

**Ken Hom – Lee Kum Kee Scholarship 2021**

**Application form**

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| --- | --- |
| Full name |  |
| Email address |  |
| Mobile phone number |  |
| Postal address |  |
| Status (student or graduate) |  |
| If graduate, when did you complete degree/diploma? |  |
| Name of educational institution |  |
| Title of degree/diploma programme |  |
| Name, position and email address of referee (1) |  |
| Name, position and email address of referee (2) |  |
|  |  |
| Question you are choosing to address (from list below) |  |
| Response to question (maximum 500 words) |  |

***Applicants should address one of the following questions, through a concise written report that is no more than 500 words in length.***

1. Are Chinatowns in decline? Given their important role as locations that promote and protect China’s distinctive culinary heritage, what can be done to help Chinatowns thrive in the future?
2. What is the impact of international restaurant rankings (such as the World’s Best 50) on perceptions of Asian cuisine? You may want to comment on status, profile, authenticity or the reputation of renowned chefs.
3. China has a rich and varied culinary culture, characterised by regional differences in ingredients, techniques and traditions. Despite such diversity, why does Cantonese cuisine continue to dominate the Chinese restaurant sector across Europe?
4. Are we witnessing a new era of creativity and innovation in Chinese cuisine (evident in restaurants worldwide)? If so, how would you characterise this trend, and what is driving it?
5. As for much of the hospitality industry, the covid crisis has had a profound effect on the Asian restaurant sector. What has been the impact of the covid crisis, and what creative tactics might Asian restaurant operators adopt to achieve business recovery?
6. In what ways are Asian cooking techniques, flavours and styles influencing culinary practice and tastes in Western nations?

**Checklist**

Your application must be submitted by 12 noon on 3rd September 2021. Send it to [occ@oxfordculturalcollective.com](mailto:occ@oxfordculturalcollective.com)

Remember to include ‘*Ken Hom Scholarship application*’ in subject line of email.

You must include:

1. Completed application form.
2. Your short video, of no more than three minutes, submitted via WeTransfer.
3. Your curriculum vitae.