 2020). While Malaysia has made significant strides in promoting its culinary heritage, addressing challenges related to authenticity, regional disparities, and community involvement is essential. Implementing a comprehensive framework that integrates policy development, community empowerment, assurance of authenticity, digital engagement, and equitable resource allocation can enhance the effectiveness of these initiatives. Such an approach will not only preserve Malaysia's diverse culinary traditions but also strengthen its position as a leading gastronomic destination.

## 6.0 Conclusion and Recommendations

This research concludes that the Malaysian government has undertaken various strategic initiatives to safeguard and promote regional culinary traditions as part of its broader tourism agenda. Beyond the *Malaysia Kitchen for the World* campaign (Putri & Baskoro, 2021), initiatives such as *Citarasa Malaysia*, *Jelajah Rasa*, and region-specific gastronomic festivals have sought to reinforce Malaysia's multicultural food identity and attract culinary tourists (Shariff et al., 2025; Som et al., 2020). These programs have not only enhanced national branding but also fostered partnerships between government bodies, local businesses, and cultural institutions. However, despite these achievements, the findings reveal a persistent overemphasis on commercially popular cuisines and regions, often to the detriment of lesser known but culturally rich food traditions (Shariff et al., 2024). The hospitality sector's prioritisation of globalised or Western food options in high-end venues further marginalises traditional culinary practices (Zainal et al., 2010; Diamantopoulos, 2024). In response, this study recommends the implementation of a robust, multi-tiered policy framework that emphasises regional equity, supports community-led initiatives, and incorporates assurance of authenticity, digital promotion, and intellectual property protection (Mohd Sanip et al., 2024; Ibrahim et al., 2024).

Additionally, the research identifies several critical gaps that should inform future scholarly and policy endeavours. Notably, there is a lack of empirical evidence measuring the direct economic impact of these culinary initiatives, particularly at the regional level (Sageng et al., 2024). The subjective nature of evaluating promotional effectiveness, along with potential response biases in self-reported data, further limits the generalizability of findings (Liang et al., 2024). This highlights the need for more rigorous, data-driven studies, especially those incorporating mixed methods and longitudinal designs to capture cultural and economic dimensions. Furthermore, insufficient attention has been given to digital archiving, regional recipe inventories, and safeguarding traditional cooking techniques through legal and educational means. These areas represent essential directions for future research and policy development. A more inclusive, data-informed, and culturally respectful approach would not only preserve Malaysia's culinary heritage but also enhance its value as an economic benefit of promoting culinary heritage. Additionally, the study acknowledged the inherent subjectivity in evaluating the effectiveness of promotional strategies across diverse factors, including cultural context, media representation, and tourist preferences. Initiatives like *Citarasa Malaysia* and the *Jelajah Rasa* gastronomic roadshow have successfully showcased regional dishes and

increased local participation; however, their long-term effectiveness remains unclear due to a lack of standardised performance indicators

## Acknowledgements

In recognition of their involvement, collaboration, and support for this research, the authors would like to express their gratitude to the tourism stakeholders including Tourism Malaysia (i.e., the DMO) and Tourism Ministry that contributed material.

## Paper Contribution to Related Field of Study

This paper contributes to research on the connections between preserving and promoting Malaysia's regional culinary traditions that contribute to governmental roles and challenges in Malaysia. The findings provide insights into the Malaysian government's crucial role in promoting the country's diverse food offerings and leveraging them to drive tourism-related economic growth

## References

- Berjaya UC. (2019, October 14). *Keeping Malaysian Food Heritage Alive*. BERJAYA University College. Retrieved August 27, 2024, from <https://www.berjaya.edu.my/university/keeping-malaysian-food-heritage-alive/>.
- Diamantopoulos, G. (2024, July 17). *Tourism Malaysia returns to National Geographic Traveller Food Festival 2024*. Travel Daily News Asia. Retrieved August 27, 2024, from <https://www.traveldailynews.asia/gastronomy/tourism-malaysia-returns-to-national-geographic-traveller-food-festival-2024/>.
- Ibrahim, Muhamad & Adzim, Wan & Mior Shariffuddin, Nur Shahirah & Azinuddin, Muaz & Mohd Salim, Muhammad Nur Hidayat & Zainul, Nur. (2024). Crafting Food Destination Image in The Social Media Age: Dynamics of Consumption, Experience and Culture Differences. *Journal of Hospitality and Tourism Insights*. 8. 10.1108/JHTI-12-2023-0885.
- Jalis, M. H., Che, D., & Markwell, K. (2014). Utilising Local Cuisine to Market Malaysia as a Tourist Destination. *Procedia - Social and Behavioral Sciences*, 144, 102–110. <https://doi.org/10.1016/j.sbspro.2014.07.278>
- Kamaruzaman, M. Y., Karim, S. A., Ishak, F. a. C., & Arshad, M. M. (2022). A Pilot Study on the Practice of Preserving Authenticity in Traditional Malay Kuih among Producers in Klang Valley. *International Journal of Academic Research in Business and Social Sciences*, 12(12). <https://doi.org/10.6007/ijarbss/v12-i12/16056>
- Liang, M., Che Ishak, F. A. B., & Ab Karim, S. B. (2024). Gastronomic Tourism: From Food to Culture, Towards A Conceptual Framework. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 16(1), 981–992.
- Mohd Sanip, M. N. A., Mustapha, R., & Mohamed, S. (2024). Safeguarding Malaysian gastronomic tourism products through digital online platforms: Challenges and opportunities. *International Journal of Academic Research in Business and Social Sciences*, 14(5), 1865–1881. <http://dx.doi.org/10.6007/IJARBSS/v14-i5/21650>
- Mohd Suleiman, M. S., Md Sharif, M. S., Mohd Fuza, Z. I., & Azwar, H. (2023). Determinants of Traditional Food Sustainability: Nasi Ambeng practices in Malaysia. *Environment-Behaviour Proceedings Journal*, 8(25), 143–155. <https://doi.org/10.21834/e-bpj.v8i25.4856>
- Ortega, E. R., Zaifuzaman, A. R. S., & Yusof, N. M. (2023). Malaysia's Tourist Arrivals Amidst The COVID-19 Pandemic. *Malaysia Journal of Invention and Innovation*, 2(6), 64–68.
- Putra, F. K. K., Putra, M. K., & Novianti, S. (2023). Taste of ASEAN: traditional food images from Southeast Asian countries. *Journal of Ethnic Foods*, 10(1), 20. <https://doi.org/10.1186/s42779-023-00189-0>
- Putri, T A S., & Baskoro, R M. (2021, November 30). The Rise of Malaysian Gastro Diplomacy: *From Local Cuisine to the Global Cuisine.*, 5(1). <https://doi.org/10.33021/aegis.v5i1.1644>
- Saad, M., Kamarizzaman, N. A., Ishak, N., & Pratt, T. J., (2021). The Influence of Pahang Heritage Food on Behavioral Intentions among Malaysian Domestic Tourists. *Environment-Behaviour Proceedings Journal*, 6(16), 163–169. <https://doi.org/10.21834/ebpj.v6i16.2680>
- Sageng, C. W., Quee-Ling, L., Mikal, I. I., Sandhu, M. K., Pudun, J. M., & Umadi, M. F. B. (2024). Culinary practices of the Bidayuhs in Sarawak, Malaysia: a qualitative study. *Journal of Ethnic Foods*, 11(1). <https://doi.org/10.1186/s42779-024-00225-7>
- Shariff, A. S. N. F., Omar, M., Jalis, M. H., & Indriastuti, M. (2024). Exploring the Impact of Malaysia's Culinary Heritage on Tourism and Economic Development. *Environment-Behaviour Proceedings Journal*, 9(30), 139–144. <https://doi.org/10.21834/e-bpj.v9i30.6198>
- Shariff, S. N. F. A., Jalis, M. H., Omar, M., Jaafar, Z., & Selamat, H. (2025). Utilizing local food heritage as a destination marketing strategy for tourism to promote multiethnic Malaysia. *Information Management and Business Review*, 17(1(I)S), 135–144. [https://doi.org/10.22610/imbr.v17i1\(i\)s.4433](https://doi.org/10.22610/imbr.v17i1(i)s.4433)
- Som, H. M., Nordin, N. M., & Ghazali, A. J. (2020). Local heritage food as a significant factor in Malaysia gastronomy tourism. In *Journal of Tourism, Hospitality & Culinary Arts* (Vols. 12–1, pp. 377–395).
- T. Maclaren, F. (2024, January). *Keeping it on the street – Maintaining Penang's culinary traditions - Sustainable Travel International*. Sustainable Travel International. Retrieved August 27, 2024, from <https://sustainabletravel.org/traveler-resources/keeping-street-maintaining-penangs-culinary-traditions/>

Tourism Malaysia Corporate Site, Islamic Tourism Centre. (2021, June 16). *Malaysia's Heritage Cuisine Has Potential To Draw Muslim Tourists*. Tourism Malaysia. Retrieved August 27, 2024, from <https://www.tourism.gov.my/news/trade/view/malaysia-s-heritage-cuisine-has-potential-to-draw-muslim-tourists>

Zainal, A., Zali, A. N., & Kassim, M. N. (2010). *Malaysian gastronomy routes as a tourist destination* / Artinah Zainal, Ahmad Nizan Zali and Mohd Nizam Kassim.