



FILIPINO CHEFS' VIEWS ON MICHELIN GUIDE IN PHILIPPINES

KIM ANGELA P. VELASQUEZ

CHRISTIAN JOY E. MUÑOZ

St. Paul University Quezon City

lolavapie@spuqc.edu.ph

ABSTRACT

The introduction of the Michelin Guide into the Philippine food service industry marks a pivotal moment in elevating Filipino cuisine toward global recognition. This study investigates the perceptions of Filipino chefs, particularly those in Metro Manila, regarding this development. Employing a mixed-methods approach, the research combines quantitative surveys and qualitative interviews to capture chefs' insights on their perceived knowledge of Michelin standards, training requirements, anticipated benefits, and challenges posed by the Guide's presence. The survey demonstrated strong internal consistency, with Cronbach's Alpha values exceeding 0.70, affirming the robustness of the instruments. The quantitative survey results reveal nuanced perceptions. Chefs reported moderately high mean scores (around 3.0 to 3.6 on a 5-point scale) for knowledge of Michelin standards, indicating fair awareness but a recognized need for further learning. Importance ratings for the Michelin Guide were higher (means above 4.1), reflecting strong agreement on its significance in elevating culinary standards and motivating growth. Essential culinary skills for Michelin-level cooking also received high ratings (around 4.2), indicating that chefs possess a thorough understanding of advanced techniques, safety, presentation, and management. Perceived

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challenges and benefits were rated positively (means ranging from 4.3 to 4.5), showing a balance between opportunities and pressures. Low variance and high reliability statistics confirm consensus. A key distinction emerged between chefs with formal culinary training and those without, with the former showing higher mean scores in knowledge and skill importance. Conversely, chefs without formal training held slightly lower but positive perceptions, indicating optimism yet emphasizing the need for skill development. Qualitative data reveal how chefs balance embracing Michelin's prestigious standards with preserving the authenticity of Filipino cuisine. This highlights the importance of tailored professional development and culturally sensitive frameworks in empowering Filipino chefs during this transformative period in the country's gastronomic identity.

Keywords: *Michelin Guide, Filipino cuisine, Filipino chefs, Culinary standards, Culinary training*

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