



# THE EFFECT OF THE MICHELIN GUIDE ON ATTRACTING TOURISTS

Key Terms: Michelin Guide, consumer decision-making process, effect

## INTRODUCTION

The Michelin Guide is a guide which awards restaurants and accommodations in more than 30 countries across 4 continents. It was chosen for this research because it is one of the most respectable and representative restaurant guide in the world (Liu et al., 2014; Aubke, 2014; Harrington et al., 2013). Most of the restaurants listed in the Michelin Guide usually get an increased number of guests (Goh, 2016). This study aims to address whether tourists will come to a destination with Michelin-starred restaurant through the Michelin Guide.

### AIM

1. critically review secondary literature on the development of restaurant ratings and consumer decision-making process in order to establish a framework for the primary research
2. investigate the effect of the Michelin Guide has on attracting tourists
3. provide recommendations to food and beverage establishments and tourism industry on how the guide can be used as a tool to market a tourist destination and to encourage restaurants to achieve awards in restaurant ratings.

## MICHELIN STAR



High quality cooking, worth a stop



Excellent cooking, worth a detour



Exceptional cuisine, worth a special journey

## LITERATURE REVIEW

There are 5 stages in the process of consumer decision-making process (Kotler and Armstrong, 2016)



Food decisions resulted in a specific consumer behaviour, where a visit to restaurant could be affected by these decisions which include what, when and where to eat (Harrington et al., 2013).

When a person perceives restaurant reviews as highly informative and credible, it will be considered as a useful source and integrate it into his or her purchase decision-making (Cheung et al., 2008).



## MICHELIN GUIDE



## ANTICIPATED FINDINGS

The Michelin Guide has significant effect on attracting tourists to come to a destination that has Michelin-starred restaurants

## CONTRIBUTION TO THEORY/PRACTICE

1. Provide some findings for related future research.
2. Give insight of the effect of the Michelin Guide has on attracting tourists and on restaurants.
3. Give insight of the theories related to consumer decision-making process in choosing a restaurant.



## METHODOLOGY

Secondary Research

E.g. Peer-reviewed academic journals, books  
Sources: Taylor and Francis Online, Emerald Insight

Primary Research

Quantitative  
Online questionnaires (Google Forms)

Sample

150 people from South East Asia

## REFERENCES

1. Aubke, F. (2014) 'Creative Hot Spots: A Network Analysis of German Michelin-Starred Chefs.' *Creativity and Innovation Management*, 23(1) pp. 3-14.
2. Cheung, C. M., Lee, M. K. and Rabjohn, N. (2008) 'The impact of electronic word-of-mouth: The adoption of online pinions in online customer communities.' *Internet research*, 18(3) pp. 229-247.
3. Goh, K. (2016) 'Michelin-starred soya sauce chicken stall in talks with F&B group to Sell recipe for \$2m.' *The Straits Times*. [Online] 19th September. [Accessed on 26th October 2018] <https://www.straitstimes.com/lifestyle/food/recipe-for-michelin-starred-hong-kong-soya-sauce-chicken-up-for-sale>
4. Harrington R. J., Fauser S. G., Ottenbacher M. C. and Kruse, A. (2013) 'Key Information Sources Impacting Michelin Restaurant Choice.' *Journal of Foodservice Business Research*, 16(3) pp. 219-234.
5. Kotler, P. and Armstrong, G. (2016) *Principles of Marketing*. 16<sup>th</sup> ed., London: Pearson.
6. Liu, C. H. S., Su, C. S., Gan, B. and Chou, S. F. (2014) 'Effective restaurant rating scale development and a mystery shopper evaluation approach.' *International Journal of Hospitality Management*, 43, October, pp. 53-64.