

Research on the Development Direction of Local Cuisine in the Internet Age

Based on the Study of Chengdu

Jiaying Chen

Sichuan Agricultural University
Chengdu, China

Yuxin Peng

Sichuan Agricultural University
Chengdu, China

Ruiqi Deng

Sichuan Agricultural University
Chengdu, China

Jiao Yi

Sichuan Agricultural University
Chengdu, China

Xiuying Xu

Sichuan Agricultural University
Chengdu, China

Yiqi Qiu

Sichuan Agricultural University
Chengdu, China

Abstract—The development of the Internet has brought new opportunities and challenges to local cuisine. Big data on the Internet Gourmet APP such as Meituan and Dianping.com are seriously commercialized. In order to ensure the healthy development of local cuisine, this paper researches the development status of local cuisine in Chengdu from both online and offline perspectives, and provides relevant suggestions.

Keywords—Internet; local cuisine; Chengdu

I. INTRODUCTION

Economic growth has improved people's living standards, and their demands and aspirations for leisure life have also been constantly enhanced. [1] Thus the birth of the national tourism boom, many cities rely on local tourism resources to develop tourism products. [2] Tourism resources include food, accommodation, travel, entertainment and other elements, among which food is one of the most important resources. Food is the most important thing for people. One of the most interesting things for people to travel to a strange city is to taste the local food. Food plays two main roles in tourism. One is to play a basic role and meet the daily needs of tourists. The second is to play a supporting role, become a tourist attraction, and become a peak tourism experience or one of its components. The latter means that food is an increasingly important and non-negligible tourism resource. And the arrival of the Internet, also has carried on the intense impact to food industry, many businessmen start "wine is also afraid of deep alley", the traditional catering and retail must be implemented with the power of the Internet e-commerce enterprise's own transformation, food if the tourism resources in new era, e-commerce, will be forced to decay.

"Eat in China, taste in Chengdu", Chengdu as the "Land of abundance", known at home and abroad for its unique food resources. Tourists dining means consumption, consumption means that the development of the economy [3], traditional cuisine in Chengdu also, in the multicultural hammered, fraud and etc. Quality problems and reducing of the consumer experience, will affect the external image of traditional cuisine of the whole Chengdu. This study will sort out the characteristics and development status of local cuisine in Chengdu, and put forward Suggestions for the development of local cuisine in Chengdu from the perspective of combining online and offline.

II. MODEL CHENGDU LOCAL CUISINE DEVELOPMENT HISTORY

Chengdu has much delicious food, which is also an important part of life for Chengdu people. The enthusiasm of Chengdu people also leads to the highly developed catering industry in Chengdu. If one doesn't eat delicious food in Chengdu, he may feel like returning to a mountain of treasure empty-handed. Hot pot, snacks, chuanchuan, Sichuan cuisine... Enjoy national fame [4], the formation of taste and color of local cuisine in Chengdu is closely related to its special natural environment and immigrant elements.

A. Natural Environmental Factors

Chengdu is located in the central Sichuan province, west Sichuan basin, the geological history, significant difference was found in the city's terrain, northwest, southeast low, belongs to the edge of Sichuan basin of the west, and given priority to with deep hills and mountains, water, hot climate factors on the spatial distribution of different, so there are many different kinds of biological resources in Chengdu area

scope, category is complete, the distribution is relatively concentrated. According to preliminary statistics, there are 11 classes, 200 families, 764 genera and more than 3,000 species in animal and plant resources alone. There are 2682 kinds of seed plants, which are endemic and rare, such as ginkgo, dove tree, heart tree, fragrant fruit tree and so on. There are 237 species of major vertebrates and the rare animals under special state protection include giant pandas, red pandas, golden monkeys and wildebeests. There are more than 860 kinds of traditional Chinese medicine, such as *ligusticum wallichii*, Sichuan turmeric, and plum and rhizoma *coptidis*. The yellow soil and tidal soil in the territory are suitable for crop growth. Sufficient rainfall and the water conservancy project in Dujiangyan ensure that the crops can get sufficient moisture and basically avoid flood disaster. Favorable natural conditions make Chengdu's food raw materials rich in variety and excellent in quality, providing sufficient materials for the formation and development of Chengdu's local cuisine. In ancient times, it was very difficult to enter and leave Shu as a result of the arduous and dangerous road, which formed the mentality of Chengdu people that "small wealth means safety" and "focus on enjoyment". In addition, the humid climate and inconvenient traffic and other factors formed the unique food culture of Chengdu that advocates diet and is fond of spicy food.

B. Elements of Immigrant City

Sichuan has been a big province of immigrants since ancient times. The food culture is more colorful under the influence of immigrants. The earliest history of immigration in Sichuan can be traced back to the Qin dynasty. According to "Huayang guo zhi" records: Tyrannical and noble is still strong was the result of moving thousands of families of Qin people. After the unification of Shu in Qin dynasty, the first emperor of Qin took a series of measures to transfer the native people of Qin to Shu in order to strengthen the control of the frequently divided land. About 40,000 Qin families moved to Sichuan. Then, in The Three Kingdoms period, Liu Bei and Zhuge Liang led an army into the area of Shu. By Sui and Tang dynasties, the rulers of Sichuan took the means of peaceful recovery. So compared with other war-torn northern regions, Sichuan became a haven for immigrants. [5]

III. DIGITAL CHENGDU LOCAL CUISINE CLASSIFICATION

A. Hot Pot Cuisine

Hot pot is not only delicious food, but also contains the connotation of food culture, which adds elegance to people's taste. While eating hot pot, men and women, young and old, relatives and friends around the steaming hot pot, held up his chopsticks and devoured the meat, warmth ripples, filled with a warm and harmonious atmosphere, suitable for the reunion of this Chinese traditional culture.

Hot pot generally refers to the pot as utensils, burn boiler with heat source, boil with water or soup will rinse cook the cook means of food, the boiler that also can point to this kind of cook means to use at the same time is provided. It is served with seasoning. Hot pot has the characteristics of

spicy and fresh fragrance, in line with the characteristics of Sichuan heavy humidity, Sichuan people are addicted to spicy. And Sichuan basin is rich in pepper, Sichuan pepper such crops, boosting the production and development of hot pot. Famous hot pot restaurants in Chengdu include Xiaolongkan, etc.

B. Street Snacks

One-third of the shops in Chengdu are snack bars [6], the highest in the country. Street food has a long history. In ancient times, there were vendors selling street food. In the hearts of Chengdu people, old snacks such as egg baked cakes, candied fruits, and cold rice cakes bear the memories of generations of people. Chengdu snacks can be roughly divided into rice, flour, soup, meat, cold dishes and so on. Rice food depends on Glutinous Rice Ball, leaf wrapped rice, three artillery pieces, pearl atoms, steamed cake, steamed pork dumplings, white bee cake, silver tooth rice dumplings, etc.; Pastry categories have Dan Dan noodles, bean flour, Long Wontons and Zhong Dumplings, Han steamed stuffed bun, crusty pancake with pot-stewed meat; Soup types include oil tea, Fried chicken and bean paste, cold shrimp, ice powder, yellow rice wine and green bean soup. Meat category has Chen spicy bean curd, sliced beef and ox tongue in chili sauce, lollipop chicken, red oil rabbit, Shuangliu rabbit head, steamed beef powder, fat sausage powder, soft roast duck, etc. There are cold dishes such as Chengdu spring rolls, bean jelly.

Chengdu snacks have been passed down and developed by street vendors from generation to generation, and they have become an important part of Chengdu's food culture, from five-star restaurants to ordinary families.

C. Sichuan Cuisine

The flavor of Chengdu is unique in that it is hot and spicy. Chengdu cuisine is distinguished from Cantonese cuisine in that its emphasis on seasoning is unique. Most Sichuan dishes use ordinary materials, but the ingredients and workmanship are very particular. The sauce of the main products are white soybean, red bean oil, bitter sweet, amomum, mashed garlic, ginger, cilantro and chopped green onion, salt, monosodium glutamate, pepper, pepper, pepper, sesame oil, soybean meal, pickle, orange peel, liqueur, etc., made tremendous contributions to the local specialty but also to Sichuan, such as Peng county red bean oil, Zigong snowflake salt, vinegar, Pixian horsebean Chili Paste, etc. when you make cooked double — Fried pork with black bean sauce, boiled fish and shredded pork with fish fragrance, if the Pixian horsebean Chili Paste and pickled pepper are not used, it is difficult to achieve the traditional Sichuan style. Chengdu taste is also very numerous, according to the calculation of a total of 24 kinds of taste, to spicy as the highlight, which is the food of other places cannot be compared, which spicy flavor type has spicy, sweet and sour spicy, hot and sour, spicy fish, pepper, odd taste.

IV. DEVELOPMENT STATUS OF LOCAL CUISINE IN CHENGDU

Our team conducted a field survey on the development status of local cuisine in Chengdu and sorted out relevant literature. It was found that there were three main problems hindering the development of local cuisine in Chengdu.

- Consumers pay more attention to brands, and the development of unbranded cuisine is seriously restricted. For example, from 1988 to March 2018, 4,898 hotpot restaurants were closed in Chengdu, gastronomic capital is also the "crusher" of the catering industry. In addition to the quality and safety of the failure of the hotpot restaurant, no brand is also the reason for the failure of many hotpot restaurants, but such as the brand effect of "Xiao Long Kan Hot Pot" "Xiao Jun Gan" and other hotpots, people come and go here, and business is hot.
- The pursuit of local food economic benefits, fast food seriously, it is difficult to guarantee the quality. For example, Chengdu famous snack "Dragon Wonton", which is located in the main store of Chunxi Road, the daily flow of people is great, but the store a variety of snacks including wonton, are fast food mode, a cooking dozens of bowls, with plastic bowls served, not only cheap appearance and taste flat. In addition, there are bell dumplings, Sliced Beef and Ox Tongue in Chili Sauce, Zhang Laowu bean jelly, Zhihuizi longan steamed stuffed bun, Zhang Liangfen in Hole Mouth and other snacks, these years also very little innovation, even by many Official Accounts and netizens criticized. [7]
- Due to the serious commercialization of food APP, traditional local food is hard to be found. Internet provides more convenient and fast services for people's life, as well as local cuisine. However, after investigation, it is found that most of the local cuisine recommended by food APPs such as Meituan and Dianping.com, and most tourists cannot have more channels to learn about local cuisine in Chengdu, thus lacking food experience. At the same time, due to the scale of many local snacks, they could not enter Meituan, which blocked the sales route of their online promotion.

V. CONCLUSION

A. Strengthening the Government Market Monitoring

The behavior of the catering industry in Chengdu should be standardized. In order to maintain a good image as a "Gourmet capital", it is necessary to strengthen market monitoring and reduce the use of expired raw materials, frozen meat, fraud and other activities that affect the public perception. Through the development of certain industry barriers, such as the development of hot pot restaurant hygiene and behavior standards, it is available to increase the difficulty of the industry entrance, and then achieve the role of quality control.

B. Maintaining Local Cuisine, Quality Assurance as the Sales Benchmark

Local food merchants should pay attention to brand image and sustainable development, and from the perspective of self-development, ensure the safety and hygiene of raw materials and ensure the original production process.

C. Combining with Tourism Development to Form a Food Tourism Beautiful Scenery

With the development of tourism, tourists travel demand and travel form is diverse, not merely content with the simple sightseeing, such as Sichuan cuisine museum in Pixian, is the only one in China food culture as the theme of the museum, visitors can learn about the history of Sichuan cuisine, participate in the story of Sichuan cuisine, appreciate the art of cuisine, learn the art of Sichuan cuisine taste Sichuan cuisine, realize the happiness for Sichuan food. The development of local cuisine cannot be separated from the tourists, and the interaction between the two can be increased to closely combine the development of cuisine and tourism for common development.

D. Combining with the Internet and Developing Local Cuisine Both Online and Offline

For example, Dujiangyan's food summary can be like You rabbit-heads, Zhong duck, old preserved pork in Qingcheng mountain and other food reference, at the same time mark the location, and finally through the Official Accounts, article and city column published for tourists reference.

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