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„Охрид-Водици 2017“**



**„ДИЈАСПОРА,  
ТРАНСНАЦИОНАЛИЗАМ,  
ТРАНСКУЛТУРАЛИЗАМ  
И ИНТЕР-КУЛТУРНИ  
КОМУНИКАЦИИ КАКО НОВА  
ФОРМА НА ОПШЕСТВЕН  
КАПИТАЛ“**

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**“DIASPORA,  
TRANSNATIONALISM,  
TRANSCULTURALISM AND INTER-  
CULTURAL COMMUNICATIONS  
AS NEW FORMS OF SOCIAL  
CAPITAL”**

**-Conference Proceedings-**

Editor

**Rubin Zemon**

Ohrid, 17-19 January, 2018

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## Preface

Dear Participants of the 6th Conference on Diaspora, Transnationalism, Transculturalism and Inter-Cultural Communications as New Forms of Social Capital.

At the beginning I would like to wish Welcome in Ohrid, the city of Cadmos, St. Erasmus, St. Clement and St. Naum, the king Samuel, Sinan Celebi, Grigor Prlicev, Kuzman Shapkarev, Zhivko Chingo, the city where is found the temple of Egyptian goddess Isis, where you can see magnificent cultural monuments as a church. Sophia, St. Bogoridica Perivleptos, St. John Kaneo, Plaosnik, Tekke of Zenel Abedin Pasha and Memorial House Robevci, Memorial House of Prlicev.

This year for the 6th time we are organizing the traditional annual international conference on Diaspora, Transnationalism, Transculturalism and Inter-Cultural communications as new forms of social capital, before the holly Christian holiday “Vodici” (Baptism), which in a city of Ohrid is a cultural and touristic attraction.

For this conference are registered 87 participants that are coming from 14 states.

This year a Conference is devoted to the “Diaspora, Transnationalism, Transculturalism and Inter-Cultural communications as new forms of social capital”.

Migration and migration-related topics currently have a prominent place in social sciences and humanities. Among an assortment of topics social scientists are involved in the study of areas such as migration and identities, citizenship, law and legal status, religion, family and kinship, children and ‘the second-generation’, language, education, health, media consumption, internet use, the construction of ‘home’, sexuality, remittances, hometown associations, development and social change, local politics, workplaces and labor markets. Contemporary migration is a complex and multiple process and the movements of people often are not unidirectional – migrants could continually move between different places. All the more so as contemporary modes of communication and transport across the borders enabled them to work and live in different countries, keeping in touch with those left behind as never before. Socio-cultural transnational activities cover a wide array of social and cultural transactions through which not only economical resources but also ideas, meanings and practices are exchanged, organized and transformed. Recent researches have established the concept and importance of social remittances which provide a distinct form of social capital between migrants living abroad and those who remain at home. To say that immigrants build social fields that link those abroad with those back home is not to say that their lives are not firmly rooted in a particular place and time. Indeed, they are as much residents of their new community as anyone else.

Individuals may migrate out of desire for a better life, or to escape poverty, political persecution, or social or family pressures. There are often a combination of factors, which may play out differently for women and men. Intra-family roles, statuses, relations and inequalities related to generation and gender affect who migrates and the impacts on migrants themselves, as well as on sending and receiving areas. Experience shows that migration can provide new opportunities to improve



women's lives and change oppressive gender relations – even displacement as a result of conflict can lead to shifts in gendered roles and responsibilities to women's benefit. However, migration can also entrench traditional roles and inequalities and expose women to new vulnerabilities as the result of precarious legal status, exclusion and isolation. The impact of migration upon children is also considerable. Those remained in the place of origin may have better living conditions from a material point of view, but often they suffer because of the lack of intimacy with their parents working abroad.

On researching of diaspora context, there are studies of the second generations and their successful integrational trajectories based on the various forms of transculturalism and inter-cultural interactions and communication. Other empirical data, however, show that the second generation often may continue maintaining a strong sense of belonging and ethnic enclosure. Among some compact migrant communities mixed marriages are socially unacceptable. To find a spouse back in the sending areas is an actual practice. The everlasting flow of new migrants to diaspora areas has a double impact. Diaspora clubs and organizations support easier settlement and employment for the newcomers. Simultaneously migrants carry with them a specific local ethnic culture, religious traditions and behavioral habits of their birthplaces.

Thank you for your attention and I wish you a pleasant stay in an ancient city of Ohrid.

Prof. Rubin Zemon  
Ph.D.  
Chair of the Conference Program Committee

**Dejan Metodijeski**, Faculty of tourism and business logistics, University Goce Delcev, Stip, dejan.metodijeski@ugd.edu.mk

**Oliver Filiposki**, Faculty of tourism and business logistics, University Goce Delcev, Stip, oliver.filiposki@ugd.edu.mk

**Georgi Michev**, Faculty of tourism and business logistics, University Goce Delcev, Stip, georgi\_asenov.micev@ugd.edu.mk

## **PERFECTION IN SERVICE AND CUISINE: REVIEW OF MICHELIN STAR RESTAURANTS IN EUROPE**

### **Abstract**

Tourism has seen constant growth globally in the period of past few decades and in the competitive tourism market restaurant offer enrich the stay in tourist destinations. Relevant literature related to tourism and hospitality shows, that tourists when traveling to destinations tend to visit restaurants, and that was always been regarded as an integral part of the tourist experience. There are number of tourists daily travelling and visiting various places and sites all around the world. For better navigation and discovering new places some of these tourists use travel guides and one of the oldest travel guide is Michelin guide. In this guide the most significant restaurants are grade from one to three stars. The main purpose of this paper is review of Michelin star restaurants in Europe. The paper covers the historical development of the Michelin guides, the criteria for star grading of fine dining establishments and anonymity of Michelin inspectors. Table showing number of star restaurants by country, prices of menus and comparison of restaurant offer is also presented. Research methodology and secondary data sources is used by consulting official web pages of restaurants and Michelin guides. Concluding remarks are regarding the structure, differences and similarities of the Michelin star restaurant offer in Europe and opportunities for opening this type of restaurants on the territory of Balkan countries.

**Key words:** Michelin guide, star restaurants, service, cuisine, Europe.

### **The beginnings and definition of guidebooks**

Tourism is inextricably linked to the trips yet back in the ancient times, organized for various reasons, such as religious, health, sports, shopping etc. As part of the literature, guidebooks appeared as early as in the ancient times in Greece and the Roman Empire and served as an additional material for travelers<sup>1</sup>. Most often, they contained maps, description of roads and facilities, ports, distance between settlements, etc. Due to the fact that the authors in the field of tourism did not consider the trips in the past as tourist movements, guide books appear much later<sup>2</sup>. In 1749, Thomas Nugent published one of the first tourist guides "the Grand Tour" containing

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1 Kish, G. (1978) A Source Book in Geography. Cambridge: Harvard University Press.

2 Методијески, Д., Голаков, К. (2016) Преглед на позначајните туристички водичи. Зборник на трудови од Прва меѓународна научна конференција ФИЛКО - Филологија, култура и образование. Штип, 18-19 Март

an exact description of most of the cities and other remarkable places of Europe. His guidebook intended for tourists was dedicated to the following countries: Holland, Germany, Denmark, Sweden, Russia, Poland, Italy, France, Spain and Portugal<sup>3</sup>. This guidebook contains detailed information for the travelers, such as: transport and roads, accommodation and food facilities, attractions and other interesting places, legal regulations, currency exchange, luggage transport and other useful information. The first guidebooks for tourists appear in 19th century due to the industrial revolution and the increase in travelers taking trips. The pioneers in publishing guidebooks were John Murray and Karl Baedeker<sup>4</sup>. Baedeker issued the first guidebook in 1827 for Germany and later on for other European and world countries as well. Those guidebooks contained various information for the travelers, such as accommodation places and places of interest, natural and anthropogenic attractions and high quality and accurate maps<sup>5</sup>. Thomas Cook, one of the pioneers of organized trips, also published guidebooks for several countries in the second half of the 19th century<sup>6</sup>.

A guidebook<sup>7</sup> is a book that gives tourists information about a place, such as geographic explanations, what could be seen and visited there (natural, cultural and historical attractions), the accommodation facilities, the transport that can be used, food and entertainment facilities, etc. Guidebooks contain addresses, telephone numbers, web pages, maps, etc. Guidebooks are published in different languages, depending on the language region and the target market of tourists.

Guidebooks are the most frequently and largely used medium by tourists, prior to their trips or during their stay. As previously mentioned, they contain places of interest and activities indicated by the authors and make an impact on the image of the destination<sup>8</sup>. Their purpose is to facilitate the stay of tourists at an unknown destination. Guidebooks may be classified according to several different criteria<sup>9</sup>. According to the format in which they may be found, there are two types, electronic or hardcopy. According to the

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3 Nugent, T. (1749) *The Grand Tour*. London: Ave-Mary-Lane.

4 Sharma, K.K. (2006) *Tourism and Travel Industry*. New Delhi: Sarup & Sons.

5 Butler, R., Russell, R., eds. (2010) *Giants of tourism*. Oxfordshire: CAB International.

6 Watson, N., ed. (2009) *Literary Tourism and Nineteenth-Century Culture*. Hampshire: Palgrave Macmillan.

7 Методијески, Д., Голаков, К. (2013) *Толковник на поими, термини и имиња од областа на туризмот (англиско-руско-македонски)*. Скопје: Современост.

8 Dimitrov, N., Metodijeski, D. (2017) Historical review of travel guides in the Republic of Macedonia. *Horizons, International Scientific Journal - Social Sciences and Humanities*, 20 (10). pp. 305-316.

9 Dimitrov, N., Metodijeski, D. (2017) Historical review of travel guides in the Republic of Macedonia. *Horizons, International Scientific Journal - Social Sciences and Humanities*, 20 (10). pp. 305-316.

types of tourists for which they are intended, they can be family-focused guidebooks, guidebooks for low budget trips, for people with special needs, for elderly people, 18-30 club, etc. According to the topic, guidebooks may be related to specialized forms of tourism such as urban, monastery-related, wine tourism, gastronomic tourism etc. According to the territorial coverage, there are local, regional, national and international guidebooks. However, despite the increasing importance of international tourism, little attention has been paid to the guidebooks in the academic literature and they are only parts of just a few books and articles<sup>10</sup>.

### World's most important guidebooks

Worldwide, guidebooks are published most frequently by national tourist organizations as a part of their promotional campaigns and in such cases, they are free-of-charge. Study finds interest in the private companies that are professionally engaged in publishing this type of literature, not only for promotional but also for commercial purposes and they are intended for the wide variety of tourists. The focus is put on the relevant guidebooks with longer tradition, recognizable in the market. The Michelin guidebook is of primary interest for this study because nowadays, travelers are more experienced, have more disposable income and more leisure time to travel, so tourism allows them to escape the daily routine of their usual environment and immerse themselves in a world full of freedom and novelty. Today, more and more tourists in the world are looking for specific learning experiences, and in this endeavour the gastronomic experience, in many different ways, is playing an increasingly prominent role<sup>11</sup>.

**Table 1.** World's most important guidebooks

<b>Publisher</b>	<b>Year</b>	<b>website</b>
Michelin Guides	1900	michelinguide.com
Blue Guides	1918	blueguides.com
Footprint	1924	footprinttravelguides.com
Fodor's	1949	fodors.com
Let's Go	1960	letsgo.com
Insight Guides	1970	insightguides.com
Lonely Planet	1972	lonelyplanet.com
Dorling Kindersley	1974	dk.com
Bradt	1974	bradtguides.com
Rick Steves	1979	ricksteves.com
Rough Guides	1982	roughguides.com

**Source:** Official publishers' websites

10 Weeden, C., Boluk, K., eds. (2014) *Managing Ethical Consumption in Tourism*. New York: Routledge.

11 UNWTO (2012) *Global Report on Food Tourism*. Madrid: UNWTO.

Even though various guidebooks differ in terms of the content, the style of writing and the manner of presentation, they still contain the most important data necessary for the tourists during their stay, all of which is substantiated with photos and maps. A tendency has been observed of following certain patterns in the writing of such guidebooks, which vary depending on the company publishing the guidebooks. Most of the companies that publish guidebooks worldwide, have many years of experience in this industry which constitutes a certain authority and provides confidence and reliability for the users of guidebooks, such as Lonely Planet<sup>12</sup>.

### **History of the Michelin guidebook**

As with all great inventions that have changed the course of history, the Michelin guidebook didn't start out as the iconic dining guide it is today esteemed to be internationally. In fact, its roots were far more humble: the little red guidebook was originally conceived simply to encourage more motorists to take to the road. It all started in Clermont-Ferrand in central France in 1889, when brothers Andre and Edouard Michelin founded their eponymous tyre company, fuelled by a grand vision for the French automobile industry at a time when there were fewer than 3,000 cars in the country. In order to help motorists develop their trips - thereby boosting car sales and in turn, tyre purchases - the Michelin brothers produced a small guide filled with handy information for travellers, such as maps, information on how to change a tyre, where to fill up on petrol, and for the traveller in search of adventures of the day - a listing of places to eat or take shelter for the night. The first Michelin guide (also called the red guidebook due to its red color) was published in 1900<sup>13</sup>.

These guidebooks were free for two decades, but a brand new Michelin guide was published in 1920, and sold at seven francs. For the first time, it included a list of hotels in Paris, lists of restaurants according to specific categories, as well as the abandonment of paid-for advertisements in the guidebook.

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12 Peel, V., Sorensen, A. (2016) Exploring the Use and Impact of Travel Guidebooks. Bristol: Channel View Publications.

13 Ottenbacher, M., Harrington, R. (2007) The innovation development process of Michelin-starred chefs. *International Journal of Contemporary Hospitality Management*, 19 (6), pp. 444-460

**Figure 1.** Michelin guidebook in 1900 and 2018



Acknowledging the growing influence of the guide's restaurant section, the Michelin brothers also recruited a team of mystery clients or restaurant inspectors, to anonymously visit and review the restaurants. In 1926, the guidebook began to award stars for restaurants, initially marking them only with a single star. Five years later, a hierarchy of zero, one, two and three stars was introduced, and in 1936, the criteria for the starred rankings were published. During the rest of 20th century, thanks to its serious and unique approach, the Michelin guidebooks became best-sellers without equals. The Michelin guidebook extended its activities from France to Europe, so the first Michelin guidebook for Italy was published in 1956, for Great Britain<sup>14</sup> in 1974, for the United States in 2006, Japan in 2012, etc. The guidebook now rates over 40,000 establishments in over 24 territories across three continents, and more than 30 million Michelin guidebooks have been sold worldwide since. Today, the remarkable prediction of the brothers Michelin has given the company a vocation that is as relevant in 2016 as it was in 1900 – namely, to make driving, tourism and the search for unforgettable experiences available to all. According to a number of authors, the Michelin stars are the oldest and the most valuable international system of categorisation of quality in restaurants and their cuisine<sup>15</sup>.

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14 Bucak, T., Kose, Z.C. (2014) The Application of Michelin's Star Standards in Restaurant Business; HamburgLe Canard Sample. *Journal of Tourism and Hospitality Management*, 2 (2), pp. 21-35

15 Maravić, M.A. (2016) Restaurant quality: the case of central Slovenian region. *Tourism and Hospitality Management*, 22 (1), pp. 87-104

**Figure 2.**Meaning of Michelin stars



Besides the awarding of stars, the guidebook Michelin provides useful written information about other objects that are not starred as: ambient, type of cuisine and specialties, wine list etc. Also, the guide has information for readers referring to accommodation facilities, taking into account the level of service, décor, cleanliness and the environment<sup>16</sup>.

### **Anonymity of its inspectors**

All restaurants in the world that have been awarded with Michelin stars are judged by anonymous Michelin food inspectors. The guide always keeps really secret and hidden its inspectors, no one knows who they are, how they look and when would they come in to experience what the restaurant is offering<sup>17</sup>. Often inspectors do not visit the same restaurant, just to avoid the risk of being recognized because they want the restaurant to treat them just as they would treat any other customer. They usually dine in pairs as couples or people on a business meeting. They try their best to hide their true identity and purpose for visiting the restaurant. The anonymity of these inspectors is stretched to such a length that even most of the executives of the company do not know them at all. There are a few hundred of these Michelin mystery inspectors worldwide and in their hands, they hold the success or failure of a restaurant. These inspectors earn their living by traveling around the world, visiting restaurants and they keep their identity and profession anonymous even from their families. Michelin inspectors are full-time employees at the Michelin Group who regularly eat in dining facilities in order to give the best customer recommendations for the experiences they have gained in hotels and restaurants. Most of them have studied in the best educational institutions in the field of catering and tourism in the

16 Eren, S., Güldemir, O. (2017) Factors affecting the success of internationally awarded Turkish chefs. *Journal of Human Sciences*, 14 (3), pp. 2409-2416

17 Johri, F.L. (2013) Stress in Michelin restaurants. Vaasan: Vaasan ammattikorkeakoulu University of Applied Sciences.

world, they have traveled, lived and worked in different countries around the world. Inspectors are collectively responsible for rating over 40,000 hotels and restaurants in over 24 countries across several continents. In order to maintain their opinion independent, the inspectors always dine anonymously, pay for their meals, and then rate their experience according to the five publicly recognized assessment criteria:

- The quality of the products;
- Master the cooking techniques and taste;
- The chef personality in the kitchen;
- Value for the money;
- Consistency between the visits

Food trends and food technologies come and go, but for over a century, Michelin has been firmly committed to its mission to encourage a culture of travel and dining in catering facilities, and to promise that it will help people make the right choice, based on six basic values:

- Anonymity: although the inspectors are working for Michelin, they are still customers, like everyone else, consuming at restaurants completely anonymously to ensure they do not receive any special treatment;
- Independence: all inspectors working for Michelin always pay their meal at the restaurants to ensure they do not receive any special treatment;
- Expertise: the inspectors are experts in the field of catering with previous work experience in the field;
- Confidentiality: the different categories assigned by the guide are never a result of a single person's rating; they are formed based on a collective decision resulting from a long process;
- Passion: what would be the point of so much work and so strict approach if the inspectors do not enjoy their meals?
- Quality: the guide could recommend every restaurant if the food is of high quality.

### **Geographical distribution of Michelin-starred restaurants**

In 2017, 497 new restaurants in Europe received stars — 20 three-starred, 91 two-starred and 386 one-starred restaurants. These restaurants are located in over 44 major cities in 20 European countries<sup>18</sup>. Full lists of the new facilities included in the Michelin guidebook, published at the end of each year, and valid for the next year are expected by the public and of course by the main restaurants'chefs. The biggest challenge restaurants face is not getting the star by the inspectors, but keeping it. This is a major pressure on the head chefs to keep the stars they've got with a quality offer keeping the level of service unchanged throughout the year. One of the

<sup>18</sup> <https://guide.michelin.sg/en/europe-s-2017-michelin-guide-reveals-497-restaurants-with-stars>



oldest restaurants that have got a star and kept it for a long time is the restaurant L'Auberge du Pont de Collonges<sup>19</sup>, located close to the city of Lyon in France. Head chef in this restaurant is Paul Bocuse, and the restaurant holds three Michelin stars maintained since 1965. The table below provides an overview of the Michelin star restaurants in Europe organized by country where the restaurants are located. Twenty countries are represented, mostly in Western, Central and Southern Europe. It can be noted that there are 2029 Michelin star restaurants in Europe — 66 three-starred, 271 two-starred and 1692 one-starred restaurants. France has the most Michelin star restaurants followed by Italy, Germany, Spain, the United Kingdom, Belgium, Switzerland, the Netherlands etc.

**Table2.** Michelin star restaurants in Europe for 2016

Country	one-starred	two-starred	three-starred	Total number of restaurants
Greece	3	2	/	5
Italy	288	37	8	333
Hungary	5	/	/	5
Austria	9	3	/	9
Poland	2	/	/	2
Czech Republic	3	/	/	3
Switzerland	95	18	3	116
Germany	241	39	10	290
Luxemburg	11	/	/	11
Belgium	106	20	3	129
Netherlands	85	20	2	107
Sweden	20	4	/	24
Denmark	19	2	1	22
Norway	4	/	1	5
Finland	4	/	/	4
France	492	82	26	600
Spain	146	20	8	174
Portugal	11	3	/	14
Great Britain*	139	20	4	163
Ireland*	9	1	0	10
Total	1692	271	66	2029

**Source:** <http://www.telegraph.co.uk/travel/maps-and-graphics/map-michelin-star-restaurants-countries-with-the-most/>; \*data available for 2017

In addition to European countries, Michelin guidebook has also included countries from other continents such as North and South America and Asia. The geographical distribution of Michelin-starred restaurants on the other continents is as follows<sup>20</sup>:

- 148 restaurants in North America, i.e. the United States;

<sup>19</sup> <https://www.bocuse.fr/fr/>

<sup>20</sup> <https://www.viamichelin.com/web/Restaurants/>

- 18 restaurants in South America - Brazil;
- 528 Michelin-starred restaurants are found in Asia: Japan-419 restaurants, Singapore-38 restaurants, China-30 restaurants, South Korea-24 restaurants and Thailand-17 restaurants.

If we take a look at the cities with the most Michelin stars in the world, the list looks as follows<sup>21</sup>: Tokyo (Japan), Kyoto (Japan), Paris (France), Osaka (Japan) and New York (USA). An interesting fact is that in the top five cities in the world with the most Michelin stars are three cities from Japan, one from France and one from the United States.

**Table 3.** The world's most-received Michelin stars chefs

No.	Full name	Sex	Nationality	Michelin stars
1	Joël Robuchon	male	France	31
2	Alain Ducasse	male	France	18
3	Martin Berasategui	male	Spain	7
4	Thomas Keller	male	USA	7
5	Yoshihiro Murata	male	Japan	7
6	Gordon Ramsay	male	Great Britain	6
7	Heston Blumenthal	male	Great Britain	6
8	Carme Ruscalleda	female	Spain	6
9	Anne-Sophie Pic	female	France	5

**Source:** <https://trulyexperiences.com/blog/2015/03/decorated-michelin-star-chefs-still-business/>

As we can notice in Table 3, there are only two women in the group of those who received the most Michelin stars in the world. Although cooking is considered a feminine competence, when it is considered a professional job then, men take the position as head chefs and managers<sup>22</sup>. Studies show that there are gender barriers for women to achieve chef positions in the culinary field. On the other hand, the first woman that holds three Michelin stars is Eugénie Brazier from France. She received them in 1933<sup>23</sup>.

According to Vic Keller, there are six principles of work noted in a Michelin star restaurant that can be applied in other businesses as well. This article is based on a case study using the Joël Robuchon restaurant, the only three-star Michelin-rated restaurant in Las Vegas, USA. Below are the six principles of work that can be applied in other businesses<sup>24</sup>:

- Visible, clean and transparent workplace - the full equipment and

21 <http://www.businessinsider.de/cities-with-the-most-michelin-stars-in-the-world-2016-12?op=0&rand=9mwkt#/#5-new-york-city-usa-99-stars-14>

22 Haddaji, M., Albers-Garrigos, J., Garcia-Segovia, P. (2017) Women Chefs' Access Barriers to Michelin Stars: A Case-Study Based Approach. *Journal of Culinary Science & Technology*, 15 (4), pp. 320-338

23 Brazier, E. (2016) *La Mere Brazier: The Mother of Modern French Cooking*. London: Quadrille Publishing Limited.

24 <https://www.entrepreneur.com/article/244298>

the process of cooking in the kitchen can be seen by the guests;

- Professionalism - all employees wear appropriate uniforms and there is excellent communication between the staff during the cooking process;
- Devotion to the product - the deliverables are impeccable, all the ingredients are fresh and nothing leaves the kitchen unless it is perfectly prepared and artfully displayed;
- A perfected process - the prepared dishes and the level of quality of service stay unchanged, that is, the customers always receive the highest level of service;
- Passion - employees work with love and joy and provide services with pleasure;
- Innovation- the chef is constantly changing his menu to try new things as consumer tastes change, but the innovations stay within the style of the restaurant. i.e. the proposed cuisine (in our case, the classical French cuisine).

The Michelin stars help the chefs to get cultural status in society, honor and social excellence in the global hierarchy of culinary organizations. The head chef job in these kinds of restaurants is not easy and requires physical, psychological, social and financial effort in order to achieve the goal. The head chefs build and nurture their relationships with the employees, customers, critics, suppliers and financiers in the dynamic competition to reach perfection.

**Table 4.** An overview of the Michelin star restaurants menus in Budapest

Restaurant	web page	Menu	Main dish prices
Onyx	onyxrestaurant.hu	3- or 4-courses, and 6-courses menus for lunch (starter, soup, main dish, dessert) 6- or 8-courses menus for dinner (starter, soup, main dish, dessert)	Starting from € 80 a 15% service fee
Costes	costes.hu	3-, 4-, 5-, 6- or 7-courses menus for dinner (starter, main dish, dessert)	Starting from €85
Borkonyha	borkonyha.hu	Starters, soups, main dishes, desserts, salads, beverages, daily menus, tasting menus	Starting from €20

**Source:** Official restaurants' websites (December, 2017)

The table presents three one-starred restaurants located in Budapest, Hungary. The analysis shows that two of them offer the table d'hôte menus, that is, a multi-course meals charged at a fixed total price, and one restaurant offers à la carte menu. Due to their Michelin-starred status, the menu prices in these restaurants are higher than those of their competition. Studies of the relevant literature show that Michelin star restaurants offer

higher prices because they have to maintain the high level of quality of service<sup>25</sup>. Customers have different opinions about the Michelin star restaurants prices. The results of a research conducted in Germany and the UK, i.e. in Europe, show that most of the clients of these restaurants do not complain about the prices of the services<sup>26</sup>. Another research based on customer online reviews about restaurants in Hong Kong (China) and New York City (USA), shows that most of the negative reviews - 60% for restaurants in Hong Kong and 35% for restaurants in New York refer to the high prices of services<sup>27</sup>.

## Conclusion

There are several relevant publishers who only publish guidebooks that serve as an additional material for the large number of tourists daily traveling around the world. The Michelin guidebook contains information especially about accommodation and food facilities. When it comes to categorizing the restaurants and their offer, it is the most accepted guidebook at the international level. The best restaurants in this guidebook are rated on a system of one to three stars by Michelin inspectors paying anonymous visits to restaurants and rating these facilities according to preset criteria. The Michelin guidebook covers over 20 countries across several continents around the world, especially European countries. Although cooking is considered a feminine competence, when it is considered a professional job then, men take the position as head chefs and managers. The Michelin stars help the chefs to get special status in society and honor in the global hierarchy of culinary organizations and gastronomy. The head chef job in these kinds of restaurants requires physical, psychological, social and financial effort, and the head chefs build and nurture their relationships with the employees, customers, critics, suppliers and financiers in the dynamic competition to reach perfection. The analysis of the menus of three one-starred restaurants located in Budapest, shows that two of them offer the table d'hôte menus, that is, a multi-course meals charged at a fixed total price, and one restaurant offers à la carte menu. Due to their Michelin-starred status, the menu prices in these restaurants are higher than those of their competition.

The purpose of this paper is to review the Michelin star restaurants in

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25 Snyder, W., Cotter, M. (1998) The Michelin Guide and Restaurant Pricing Strategies. *Journal of Restaurant & Foodservice Marketing*, 3 (1), pp. 51-67

26 Lane, C. (2014) *The Cultivation of Taste: Chefs and the Organization of Fine Dining*. Oxford: Oxford University Press.

27 Vásquez, C., Chik, A. (2015) "I Am Not a Foodie...": Culinary Capital in Online Reviews of Michelin Restaurants. *Food and Foodways*, 23 (4), pp. 231-250

Europe and to show the principles on which these stars are based. The research showed that there are 2029 Michelin star restaurants in Europe — 66 three-starred, 271 two-starred and 1692 one-starred restaurants. France has the most Michelin star restaurants followed by Italy, Germany, Spain, the United Kingdom, Belgium, Switzerland, the Netherlands etc. The modern and international culinary trends represented in the Michelin guidebook indicate a constant increase of the geographical and territorial scope of the guide, so it is expected that in the future, the guide might include part of the Balkan countries. Currently, Greece is the only Balkan country that is included in the Michelin guide. There are five Michelin star restaurants in Greece, three of them are one-starred and two are two-starred. The question arising from this study is the following: is the restaurant and culinary offer of the Balkan countries sufficiently competitive with the Western European offer in order to be included in the Michelin guide? When it comes to Macedonia, we could give the following recommendations regarding this issue: to enhance the social image of the head chefs and their profession; to increase the quality of professional culinary educational programs; to bring together head chefs in specialized culinary associations; to improve the restaurant-related laws and regulations; to introduce the modern culinary trends and restaurant management to the chambers of commerce; to organize international gastronomic competitions and festivals; to promote and popularize culinary and gastronomy by government institutions; to shape the culinary and gastronomy development strategies at the national, regional and local level etc.

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