

A Study On Story-Telling Associating Local Specialties And A Historical Person

TaeWan Kim¹, Jong-Oh Lee^{2*}

¹ Department of Global Culture & Contents, HUFS, Korea

² Department of Global Culture & Contents, HUFS, Korea

Article History: Received: 11 January 2021; Accepted: 27 February 2021; Published online: 5 April 2021

Abstract—Local specialties are items of special quality that originate from certain regions. For local specialties to be labelled as luxury goods, storytelling based on historicity and popularity is required. The existence of these items over a long period of time is emphasized to increase historicity. To increase popularity, it has been emphasized that these products were used by famous people like kings. To elaborate on some such cases, I have analyzed local specialties from Korea, China, and France. An important ingredient in Korean food, red chilli pepper paste, is known for being made in the Sunchang area. However, it was made 250 years ago, and the story of the relationship with Lee SeongGye, from more than 600 years ago, has been used to popularize the same. XiHuLongjing Tea, the representative tea of China, is a high quality teabut was rated as intermediate. It has gained fame over time and has been associated with Emperor Qianlong. Brie cheese, representing France, the land of cheese, has been associated with Louis XIV as a luxury item to overcome the historicity of Roquefort cheese and the popularity of Comté cheese. In this way, local specialties have been made into luxury products through a halo effect by bringing historicity or popularity using storytelling.

Keywords—Storytelling, Local specialties, Sunchang red chilli pepper paste(淳昌苦草醬), XiHuLongjing Tea(西湖龍井茶), Brie cheese, Historical person, Lee SeongGye(李成桂), Emperor Qianlong(乾隆帝), Louis XIV, Historicity, Popularity, GI.

1. INTRODUCTION

From a global perspective, local specialties are of great historical and economic importance. Local specialties are items of special quality that come from certain places and have gained popularity among locally produced goods. Based on the historicity and popularity, some of these local specialties, for example, whisky from Scotland and wine from Bordeaux France, have become famous across the world.

It has been observed that storytelling is widely used to better brand local specialties. Keith Jenkins, a historian, mentioned in his book, *Rethinking History*, that “People need the past to give meaning to their existence and to justify their present and future.” Borrowing Jenkin’s statement to apply it to local specialties, I propose that famous historical people and some iconic figures are usually affiliated with local specialties. In many cases, a relationship with late kings and emperors have been mentioned in stories to give legitimacy to the local specialties. Furthermore, some part of history or tradition have been modified or even created to support these products. Eric Hobsbawm, in his book, “*Invention of Tradition*,” states that “characteristic of invention of tradition emphasizes the relation of its continuity from the history.” However local specialties have different traits that emphasize more on popularity and the famous person who used the product more than the history, that is, the period since when the product has been widely used.

For local specialties to develop into luxury goods, establishing a reputation is essential. To achieve this, it is effective to relate the story with a popular historical person. The most commonly seen trend is story-telling in which the product is associated with a famous king. This is an example of the halo effect that is created by a historical person.

I would like to review three products, namely, SunChang red chilli pepper paste(淳昌苦草醬) with Lee SeongGye(李成桂), XiHuLongjing Tea(西湖龍井茶) with Emperor Qianlong(乾隆帝), and Brie cheese with Louis XIV, to elaborate on how historical figures have been used in storytelling to provide historicity and popularity to local specialties.

2. SunChang red chili pepper paste and Lee SeongGye

A key ingredient in Korean food is fermented paste which is widely used to enrich the taste of the food. *JeungBo-SanLimGyeongJe*(增補山林經濟) elaborates that people are obsessed with fermented paste and states, “The fermented paste is the best. Even if you have quality vegetable or meat, if you don’t have a good fermented

Received:

Reviewed:

Accepted:

* Corresponding Author

paste, the food would not be the same. Every house shall try to have a good fermented paste.”*DongGugSeSiGi*(東國歲時記) describes the yearly plan for every household to prepare proper fermented paste in the summer and kimchi in the winter.

Red chilli pepper introduced a revolutionary spicy taste while previously, Korean food was entirely flavored by either fermented paste or soy sauce. The exact period when Koreans started to grow red chilli pepper is not established but it is believed that it was either before or after the “Japanese Invasion of Korea in 1592” as Lee Su-gwang wrote *JiBongYuSeol*(芝峯類說) in 1613 and mentioned that “Southern pepper(南蠻椒) has a poison. Since it was brought in from Japan, its name is ‘WaeGaeJa(倭芥子)’. Nowadays there are some people growing them and some pubs use them to have spicy taste.”

Either the seed of the red chilli pepper or the whole pepper was used to flavor dishes or as a side dish. After red chilli pepper began to be grown all over the Korean peninsula, people tried to use it in the powdered form and began to mix it with other seasonings, soy sauce, and fermented bean paste, to add more flavor. This is how red pepper paste was first made.

The first document that describes how to make red chilli pepper paste is *JeungBo-SanLimGyeongJefrom* 1766. It states, “Add bean paste powder 1mal(斗), red chilli pepper powder 3hob(合), and glutinous rice powder 1doe(升) and mix them. Ferment under the sun.” it uses less chili pepper powder as compared to the amount used now.

According to *SuMunSsaSeol*(謏聞事說), a prescription for treating with food(食治方), SunChang red chilli pepper paste originates from the SunChang area. What makes SunChang red chilli pepper paste distinctive is that abalone and king prawn were added while making the paste. The recipe for the paste in the book has less chilli powder, more bean paste, and is not as sweet as the SunChang red chilli pepper paste that is made now.

| | |
|--|---|
| | <p style="text-align: center;">How to make red chilli pepper paste</p> <p>Grind steamed soy bean 2mal(斗) and rice cake 5doe(升) in a pot. Add and mix with sun dried chilli pepper 6doe(升), grind malt 1doe(升), glutinous rice 1doe(升), and mix them well to cook. Cool them quickly. Add 5 abalone, king prawns, and mussels. Add ginger slices and ferment the preparation for 15 days. Do not add honey as this would make it sweet, Also this is to avoid anything.</p> <p style="text-align: center;">(Translation of the page on the left)</p> |
|--|---|

Fig. 1 How to make SunChang red chilli pepper paste as mentioned in *SuMunSsaSeol*(謏聞事說)

GyuHabChongSeo(閩閣叢書), written in early 19th century, mentions that SunChang red chilli pepper paste and Hamyang red chilli pepper paste are famous in the Korean peninsula. To ensure better branding, the invention of tradition was involved. It is said that at a meeting between Rev. MuHak and Lee SeongGye in ManIl temple in SunChang, Lee SeongGye instantly fell in love with the taste of the SunChang red chilli pepper paste. When he became the first king of the Chosun dynasty, it was sent to him as a present.

Lee SeongGye lost his parents and was attending their funeral in HamHeung. Rev. NaOng and Rev. MuHak, his apprentice, heard that he was in HamHeung. Rev. NaOng was a fengshui expert and explained where the next king would come from. Lee SeongGye bought the piece of land. He was convinced that he would be the next king and at last his coup d'état succeeded in overthrowing theGoryeo Dynasty and he founded the Chosun Dynasty.

Lee SeongGye asked Rev. MuHak to pray at all the sacred mountains in the Korean peninsula to ensure that the spirits back him when he became the king. However, the spirits did not respond to him in JiRi mountain in JeonLa province. Rev. MuHak was on the hundredth day of prayers to get a response from the spirits in HoeMoon mountain, JeonLa province. Lee SeongGye heard that Rev. MuHak was struggling anddecided to go to see him. While on the way to the mountain, Lee SeongGyefelt hungry and asked a farmer for food. The farmer did not have anything to offer him and he preparedBiBimBapand topped it with red chilli pepper paste. Lee SeongGye could not forget the taste of the delicious red chilli pepper paste. Subsequently, whenhe became the King of the Chosun Dynasty, he asked for the red chilli pepper paste to be offered to him as present from SunChang. [4]

Unfortunately,the ManIl temple burned down during the Korean war and therefore, the documented evidence about Lee SeongGye and the SunChang red chilli pepper was destroyed as well. However, the SunChang municipality found the words “Lee SeongGye” and “Rev. MuHak” on an epigraph. Later SunChang municipality introduced policies to develop and brand the red chilli pepper paste as a local specialty. In 1993 and 2010, the Ministry of Economy and Finance established SunChang as a local special industry to build and run the red chilli pepper paste folk village, museum, and bean paste factory, to promote the paste. In 2005, SunChang red chilli pepper paste became a protected geographical indication (PGI) product 8th. Many private companies also make SunChang red chilli pepper paste and other affiliated products.

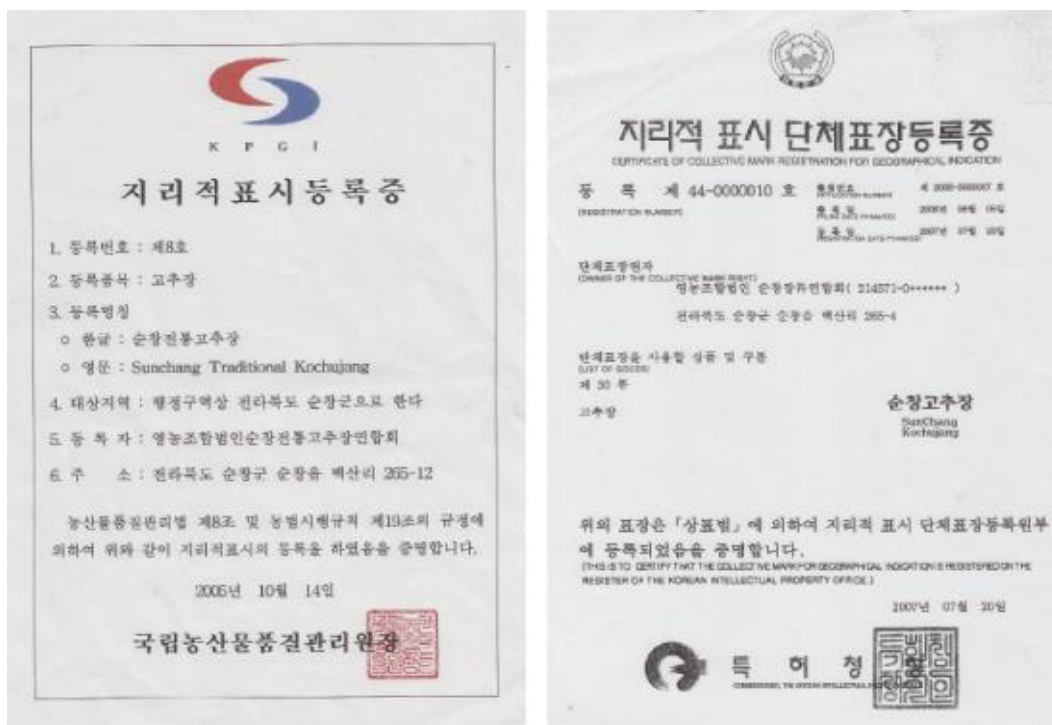


Fig.2 GI registration certificate of SunChang red chilli pepper paste(淳昌苦草醬)

3. XiHuLongjing Tea and Emperor Qianlong

“A cup of morning tea to make your day, a cup of afternoon tea to make your day more enjoyable, and a cup of evening tea will rejuvenate,” is a well-known Chinese proverb. Due to the scarcity of drinking water, the Chinese drank boiled tea.

According to Sima Qian’s (司馬遷) *ShiJi*(史記), the first tea grown was found in modern days in the Chongqing area. In ancient China, ethnic groups grew tea across the country. Tea culture shaped in the same era, and Lu Yu(陸羽) wrote *The Classic of Tea*(茶經), which is a guide onhow to drink tea.

Chinese fine tea is determined by not only the quality of the tea leaf but also by cultural superiority. The names of the Chinese fine tea were changed several times. Furthermore, the tea was associated with a story or myth to give people an opportunity to talk about the tea during the tea ceremony or after the meal. As the book

was judged by its cover, the tea was considered by its name. Amongst all the stories and myths related to the tea, the most luxurious and elegant one is associated with the great emperor.

China selected ten best teas in 1959 and XiHuLongjingtea was given the first place. Longjing tea has been appreciated due to its rich aroma, silky taste, jade like green color, and beautiful tea leaves. This tea from XiHu is fairly well known and has also been labelled as “the queen of green tea.”While this tea was already famous, it gained special importance during the Qing dynasty.

The Qing dynasty continuously expanded their land and the emperor visited the newly acquiredlands to show his power and authority. Emperor Kangxi(康熙帝) visited the southern part of China six times in the following years, 1684,1689,1699,1703,1707,and 1712. The grandson of Emperor Kangxi, Emperor Qianlong, expanded the border to Burma, Taiwan, Viet Nam, and Nepal. He visited thesouthern part of China six time, the western part four times, and the eastern part five times.



Fig.3 A part of a 〈Picture of a trip to the south with Emperor Qianlong〉.Emperor Qianlongis in the center

The 〈Picture of a trip to the south with Emperor Qianlong(乾隆南巡图)〉 depicts his first visit to the southern part of China in 1751. This is atotal of 154.17m in length to represent the 112 days 5,800ri(里) itinerary. Twelve poems,out of the 520 written during this visit, were depictedin the painting. While there is some uncertaintyabout the exact timing, there are some stories regarding theXiHuLongjingtea.

Emperor Qianlong was visitingthe southern part of China. While he was resting in the Longjin ward, a Buddhist monk brought a famous tea from the town. He was a tea expert and was thrilled to drink it. Each tea leaf in the white teacup looked like JakSol. The rich aroma from the tea and the elegant green color caught his attention and he was excited.

He asked the Buddhist reverend the name of the tea and where it came from. The monk replied that the Longjintea is from the temple. There were 18 tea trees in the temple. The mountains around the temple looked like lions. Eighteenwas considered an auspicious number and the name of the hill was lion’s head. These were good signs and symbolized the achievements of the emperor. Emperor Qianlong immediately labelled the 18 tea trees as “royal trees.” [7]

This was not the first time that Longjintea was grown in Qing dynasty. *The Classic of Tea* written during the Tang dynasty mentioned the tea from two temples in Hangzhou and stated that it was of poor quality. It could be that while the quality was poor, however, Longjin tea was grown during the Tang dynasty. During the Song dynasty, the quality improved and HaCheonChug`sBoUn tea(寶雲茶),HyangRim tea(香林茶), and SangCheonChug`sBaegUn tea(白雲茶), were offered as royal presents to the king.

Longjin tea received recognition and fame during the Ming dynasty. *JonDangHyonJi*(錢塘縣志), written in 1609,states that Longjin tea is the best tea in MooRim and it can be assumed that the tea was fairly famous in the province. XieZhaozhe(謝肇淛), during the Ming dynasty, labelled Longjin tea as one of the best teas in *WuZaZu*(五雜俎). However, the most famous teas at that time were MuI and HoGu. The third place was given

to SongLa and Longjin ranked as the fourth best tea. People in the Ming dynasty did not believe that Longjin tea was as special as it was believed to be during the Qing dynasty.

After the kinglabelled the Longjin tea trees as “royal trees,” their fame spread across China like wildfire. ShēnChū(沈初) wrote in *XiQingBiJi*(西清筆記) that the best Longjintea leaves are picked before KogU(穀雨). This is known as the head class(頭綱) when picked on CheongMyeong(清明) and is offered to the king. Emperor Qianlong shared the tea with his cabinet members.



Fig.4 Emperor Qianlong`s 18 tea trees[十八棵御茶]

Later, XiHuLongjintea became the best Chinese tea and ranked number one in 1959 among the top ten Chinese teas. Depending on the production area, Longjintea is known as “XiHuLongjin,” “Qiantang Longjin,” and “YuezhouLongjin.” Longjin tea was registered for GI in 2009. The name “Longjintea” can only be used for 18 regions in the Zhejiang province. However, XiHuLongjintea has the best quality among all Longjintea. This shows how a story about a historical figure and the local specialty can lead to fame and brand positioning.



Fig.5 Longjin tea`s main production area



Fig.6 China`s GI certification mark

4. Brie Cheese and Louis XIV

Cheese is an important part of the menu in the western diet and is one of the most ancient fermented dairy product, and waseven recorded in the Old Testament. There are currently more than 1,000 different types of cheese. Each of these is different in taste and appearance according to its origin and production method.

While it is difficult to determine when cheese was first made, it is probable that cheese making may have begun as early as when human kind began consuming milk as curd, which is a solid substance formed by coagulating milk and is needed for cheese production. Therefore, it can be inferred that the first cheese was made as a natural result of fermentation of bacteria found in animal milk.

Cheese, began taking a similar form by coagulation and condensation using rennet. The rennet made available a wide range of cheese in Europe. The exact discovery of rennet is also unknown. According to a legend, 4,000 years ago, Kanana, an Arab trader, was crossing the desert and had stored goat milk in a pocket made from lamb stomach. The next day he found that the goat milk had turned into a white substance, which came to be known as curd.

Around the first century, the Roman border stationed about 500,000 soldiers to defend the area from the Rhine to the Donau. It was difficult to supply food and clothing to these large standing troops, therefore the Roman army built agricultural infrastructure. As a result, the cheese and wine culture spread across Europe. The traditional manor in northwestern Europe in the Middle Ages offered a special environment for cheese production, and therefore, soft cheese was developed.

From the 19th century, cheese began to take characteristics particular to specific regions. In mountainous and deep valley regions, such as Switzerland and England, firm hard cheese was produced, while in the flat plain regions, such as France and Italy, soft cheese was made. This is evidenced by the AOC list of certified French cheese till 2010 and the larger part of these are soft and creamy in texture. Table 1 below categorizes the AOC certified French cheese by its texture and milk type.

TABLE I.AOC certified cheese (as of 2010)

| Type of milk | AOC certified cheese(Year designated AOC) | Type of Cheese |
|--------------|--|-------------------------------|
| Cow | Chaource(1970) Neufchâtel(1977) Brie de Meaux (1980) Brie de Melun (1980) Camembert de Normandie (1983) | Soft, white mold rind cheeses |
| | Munster (1969) Pont-l'évêque(1972) Livarot (1975) Maroilles(1976) Mont d'or(1981) Epoisses(1991) Langres(1991) | Soft, washed rind cheeses |
| | Fourmed'Ambert (1972/2000) Fourmede Montbrison (1972/2002) Bleu d'Auvergne (1975) Bleu du Gex (1977) Bleu Causses (1979) Bleu du Vercors-Sassenage (1998) | Blue cheeses |
| | Saint-nectaire(1955) Cantal (1956) Reblochon (1958) Laguiole(1961) Salers(1961) Morbier(2000) Tome Bauges (2002) | Pressed cheeses |
| | Comté(1958) Beaufort (1968) Abondance (1990) Gruyère(2007) | Pressed and cooked cheeses |
| Goat | Mâconnais(2005) | Soft, white mold rind cheeses |
| | Selles-sur-cher(1970) PoulignySaint-Pierre(1972) Crottinde Chavignol (1976) Picodon(1983) Chabichou du Poitou (1990) Sainte-maure de Touraine (1990) Rocamadour(1996) Valençay(1998) Pélardon(2000) Banon(2003) Rigottede Condrieu (2009) | Soft, Natural Rind Cheeses |
| | Chevrotin(2002) | Pressed Cheeses |
| | | |
| Sheep | Roquefort(1925) | Blue Cheeses |
| | Ossau-iraty-brebisPyrénées(1980) | Pressed Cheeses |
| mixed milk | Brocciu (1988) | Fresh Cheese |

The Institut National des Appellationsd'Origine(INAO) in France regulates the quality of cheese through AOC certification.On May 6, 1919, a law was issued protecting the production of cheese, and regulating geographical origins by department, canton, and commune. Additionally, a law mandated on November 28, 1955,regulated the labels of the origin of milk, such as farms(fermier), processing(artisanal), milk processing(laitier), or manufacturers(industriel), as well as shipping details. To be granted AOC certification, the milk needs to be labeled as either raw or sterilized and categorized by its animal source, as well as whole or skimmed milk based on the milk fat. The specifications and conditions of cheese making process such as, making of milk curdle, curd cut, draining, salting, as well as the shape, size, and maturation period is also taken into account. Furthermore, at times, the temperature of maturation cave is labeled, especially for maturation basement for washed rind and cave for Roquefort cheese.

Brie cheese is particular to the outer regions of Paris, Marne, and Seine, and sales regulations are applied. Despite the wide variety of Brie cheese, the French government allowed only two types of Brie cheese, Brie de

Meaux and Brie de Melun to be sold. Brie de Meaux weighs an average 2.8kg with a diameter of 36 to 37cm. Brie de Melun is slightly smaller, with 1.5 to 1.8kg in weight and is 27cm in diameter.



Fig.7 Brie de Meaux



Fig.8 INAO's AOC certification mark

While Brie is the best known cheese of all in France, it lacks in historicity as compared to the oldest known cheese, the Roquefort cheese, which is made from goat milk. Brie also lacks in popularity as compared to the Comte cheese, which is known for its tagline, “the most popular cheese in France, the most consumed cheese among French AOC cheese, and cheese consumed by more than 80% of the French.”

To address this, an encounter with a historical figure is emphasized. Charles, the Duke of Orleans, also known as the father of Louis XIV, ordered 24 types of cheese from region of Brie, and Louis XIV had cheese at every meal table. It is said that more than 50 carriages per week were seen leaving the town and heading to the Palace of Versailles or towns in Paris. At the Congress of Vienna, 1814 to 1815, attended by representatives of European countries after the 19th century Napoleonic War, French diplomat Talleyrand suggested an amity competition of cheese. England was represented with Stilton, Italy with Gorgonzola, Netherlands with Edam, but the French Brie de Meaux won and was declared the “Le Roi du Fromage”(King of Cheese).

5. DISCUSSION

I have reviewed how the local specialties, SunChang red chilli pepper paste, XiHuLongjintea, and Brie cheese, made their way from local to international recognition. It is evident that historicity and popularity are needed for local specialties to develop into luxury goods. To ensure historicity, in the case of these three products, the peak of the era or dynasty has been used. To gain popularity, the three cases emphasize that they were luxury items used by the kings.

From the 18th century, one of the most important ingredients, the red chilli pepper paste made in SunChang area became famous. To address the short historicity, a story about Lee SeongGye, who was the founding king of Chosun dynasty 400 years ago, was created.

The Longjintea was known as a good tea but after the appointment of the “royal trees” by Emperor Qianlong, the king at the peak of Qing dynasty in terms of size of the land, it became known as the best tea. It also ranked in the first place among Chinese teas in 1959. Popularity of a historical figure, that is Emperor Qianlong, had more influence on the popularity of the tea than the fact that Longjintea has been growing in China for more than 900 years.

Brie cheese lacked historicity as compared to the 2000 years old Roquefort cheese and also lacked popularity as compared to Comte cheese. Louis XIV has been used to create and ensure historicity and popularity.

These three cases show how historicity and popularity influence the local specialties and assist in branding and gaining international recognition. With these, a local specialty can overcome its locality and can be branded as a luxury item.

Ensuring the luxury of local specialties requires a halo effect through storytelling based on history and culture. Modern brands can develop into luxury goods through storytelling by the founder. However, it is difficult to confirm the origin of local specialties. Therefore, if you are storytelling the long history or the popularity of celebrities, you can go to luxury goods. The value depends on how unique the local history and culture are.

ACKNOWLEDGMENTS

This work was supported by the Hankuk University of Foreign Studies Research Fund.

References

JOURNAL ARTICLE

- [1] Joo YoungHa, "A Study on the Symbolization Process of Pepper", *Historical Folklore*, 2000 11:pp. 331-357
- [2] J. M. Saboo, "Rita Dove's Satire on the Overlooked Events in the World History", *International Journal of English and Literature (IJEL)*, Vol. 4, Issue 6, pp, 1-8
- [3] Rhee EunMee, 'Le fromage franais: propos des pates de fromage et des fromageslabelliss AOC', *SocitCorenne'd'enseignement de Langue et LittratureFranaises*, 2010 34:pp. 487-514
- [4] N. K. Dhapekar & Purnachandra Saha, "Structural Health Monitoring of Historical Monuments by Rapid Visual Screening: Case Study of Bhand Deval Temple, Arang, Chhatisgarh, India", *International Journal of Civil, Structural, Environmental and Infrastructure Engineering Research and Development (IJCSEIERD)*, Vol. 3, Issue 3, pp, 131-140
- [5] Hwang HwangSeon-Yeop, Current Status of Research and Tasks on the Names of Plant, *Korean Studies Quarterly*, 2014 37, No. 4:pp. 71-94
- [6] Harshita Rathee, "Exploring History And Culture: A Study Of William Dalrymple' S City Of Djinn's", *IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL)*, Vol. 6, Issue 1, Jan 2018, 189-192
- [7] Poonam Yadav, "Semantic Retrieval of Historical Documents Based on IR Approach", *International Journal of Applied and Natural Sciences (IJANS)*, Vol. 6, Issue 5, pp; 51-58
- [8] Digital, Sun, Chang Culture Complete Collection: <http://sunchang.grandculture.net/Contents?local=sunchang&dataType=0403> (Accessed on June 30 2020)
- [9] Marvan Khamitova, "Problems the Studying of the Historical-Cultural Heritage", *International Journal of History and Research (IJHR)*, Vol. 5, Issue 2, Apr 2015, 1-6
- [10] *Dennis Joseph*, "Orhan Pamuk: The Novelist Of Turkish Identity And History", *IMPACT: International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL)*, Vol. 6, Issue 1, Jan 2018, 139-142

BOOK

- [11] Keith Jenkins, *Rethinking History*, Seoul: HyeAn, 1999
- [12] Seo EunMi, *North Song Tea Resale Study*, Seoul: GukHakJaRyoWon, 1999
- [13] Wang Zunren, *Chinese Tea Culture*, Seoul: editor, 2004
- [14] Jo Eun, *Chinese Tea Story*, Seoul: SalRimChulPanSa, 2012
- [15] Murase Miyuki, *10 Kinds of World Cheese*, Seoul: YeMunSa, 2014
- [16] Paul S Kindstedt, *Cheese and Culture: A History of Cheese and Its Place in Western Civilization*, Seoul: GeulHangALi, 2020

CHAPTER IN A BOOK

- [17] Eric Hobsbawm, 'inventing traditions', *the Invention of Tradition*, Seoul, Humanist, 2004:p. 21

CONFERENCE PROCEEDINGS

- [18] Jung-Gon Lee, Duk-Hwan Kim, JeongDae-Yul, "A Study on the Development of the Storytelling Contents Based on the Exile Life and Literature Works of Man-Jung Kim", *Asia-Pacific Journal of Convergent Research Interchange, FUCOS*, April 2020 6, No. 5:pp. 11-23, <http://dx.doi.org/10.21742/apjcri.2020.05.02>
- [19] Joon-ho Lee, "Relationships among Attitude, Adoption and Satisfaction of News Media Users", *Asia-Pacific Journal of Convergent Research Interchange*, October 2020 6, No. 10:pp. 77-86, <http://dx.doi.org/10.47116/apjcri.2020.10.06>

- [20] Rifqi Muhammad Fikri, Mintae Hwang, “Developing Machine Learning-Based Mobile Application to Identify Ingredients of Korean Street Food”, *Asia-Pacific Journal of Convergent Research Interchange*, FUCOS, October 2020 6, No. 10:pp. 1-11, <http://dx.doi.org/10.47116/apjcri.2020.10.11>
- [21] Kim, T. W. & Jong, O. L., “Comparative study on story-telling between local specialties and historical person in Asia and West”, *Journal of Business and Technology Management (JBTM)*, HolyKnight, vol. 1 2020:pp. 19-24, doi.org/10.46410/jbtm.2020.1.1.03.