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The Contribution of Fine Dining Restaurants to the Preservation of the Traditional Food Practices

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ARTICLE INFO	ABSTRACT
<p>Article history: Received: 07-08-2025 Received in revised form: 12-09-2025 Accepted: 01-10-2025</p> <p>Keywords: <i>fine dining, traditional food practices, culinary heritage, cultural preservation, gastronomy, local ingredients, food sustainability</i></p>	<p>This study explores the significant role of fine dining restaurants in preserving and promoting traditional food practices within contemporary culinary culture. As globalization and modernization continue to influence eating habits, fine dining establishments have emerged as key agents in maintaining cultural identity through cuisine. By reinterpreting traditional recipes with modern techniques and presentation, these restaurants ensure that local flavors, indigenous ingredients, and time-honored cooking methods remain relevant in the evolving gastronomic landscape. Furthermore, fine dining chefs contribute to cultural sustainability by collaborating with local farmers, artisans, and communities to source authentic ingredients and uphold culinary heritage. The study concludes that fine dining restaurants serve not only as centers of innovation but also as vital custodians of tradition, bridging the past and present through the art of gastronomy.</p> <p>© 2025 The Authors. Published by IASE. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).</p>

Introduction

This study subject is important because it reveals the complex relationship between culinary tourism and India's evolving food culture. It clarifies how the maintenance of cultural identities ingrained in local cuisines is affected by this changing connection. Examining how this change affects cultural traditions and identities is vital as Indian food adjusts to modern preferences and the needs of a global audience. Additionally, the growth of culinary tourism presents a special

chance to preserve and advance local culinary customs. Travelers' pursuit of genuine gastronomic experiences contributes to the maintenance of regional culinary customs and practices, which helps to preserve cultural identities. Because of its immersive and interactive nature, culinary tourism may be crucial to the celebration and preservation of India's many culinary traditions [1]. We want to understand how culinary tourism may support India's economic development and cultural preservation through ethnographic research,

media analysis, and case studies. This study sheds light on the cultural significance of Indian food and how it has evolved in the worldwide culinary scene.

This study uses a constructivist method to investigate how destination restaurants promote location. The research aims to do this in two ways: (1) to determine whether restaurant activities have the potential to reflect the local community; and (2) to investigate how these restaurant practices may support the local community. This study focuses on Chinese Michelin restaurants, which may be considered the country's most well-known eateries given the Michelin Guide's widespread recognition. In the meanwhile, China's distinctive background, history, architecture, and cultural perspectives foster unique cultural traditions and serve as a compelling argument for the area's preservation [2]. By using the production of location, this study increases our understanding of the relationship between people, food, and place. As a result, this groundbreaking study offers fresh perspectives on how Chinese destination restaurants employ concepts of locality and location, and how this may enhance not just dining establishments but also culinary culture and tourist appeal. The results also offer suggestions for

restaurateurs and destination planners to boost a location's appeal and competitiveness. The creation of locality and destination restaurants is first introduced and conceptualized in the following sections. Restaurant activities that have the potential to promote place are then reviewed, and the study's methodology, analysis, and conclusions are presented [3]. The conclusion and its ramifications are finally discussed.

A significant economic and social factor in the (re)production of locations and cultures is tourism. Local cuisine and culinary culture are examples of discursive signifiers of tourist mobility, and food has long been considered a major draw for travelers. By providing unique culinary experiences, destination restaurants contribute significantly to tourism. According to this viewpoint, some tourist eateries may serve as "ambassadors" for the area, and several of them known as "terroir restaurants" have in fact won numerous accolades and commercial recognition. Therefore, destination restaurants might be seen as a source of destination marketing, a reflection of the local culture, and a reaction to the homogenization of food by globalizing influences. Therefore, in a globalized world, promoting locality in destination restaurants

has the potential to be a substantial type of local cultural capital that fosters a feeling of place, place and product distinction, and place branding. This also has to do with the restaurant's destination branding, sustainability, and authenticity [4].

The theory has been widely used in many social science disciplines to analyze, for instance, festivals, online tourism, peer-to-peer platforms, musical practices, literary geography, immigrants, governance, and social class. It also highlights the social mechanisms to obtain local knowledge and

produce local subjects by production, representation, and reproduction in local communities as well as the phenomenon of trans locality contributed by the mobilization of populations. In order to analyze a "place making" process and the relationships between local community and location, all of these research used the production of locality. This article uses the production of locality to analyze the destination restaurant's activities that have the ability to promote place, as creating a destination restaurant also entails place making [5].

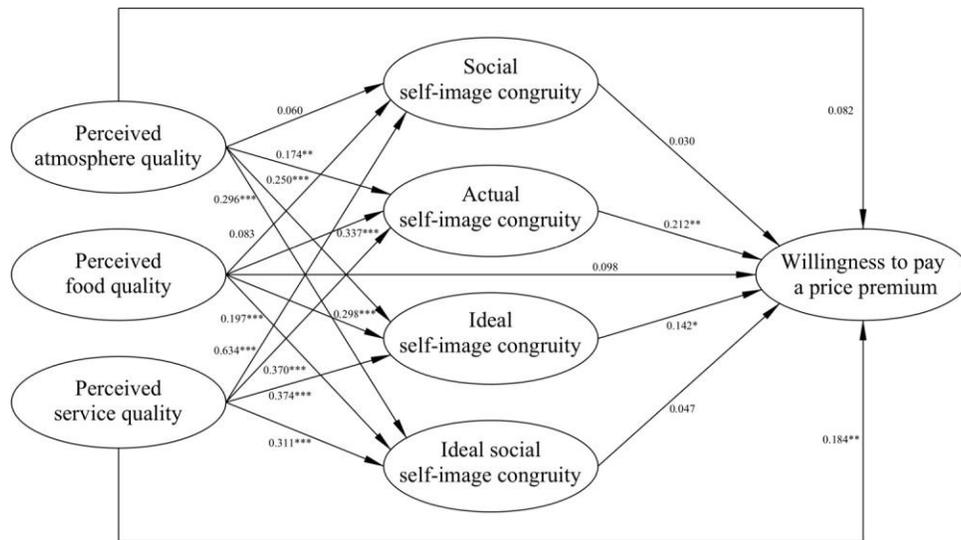


Figure 1: synopsis of the structural findings. * p < 0.05, ** p < 0.01, and * p < 0.001 are the notes**

Food is one of the fundamental physiological demands for living, according

to Maslow's hierarchy of needs, which was published in 1943. However, as the

economy and society grow, people expect to find fulfillment in eating. They also seek out nice dining experiences as a way to fulfill their self-image, and fine dining establishments arise as the times demand. These days, there is fiercer rivalry as fine-dining establishments proliferate in urban areas. Thus, restaurant managers place a high value on differentiating themselves from the competition and ensuring sustainable operations. Nevertheless, the sustainable growth of the restaurant business has not received much attention, particularly when it comes to the many kinds of restaurants. Studying Cantonese fine-dining establishments' ecological operations is so essential. Customers of Cantonese fine-dining establishments anticipate not just excellent food but also excellent service and ambiance. Thus, this study assesses the quality perception of fine-dining restaurant patrons based on three factors: ambiance, cuisine, and service. Additionally, some academics have suggested that a restaurant's overall perception is influenced by how its patrons evaluate its quality. The majority of upscale dining establishments is pricey and provides social status and self-expression ideals.

Due to the high cost of a meal, fine-dining establishments have lower percentages of

repeat business than other kinds of eateries. Therefore, in order to boost income and achieve sustainable restaurant development, it is becoming more and more crucial to investigate the elements that drive fine dining restaurant patrons' desire to pay a premium [7]. This study attempts to create a behavioral intention framework in the fine-dining environment based on the value-attitude-behavior (VAB) framework by using perceived quality and self-image congruity as antecedents, taking into account the claim made by some researchers that quality and self-image congruity are the primary factors in explaining customers' post-purchase decision formation. Individuals of the same generation are typically exposed to comparable social, economic, historical, and political situations, which lead to the sharing of similar values, viewpoints, and ways of thinking that shape their likes and dislikes. Therefore, one of the main factors determining restaurant patrons' future actions is their generation [6]. In the restaurant business, generational disparities have been thoroughly examined; specifically, several researchers have investigated whether generation has more favorable opinions of upscale dining establishments [8]. Whether Generation X or Generation Y has a more favorable opinion

of luxury consumption, however, is still up for debate. Additionally, several academics have noted that additional research on intergenerational disparities is required. Thus, this study raises the following query: Does a fine-dining restaurant patron's generation affect their experience and behavior? Scholarly research on the causal relationships between the factors influencing fine-dining restaurant patrons' willingness to pay a price premium (WTP-PP), four dimensions of self-image congruity, and three aspects of quality perception is often lacking. These research limitations are being addressed in the present study [9]. The specific objectives of this study are to: (1) determine whether and how the three components of customers' quality perception affect the four categories of their self-image congruity and their WTP-PP; (2) determine whether and how the four dimensions of customers' self-image congruity affect their WTP-PPs; and (3) determine whether and how generation differences affect the relationship between customers' three types of quality perception, four facets of self-image congruity, and WTP-PP.

Literature review

Alabi and Ngwenyama (2023) [1] examined the impact of COVID-19 on

global food security and the vulnerabilities of international food supply chains. In their study, "*Food Security and Disruptions of the Global Food Supply Chains during COVID-19: Building Smarter Food Supply Chains for the Post COVID-19 Era,*" the authors highlighted how lockdowns, transportation restrictions, and market closures disrupted food availability and accessibility worldwide. They emphasized the need for digitalization, data-driven logistics, and resilient supply chain models to enhance post-pandemic recovery. Their findings suggest that integrating smart technologies and local sourcing strategies can strengthen food systems against future global shocks.

Balistreri, Baquedano, and Beghin (2022) [2] analyzed the broader implications of COVID-19 and related policy responses on global food security. Published in *Agricultural Economics*, their research assessed how trade restrictions, reduced labor mobility, and economic slowdowns affected food production and distribution networks. The study found that low-income and import-dependent nations were the most vulnerable to these disruptions. The authors advocated for policy reforms promoting trade facilitation and international cooperation to mitigate food insecurity

during crises. Their work underscores the interdependence of global economies and the importance of coordinated responses to maintain stable food supplies.

Bozzola, Lamonaca, and Santeramo (2023) [3] explored the “*Impacts of Climate Change on Global Agri-Food Trade*” in *Ecological Indicators*. Their research demonstrated that rising temperatures, extreme weather events, and shifting precipitation patterns significantly alter agricultural productivity and trade flows. Using global trade models, the authors revealed that climate-induced yield variability leads to fluctuations in export competitiveness, affecting both developed and developing countries. They concluded that climate adaptation measures such as crop diversification and sustainable trade policies are crucial for ensuring food system resilience in the face of environmental change.

Cheng, Li, and Cao (2023) [4] presented global evidence on the associations between temperature anomalies and food markets in their study published in the *Journal of Environmental Management*. Their research introduced the concept of *exposure-lag-response relationships*, showing how temperature deviations influence food prices

and availability over time. The study’s empirical findings revealed that prolonged heat waves and cold spells disrupt production cycles, causing delayed yet substantial effects on food markets. The authors emphasized that climate monitoring and adaptive agricultural planning are essential for stabilizing food systems amid increasing climate variability.

El Bilali and Ben Hassen (2024) [5] conducted a systematic review titled “*Disrupted Harvests: How the Ukraine–Russia War Influences Global Food Systems*”, published in *Policy Studies*. Their analysis documented the severe consequences of the conflict on global food trade, particularly in cereals, fertilizers, and energy markets. The authors noted that the war exacerbated pre-existing vulnerabilities created by the COVID-19 pandemic and climate change. They argued that the crisis highlighted the fragility of global food interdependencies and called for policy frameworks promoting regional self-sufficiency and diversified food sources to enhance resilience against geopolitical disruptions.

Halecki and Bedla (2022) [6] investigated the challenges facing global wheat production amid volatile climate conditions

and ongoing energy crises in their study, “*Global Wheat Production and Threats to Supply Chains in a Volatile Climate Change and Energy Crisis*,” published in *Resources*. The authors emphasized that wheat, as one of the most critical staple crops globally, faces mounting risks from climate-induced weather variability, soil degradation, and disruptions in energy supply chains. They highlighted that rising energy prices and fuel shortages significantly affect agricultural inputs, processing, and transportation, leading to instability in food availability and market prices. The study concluded that enhancing energy efficiency, adopting renewable technologies, and improving logistical resilience are essential strategies for ensuring the long-term sustainability of wheat supply chains.

Khalfaoui, Goodell, Mefteh-Wali, Chishti, and Gozgor (2024) [7] examined how climate risk shocks influence global food and agricultural markets through a *multi scale and tail connectedness analysis* published in the *International Review of Financial Analysis*. Their research focused on the interconnectedness between climate variability and the volatility of agricultural commodity prices. Using advanced econometric modeling, the authors revealed that extreme climate events such as

droughts, floods, and heat waves generate substantial ripple effects across international food markets, amplifying systemic risks and economic uncertainty. They argued that understanding these complex linkages can help policymakers and investors design better risk management and adaptation strategies. The study ultimately stressed the importance of integrating climate resilience into global food and financial systems to reduce vulnerability to future shocks.

Ormstrup Vestergård (2022) [8] in the *Policy Brief “Food Self-Sufficiency in Five Nordic Island Societies,”* published by Nordregio, explored the concept of food self-sufficiency as a means of strengthening food security and local resilience. The research examined case studies from Nordic island societies, including Iceland, the Faroe Islands, Greenland, Åland, and Bornholm, to understand how geographical isolation and limited agricultural capacity influence food system sustainability. Vestergård highlighted that these societies increasingly rely on imports, making them vulnerable to external disruptions such as pandemics, geopolitical conflicts, and climate change. However, the author also noted that local food initiatives, sustainable fisheries, and community-based agricultural programs are emerging as effective strategies to improve

self-sufficiency and reduce dependence on global supply chains. The study underscored that fostering local food production is not only a matter of security but also of cultural and environmental preservation.

Rawat, Kumar, and Khati (2024) [9] conducted a comprehensive review on the effects of climate change across multiple sectors in their article, “*A Review on Climate Change Impacts, Models, and Its Consequences on Different Sectors: A Systematic Approach*,” published in the *Journal of Water and Climate Change*. The authors synthesized findings from various climate models to evaluate the broad impacts of rising global temperatures, erratic precipitation, and extreme weather events. Their analysis covered sectors such as agriculture, water resources, and energy, emphasizing that climate change poses interlinked challenges that threaten food production and global food security. The study advocated for the adoption of predictive climate modeling, sustainable resource management, and adaptive policy frameworks to mitigate these escalating risks. Ultimately, the authors stressed that a cross sectoral and systematic approach is vital for building resilience in the global food system.

Richardson and Fernqvist (2024) [10] explored the transformative potential of sustainable gastronomy in their study, “*Transforming the Food System Through Sustainable Gastronomy – How Chefs Engage with Food Democracy*,” published in the *Journal of Hunger & Environmental Nutrition*. Their research focused on the role of chefs as agents of change in promoting ethical consumption, local sourcing, and cultural sustainability. The authors discussed how fine dining and gastronomy professionals are increasingly engaging in food democracy empowering communities to make informed, sustainable food choices. They found that chefs often serve as cultural mediators, bridging traditional culinary heritage with modern sustainability practices. The study concluded that sustainable gastronomy is not only about reducing environmental impact but also about preserving traditional food practices and ensuring equitable participation in the evolving global food system.

Ridley, Akhundjanov, and Devadoss (2023) [11] examined the effects of the COVID-19 pandemic on international trade in agricultural products in their paper, “*The COVID-19 Pandemic and Trade in Agricultural Products*,” published in *The World Economy*. The authors used trade data

and econometric modeling to assess how border restrictions, supply chain disruptions, and policy interventions influenced global agricultural exports and imports. Their findings revealed that while trade in staple commodities demonstrated some resilience, perishable goods and labor-intensive agricultural sectors experienced significant downturns. The study highlighted the importance of maintaining open trade policies and investing in supply chain digitalization to safeguard global food trade during crises. The authors concluded that enhancing trade flexibility is crucial to mitigate future shocks in agricultural markets.

Sokhanvar, Çiftçiöğlü, and Lee (2023) [12] analyzed the impact of energy price shocks on commodity currencies during the Ukraine–Russia war in their article, “*The Effect of Energy Price Shocks on Commodity Currencies During the War in Ukraine,*” published in *Resources Policy*. Their study investigated how the geopolitical conflict disrupted energy markets, which in turn influenced the pricing and trade dynamics of agricultural commodities. The authors observed that surging energy prices increased production and transportation costs across the global food sector, amplifying inflationary

pressures and supply chain vulnerabilities. The research emphasized the interconnectedness of energy, finance, and food markets, suggesting that geopolitical stability and energy diversification are essential to maintaining food system resilience. Their findings underscore the cascading effects of energy crises on agricultural trade and food security worldwide.

The Swedish Board of Agriculture (2023) [13] in its report titled “*Hur stor andel av svensk matkonsumtion skulle kunna täckas av livsmedel producerade i Sverige?*” (translated as “*What proportion of Swedish food consumption could be covered by food produced in Sweden?*”), offered an in-depth analysis of Sweden’s capacity for food self-sufficiency. Published as part of the series *På tal om jordbruk och fiske – fördjupning om aktuella frågor (Talking about Agriculture and Fisheries – In-depth Look at Current Issues)*, the report evaluated domestic agricultural production against national consumption patterns. The study revealed that while Sweden has strong production potential in key areas such as dairy, grains, and meat, its dependency on imported inputs like feed, fertilizers, and energy limits full self-sufficiency. The authors emphasized the importance of

strengthening local production chains, investing in agricultural innovation, and enhancing regional food systems to improve resilience against global supply disruptions. This report highlights the growing recognition of national-level food sustainability and the policy need to reduce external dependencies in an increasingly volatile global food environment.

Wassénus, Porkka, Nyström, and Søgaaard Jørgensen (2023) [14] conducted a comprehensive *global analysis of potential self-sufficiency and diversity in food supply systems*, published in *Global Food Security*. Their research explored how nations differ in their ability to meet food demand domestically, considering ecological capacity, trade reliance, and dietary diversity. The study's findings revealed significant regional disparities, showing that while some countries can achieve high levels of self-sufficiency, others remain vulnerable to external shocks due to limited agricultural capacity and resource constraints. The authors introduced a multidimensional framework linking food diversity with resilience, arguing that greater diversity in production and sourcing reduces systemic risks. They concluded that policies encouraging local food production, sustainable land management, and

diversified diets are essential for improving global and regional food security in the face of climate and geopolitical uncertainties.

Huang and Hall (2023) [15] in their article "*Locality in the Promoted Sustainability Practices of Michelin-Starred Restaurants*" published in *Sustainability*, examined how elite gastronomy integrates principles of sustainability and localism. Their study analyzed how Michelin-starred restaurants communicate and practice sustainability, particularly through the use of local and seasonal ingredients. The authors found that many fine dining establishments emphasize locality as a core aspect of their sustainability identity, aligning environmental consciousness with cultural preservation. However, they also noted variations in how "local" is defined and operationalized across regions, suggesting that marketing narratives sometimes overshadow genuine local engagement. The research concluded that fine dining restaurants have a unique role in shaping consumer perceptions of sustainable and traditional food practices, thereby influencing broader shifts in the culinary and agricultural sectors toward more responsible and culturally rooted food systems.

Čaušević and Fusté-Forné (2021) [16] explored the role of local cuisine in destination marketing in their study titled *“Local Cuisine in a Tourist City: Food Identity in Sarajevo Restaurant Menus as a Source of Destination Marketing,”* published in the *European Journal of Tourism, Hospitality and Recreation*. Their research analyzed how restaurant menus in Sarajevo reflect the city’s culinary identity and serve as tools for promoting cultural heritage. By examining the representation of traditional Bosnian dishes and their modern reinterpretations, the authors highlighted how local cuisine becomes a medium through which authenticity, place identity, and tourism narratives are constructed. They argued that food in tourism contexts not only satisfies gastronomic needs but also communicates a sense of belonging and continuity with local traditions. The study concluded that the preservation and presentation of traditional foods in restaurants contribute significantly to both cultural sustainability and the branding of destinations.

Kim (2024) [17] in the article *“The Production of Locality During the Pandemic: Feel the Rhythm of Korea and ‘Dynamite’,”* published in *Television & New Media*, examined how digital media and

cultural production contributed to a renewed sense of locality during the COVID-19 pandemic. Although centered on South Korea’s cultural exports, including music and media, the study provides valuable insights into how locality can be performed and reimagined in times of global crisis. Kim argued that the production and international dissemination of cultural symbols created hybrid local identities that both preserved traditional elements and adapted to globalized forms of expression. This recontextualization of “local” identity parallels how the culinary world particularly fine dining and gastronomic tourism uses cultural expression to sustain and reinterpret tradition amid external pressures and global disruptions.

Ogawa, Zhang, Chen, and Yamada (2023) [18] investigated the concept of locality in social and cultural reproduction in their article *“From the Reproduction of Social Class to the Production of Locality: Focusing on the Narratives of Young Working-Class Men in Rural Japan,”* published in the *International Journal of Educational Research*. Their qualitative study revealed how local identity is continuously constructed through everyday practices, values, and community ties. The authors emphasized that locality is not static

but dynamically produced through social interactions and cultural engagement. Although their research was situated in an educational and sociological context, it provides an important theoretical foundation for understanding how cultural and culinary traditions evolve through generational narratives. The findings suggest that local food practices, like other forms of cultural expression, are vital in maintaining social cohesion and preserving community-based identities.

Huang, Hall, and Chen (2023) [19] in their paper *“The Characteristics of Michelin-Starred Restaurants in Mainland China, Hong Kong, Macau, and Taiwan,”* published in the *International Journal of Gastronomy and Food Science*, analyzed how high-end restaurants in East Asia incorporate regional identity, culinary innovation, and global gastronomic trends. The authors found that Michelin-starred restaurants in these regions often blend traditional culinary techniques with modern aesthetics, effectively positioning themselves as ambassadors of cultural authenticity within global fine dining. Their research revealed significant regional variations in how locality and tradition are represented, with many chefs emphasizing heritage ingredients and local sourcing as

part of their culinary philosophy. The study concluded that Michelin recognition not only celebrates culinary excellence but also contributes to the preservation and global dissemination of traditional food cultures.

Long (2023) [20] in the article *“Culinary Tourism and Contradictions of Cultural Sustainability: Industrial Agriculture Food Products as Tradition in the American Midwest,”* published in *Food, Culture & Society*, critically examined the paradoxes surrounding cultural sustainability in culinary tourism. The author explored how industrially produced foods, once symbols of modernization, are being rebranded as traditional and authentic within regional food narratives. This contradiction highlights the complexities of maintaining cultural heritage in a commercialized food environment. Long argued that while culinary tourism can help revive local traditions, it also risks commodifying them, detaching food from its original social and agricultural contexts. The study emphasized the need for a more nuanced understanding of how traditional food practices are represented and adapted in response to economic and cultural pressures.

Methodology

This study is exploratory since no research has specifically looked at chefs' inventiveness as a way to avoid FW in fine dining restaurant kitchens. Naturalistic inquiry, which use qualitative research techniques to examine human experiences in highly contextual situations, frequently serves as the foundation for exploratory investigations (Lincoln and Guba, 1985). By using this method, researchers may throw light on the subject at hand and get a preliminary grasp of the important concerns that can be verified or confirmed in later, confirmatory studies (Creswell, 2013). Because chefs, particularly in sectors like luxury catering, have historically been challenging to involve in scholarly investigations, qualitative research methodologies are especially appropriate for the selected research environment (fine dining establishments) (Carrillo Ocampo et al., 2021). Naturalistic inquiry and qualitative research methodologies have also been used in previous studies of chefs at upscale, luxury foodservice venues (Batat, 2020, 2021; Filimonau et al., 2020b). Semi-structured interviews and on-site, in-kitchen observations were used to collect data. Semi-structured interviews were selected for their design flexibility as well as their capacity to offer a more in-depth and

nuanced knowledge of the reality under study (Bryman and Bell, 2011), i.e., chefs' in-kitchen activities [10]. Researchers can comprehend human experiences using semi-structured interviews (Saunders et al., 2016). The interviews were performed in-person (for fine dining establishments in London) or via Skype or Zoom (for fine dining establishments in other UK locations), with an average duration of 42 minutes. The research informants were not paid to participate in the digitally recorded interviews, which were then transcribed. Strict adherence to the relevant health and safety procedures, such as mask-wearing, social distance, and maximum capacity, was used to conduct in-kitchen observations.

The survey respondents mentioned their familiarity with certain recipes and their ability to prepare particular foods when discussing their competences. The survey participants did not specifically connect their skills to the capacity for inventiveness and creativity in the kitchen. For instance, rather of discussing innovative ways to use the steak's trimmings to lower FW, the research informants spoke on how skilled they were at cutting a steak [11]. In particular, many chefs identified their lack of creativity and ineffective management of kitchen procedures as the primary causes of

FW incidence when talking about competences in FW prevention. Experienced cooks made fewer mistakes, but they frequently refused to prepare in a way that wasn't familiar to them. Experienced chefs' resistance to altering their culinary practices has an impact on their inventiveness. For example: "Chefs are precious as they're difficult to recruit." Skilled chefs would reject the concept of trimming or chopping meat differently for the purpose of preventing FW. But some

cooks are so narrow-minded that I frequently question how they got into the industry. When you tell them something, they respond, "Oh no, I'll do that my way." Food waste is one of the numerous issues raised by this. They respond, "Hey, no, I know what I'm doing because I've been doing this for years," when you encourage them to consider ways to improve the cuisine. True cooks, in my opinion, should never stop learning and should be receptive to new experiences and trends [12].

Table 1: Analysis of factors

Variables	Factor loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Perceived atmosphere quality (PAQ)		0.836	0.884	0.605
PAQ-1	0.795			
PAQ-2	0.787			
PAQ-3	0.793			
PAQ-4	0.801			
PAQ-5	0.709			
Perceived food quality (PFQ)		0.884	0.912	0.633
PFQ-1	0.798			
PFQ-2	0.801			
PFQ-3	0.774			
PFQ-4	0.799			

PFQ-6	0.802	
PFQ-7	0.798	

The only cooks who will remain competitive are those who are willing to adapt their practices to reflect market developments. However, altering habits is challenging and necessitates not just the dedication of chefs but also the assistance of other relevant players, such as restaurant owners/managers and kitchen staff. In the context of FW, dynamic capacities need that chefs uphold the practice of efficient cooking while also demonstrating their capacity for innovation, such as by learning how to cook creatively. The second biggest area of incompetence among cooks was meal assembly and plating. The primary causes of waste were identified as plating faults, which are frequently brought on by hectic service. An FW driver was also mentioned as having miscommunicated with customer-facing employees, resulting in the production of wrong orders.

More precisely, cooks were questioned on how to improve FW prevention in the kitchen by reinforcing the various practice theory components. In order to improve the competences component of practice theory, the research informants discussed the necessity of specialized training [13]. Chefs should learn about the notion of resourcefulness and see instances of creative cuisine throughout this course. Given their propensity for making mistakes when cooking, younger cooks would especially benefit from the instruction. In order to increase their comprehension of the significance of FW prevention, modify their cooking behaviors, and promote the incorporation of resourcefulness into routine culinary procedures, senior cooks would also require (re-)training: "The execution of [food waste prevention] methods is difficult or impossible due to insufficient pre-employment and on-the-job training. I advise restaurant management teams to provide their chefs with quality training programs. Your employees, whether they are junior or senior, will enhance their culinary abilities and get more information to comprehend each item and make adjustments to save waste through a comprehensive training program. (Roy) The chefs discussed how education may strengthen practice theory's meanings component. Given that skilled chefs have their own opinions on how cooking should be done, educational initiatives would be very beneficial to them. In order to promote creative cooking, educational programs should highlight the significance of FW prevention [14]. As mentioned

above, educational programs may be paired with specialized training to create a multiplying impact that simultaneously targets many chef categories: "People won't alter their habits if they don't have a thorough comprehension of things. I believe that in order for chefs and other staff members to understand what food waste is and why it is terrible, they must be educated. They will remind themselves and their visitors not to waste food after they have learned the fundamentals. They will eventually put in a lot of effort to address the issue of food waste. The research sample for this study is the Michelin-starred eateries in Mainland China. An extensive and diverse gastronomic environment that reflects several geographical areas and a long history of culinary culture development. Through the introduction of international fine dining restaurant brands, non-Chinese culinary cultures have also had a significant impact on traditional Chinese cuisine during the past century due to globalization. Restaurants in China have started to garner international interest from the restaurant, hotel, and tourist industries because to the country's sizable consumer market and culinary tradition, and they are gradually being included in international evaluations of culinary quality [15]. Food tourism and destination eateries in Mainland China, an emerging culinary destination, merit consideration because the current trends in food tourism may differ from those in more established culinary destinations, such as Singapore, Thailand, Japan, Korea, Malaysia, Indonesia, and Vietnam. While some academics have studied food tourism in China, they often concentrate on a particular area. Nevertheless, there is still a lack of study on destination eateries in Mainland China that have a significant potential to promote locality. The Michelin Guide in China is a significant event in the integration of Chinese gastronomy into a globalizing culinary field and serves as an effective draw for tourists, despite some controversy surrounding it, such as the incapacity of foreign judges to comprehend aspects of the local cuisine and food ways. As of April 2024, the Michelin Guide has visited five mainland Chinese cities: Beijing, Shanghai, Guangzhou, Chengdu, and Hangzhou. It had identified 240 notable eateries in these cities [16].

Using open coding, axial coding, and selective coding, an inductive data analysis was carried out to determine how the destination restaurants promote locations. In order to facilitate the emergence of concepts and categories, this study employed multiple analyses. The text data was first examined and familiarized with. Second, the vast quantity of data was categorized into itemized, comprehensible ideas by first coding. Third, the ideas were categorized using metaphors, analogies, recurrent assertions or viewpoints in the coded text, mutual components in

the codes, and comparisons of differences. Fourth, the researchers investigated potential connections and correlations among the ideas, subcategories, and fundamental categories that were evaluated. A cross-check of several sources of evidence, including interview transcripts, paperwork, internet presence, and images, was carried out to improve the validity of the study. This process is described in depth in the Findings and Discussions. Direct quotations, a documentation analysis, and data from reputable media (such as the restaurant's official website, office social media account, and prior interviews reported by other institutions) were also utilized to support the findings in order to increase their trustworthiness.

Result

In order to better understand how quality perception relates to Cantonese fine-dining restaurant patrons' four types of self-image congruity (i.e., social self-image congruity, actual self-image congruity, ideal self-image congruity, and ideal social self-image congruity) and willingness to pay a price premium, this study divided perceived quality attributes into three categories. Similarly, we looked at the connection between WTP-PP and the four forms of self-image congruity. Since there was previously no questionnaire for Cantonese fine-dining venues, this study used previous restaurant-related questions [17]. All of the measuring items derived from earlier studies were found to have adequate validity and reliability. Additionally, the relationships between perceived quality, self-image congruity, and WTP-PP reported in this study were satisfactorily explained by the VAB model. Thus, the study's findings supported the notion that WTP-PP and self-image congruity are positively impacted by Cantonese fine-dining restaurant patrons' perceptions of quality.

Table 2: The eight eateries evaluated in this investigation

Restaurant Name	Per Capita Price
Imperial Treasure Fine Chinese Cuisine	500 CNY – 1000 CNY
Jiang by Chef Fei	1000 CNY – 1280 CNY
Bing Sheng Mansion	600 CNY – 800 CNY
Lai Heen	280 CNY – 1200 CNY

Lingnan House	800 CNY
Yu Yue Heen	350 CNY –1288 CNY
Jade River	1000 CNY
Bing Sheng Private Kitchen	1000 CNY

Customers' perceived quality in this framework confirmed its high positive performance, including for customers' perceived atmosphere quality, perceived food quality, and perceived service quality, based on the framework modeling of their perceived quality (i.e., value), their self-image congruity (i.e., attitude), and their WTP-PP (i.e., behavior) in the sub dimensional perspective of the fine-dining context. Customers' perceptions of quality were found to be a significant factor in fine dining, much like in previous studies. It's interesting to note that this study found that the most significant factor influencing customers' opinions of Cantonese fine-dining establishments is service quality [18]. This might be due to the fact that Chinese customers' "faces" are correlated with the quality of the treatment they receive from restaurants. According to Hoare and Butcher's (2008) research, better service can boost customers' positive behavioral intentions and make them feel better. According to this study, which is consistent with previous research, customers' self-

image congruity with Cantonese fine dining establishments has a significant role in explaining customers' WTP-PP. The most important predicted factor for WTP-PP of Cantonese fine-dining restaurant patrons in this study was genuine self-image congruity; that is, modern patrons are more preoccupied with their own true emotions.

This study examined how different consumer generations viewed Cantonese fine-dining establishments. Specifically, Gen Y customers were more interested with the ambiance of restaurants, but Gen X customers were more concerned with the food's actual quality. This study sought to explore the link between PAQ, PFQ, PSQ, ASC, ISC, SSC, ISSC, and WTP-PP, building on the value-attitude-behavior framework, self-congruity theory, and generational theory [19]. Examining the differences between Cantonese fine-dining restaurant patrons' generations was another goal of this study. This study makes the following theoretical contributions by gathering information on Cantonese food

patrons' opinions of a fine-dining establishment: First off, unlike other studies that examined Cantonese consumers in general without taking into account the market sector and its possible distinctiveness, this study enhanced the literature on fine-dining restaurants by conducting a thorough analysis of Cantonese cuisine patrons. As a result, our study initially created a preliminary image of this particular clientele, which included Cantonese diners at e-dining establishments. our suggests that patrons of upscale restaurants included in the Michelin Guide

had comparatively high levels of education and money per capita. Second, because previous research on fine-dining restaurant patrons' perceptions of self-image congruity was lacking, the current study used the idea of quality perception to assess patrons' opinions using four aspects of self-image congruity. According to the findings, the PSQs of Cantonese fine-dining patrons were found to be statistically significant and positive antecedents of their SSCs [20]. This might be due to the fact that SSCs are typically produced during meals at Cantonese fine dining establishments.

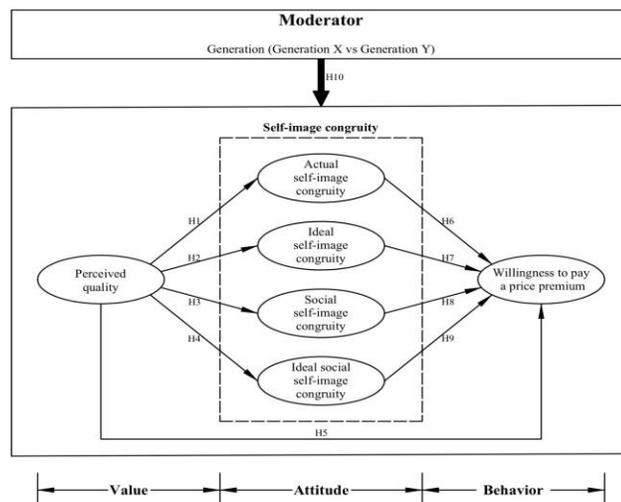


Figure 2: The study model that has been suggested

Thirdly, this study discovered that WTP-PP was most clearly positively impacted by perceived service quality. This is in line with other studies that suggested customers' perceptions of service quality might affect their WTP-PP. Interestingly, these results show that consumers' ASC and ISC were important and crucial to their WTP-PP, but there was no significant correlation between SSC and ISSC and the WTP-PP. These results are in line with earlier research suggesting that behavioral intentions are more influenced by ASC and ISC than by SSC and ISSC. Additionally, recent studies highlight the significance of how patrons' perceptions of the restaurant's ambience, cuisine, and service align with their own WTP-PP.

Lastly; the current study used a PLS-MGA to compare the variable of the generation of Cantonese fine-dining restaurant patrons. Customers' perceptions of food quality and its effective components were shown to be significantly different between generations, particularly when it came to ASC, ISC, and ISSC. According to the findings, Generation Y customers are more concerned with the quality of the dining environment than Generation X customers. This could be because Generation Y customers are eager to project a specific image or set of social

norms, and a high-quality restaurant setting can satiate their psychological need for materialism, conspicuous presentation, and conformity. According to the results, there was a substantial difference in the impact of food quality perception on ASC between Generation X and Generation Y customers. This suggests that Generation X consumers place a higher value on food than do Generation Y consumers [18].

This study has several implications for Cantonese fine-dining restaurant managers and owners. First, it was discovered that the ASC, ISC, and ISSC of these patrons are significantly impacted by the environment component of a Cantonese fine-dining restaurant's quality perception. The results in the Generation Y data group are more pronounced than those in the Generation X data group. As a result, managers and proprietors of upscale eating establishments have to concentrate on improving the ambience. For instance, in order to create a unique ambience that aligns with the self-image of luxury restaurant patrons, restaurant designers should focus on elements such as color, layout, lighting, décor, background music, and even the menu. Additionally, by highlighting the restaurant's atmosphere on social media, restaurant marketers may appeal to

Generation Y customers. Second, the findings show that customers' ASC, ISC, and ISSC are significantly impacted by the food component of quality perception; this effect is especially noticeable among Generation X consumers.

Restaurants should thus concentrate on aspects of food quality, provide high-grade goods, and provide a variety of menu selections [17]. For instance, in order to create a unique ambiance that aligns with the self-image of luxury restaurant patrons, restaurant designers should focus on elements such as color, layout, lighting, décor, background music, and even the menu. Additionally, by highlighting the restaurant's atmosphere on social media, restaurant marketers may appeal to Generation Y customers. Second, the findings show that customers' ASC, ISC, and ISSC are significantly impacted by the food component of quality perception; this effect is especially noticeable among Generation X consumers. Restaurants should thus concentrate on aspects of food quality, provide high-grade goods, and provide a variety of menu selections.

Since high-quality ingredients are a major role in determining a restaurant's excellence, destination restaurants are constantly eager

to find them. Every answer emphasized the need of using premium ingredients. "Our kitchen holds no secrets; our secrets lie within the ingredients," said one of the restaurant owners (R12).

According to the findings of the interviews, restaurants should build trust with local suppliers in order to obtain fresh, the best, and a consistent supply of high-quality foods. Due to the restaurants' heavy reliance on river and sea products, several respondents (R1, R10, R11, and R12) stated that they needed the ingredients to be brought to the kitchen from their source in a single day or even one night. One respondent (R10) highlighted the seafood from Dongshan Island, Fujian Province, and stated that local fishermen usually begin shipping at midnight, retrieving the catch between 2:00 and 3:00 am, and arriving at the dock by four or five. They then rush to catch the flight at seven or eight o'clock in order to arrive in Shanghai, which is about 1200 km away, before lunchtime in order to keep the seafood alive [18]. This process is repeated every day. For packing and transportation, this procedure necessitates smooth collaboration between local workers, restaurants, and fishermen. Another responder (R12) emphasized that he always reserves the best or rarest fish for himself,

even if someone offers a greater price, since he has faith in his suppliers, who are his family or childhood friends. The local suppliers are then open to working with the restaurants to implement certain adjustments after confidence has been built. For instance, "we ask them to extend the rearing period,

like 250–300 days before supplying them to us, even though chickens and ducks are tactically raised for only 200 days" (R11). at exchange, promoting regional cuisine at destination eateries may raise patronage and so safeguard the area.



Figure 3: Destination eateries showcasing regional culture: (a) dinnerware, as seen in a photograph from a respondent (R11); (b) architecture and décor, as shown in an image from the restaurant's Trip Advisor; and (c) tea-pouring ritual, as seen in an image from a respondent (R14).

It's intriguing that local patrons are given priority by the eateries that provide either domestic or local cuisine. Shanghai, for instance, is a megacity that attracts people from all over the world. Customers are informed by a restaurateur (R7) serving real Shanghai food that it is more sweeter than other regional Chinese cuisines. From the standpoint of local cuisine, the restaurant

(R10) has locations in a number of Mainland Chinese cities. They saw that Shanghai clients ordered more appetizers than other cities, so they expanded their menu to include additional selections. Regarding ethnic eateries, a restaurant manager (R16) stated that their establishment is distinctive and appealing because they use French culinary methods on locally grown

vegetables that the patrons are accustomed to.

Many respondents (R1, R2, R4, R5, R11, R12, R14, and R15) said that because Confucian tradition promotes avoiding eating anything that is not in season, their restaurants purchase food products and create menus based on the Chinese 24 Solar Terms. Local culinary traditions are also mentioned in the recipes. For example, one respondent (R3) mentioned their group's "the Chef Studio," which finds meals that have been forgotten. After retrieving recipes, they do out tests. They celebrate and preserve culinary heritage by re-creating these delicacies. Many eateries aim to enhance classic cuisines. For environmental considerations, a restaurateur (R11) stated

that shark fins are no longer used in their traditional meals. Shanghai cuisine, which often uses rich sauces and oil, is being challenged by low-salt, low-sugar, and low-oil food trends. As a result, the local eateries changed their practices; instead of using regular granulated sugar, they now use maltose or rock sugar (R3, R7, and R8). Therefore, this study contends that using the local knowledge ingrained in traditional recipes enhances them over time and is more significant than just passing them along unaltered [19]. The constructivist theoretical framework of recipes is predicated on three elements: the cook's level of experience; authenticity (which is determined by the fit and approval rating of any putative rendering); and the recipes' open-ended nature.

Table 3: Mainland China's Michelin-starred restaurants (n = 240).

City	Three-Star	Two-Star	One-Star	Bib Gourmand	Total
Beijing	3	2	27	20	52
Shanghai	2	8	41	26	77
Guangzhou	0	3	15	42	60
Chengdu	0	2	11	20	33
Hangzhou	0	0	6	12	18

Total	5	15	100	120	240
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The research informants talked on how technology may improve practice theory's materiality component. Smart technology investment was deemed essential, and the kitchen needed additional operational flexibility. Flexibility was required for more creative judgments, such as whether or not extra food products might be used in cookery. Finally, a new fine dining business model was presented. The concept of connecting a gourmet dining establishment with a farm was the focus of this approach. The restaurant would own the farm, or a farmer and a restaurant owner may work together informally.

Sustainability and Conscientious Travel

In order to ensure the long-term preservation of India's cultural history and culinary traditions, sustainable and responsible culinary tourism practices are essential. The welfare of nearby people, the environment, and cultural authenticity are given top priority in these activities. This is why they are so important: Preservation of Cultural Heritage: By appreciating and encouraging traditional food practices, sustainable culinary tourism projects aid in the preservation of local communities' cultural identities and culinary traditions. Economic

Empowerment: By giving farmers, craftspeople, and small-scale food producers a source of income, ethical practices help local economies and contribute to the region's economic viability [20]. Environmental Conservation: By protecting natural landscapes and ingredients, sustainability guarantees that culinary tourism does not negatively impact the environment through pollution or overuse of resources. Genuine Experiences: Responsible culinary tourism provides the genuine experiences that travelers are looking for. It gives visitors the chance to interact with locals, discover their customs, and taste authentic regional cuisine.

Conclusion

Fine dining restaurants play a crucial role in preserving and revitalizing traditional food practices. By integrating local ingredients, ancestral recipes, and indigenous cooking techniques into refined culinary experiences, they bridge the gap between heritage and innovation. These establishments not only safeguard cultural identity but also elevate traditional cuisine to global recognition, ensuring its relevance in a modern gastronomic landscape. Through creative reinterpretation, storytelling, and

collaboration with local producers, fine dining restaurants act as custodians of culinary heritage transforming traditional food from a fading practice into a celebrated art form that continues to inspire future generations.

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