

**Tradition and Innovation in Defining Contemporary Filipino Cuisine: A Multi-faceted Analysis of Culinary Practices and Cultural Preservations**

<sup>[1]</sup> LAARNI LOURDES ANDAM, <sup>[2]</sup> ABENEIL YOGYOG, <sup>[3]</sup> RUEL RAMIREZ, <sup>[4]</sup> MICHELLE BALINTE  
UNIVERSITY OF THE CORDILLERAS, COLLEGE OF HOSPITALITY AND TOURISM MANAGEMENT

<sup>[1]</sup>lbandam@uc-bcf.edu.ph, <sup>[2]</sup>anyogyog@uc-bcf.edu.ph, <sup>[3]</sup>rframirez@uc-bcf.edu.ph, <sup>[4]</sup>mgmamaryl@uc-bcf.edu.ph

**Abstract**— This research explored the evolving landscape of contemporary Filipino cuisine, emphasizing the critical interplay between tradition and innovation within a globalized context. It investigated how Filipino artisans and chefs in urban settings navigate the preservation of deep-rooted culinary heritage while integrating modern innovations and cross-cultural influences. Grounded in innovation-diffusion theory, the study analyzed perspectives from across the culinary ecosystem, including artisans [tradition keepers], chefs [innovation implementers], culinary students [future innovators], and consumers [adopters]. Employing a qualitative methodology, the research involved on-site interviews with food artisans and chefs to understand their innovation processes, knowledge of traditional techniques and ingredients, and approaches to balancing tradition and modernity. Focus group discussions [FGDs] with culinary students and consumers further explored their views on culinary innovation, the importance of cultural preservation, and environmental stewardship. The findings of this study suggested that the successful diffusion of culinary innovation within Filipino cuisine necessitates a carefully balanced approach that deeply respects and honors tradition while thoughtfully embracing adaptation. Maintaining the relevance and enduring cultural significance of Filipino food traditions within contemporary contexts is identified as crucial for successful innovation. This research contributes to a nuanced understanding of the multifaceted forces shaping modern Filipino cuisine. Insights gained can potentially inform the development of best practices for culinary innovation and offers strategies for cultural preservation and the experience of Filipino food culture locally and globally. Ultimately, it highlighted the potential effects on tourism and the broader perception of Filipino identity.

**Index Terms**—culinary innovation, cultural preservation, Filipino food traditions, innovation-diffusion

## INTRODUCTION

The contemporary culinary landscape exemplifies a critical interplay between tradition and innovation [1] [2] [3]. Tradition is not merely a rigid adherence to the past but an active preservation of cultural vitality [3]. In contrast, innovation in gastronomy encompasses the creation of new ideas, techniques, food items, or services aimed at achieving new business objectives and enhancing competitiveness [4] [5]. This dynamic unfolds within a globalized context that has transformed the culinary world by altering food supply chains, broadening the availability of diverse ingredients and techniques, and facilitating widespread exchange. However, this interconnectedness also presents challenges to the authenticity and sustainability of traditional culinary identities and practices. Modern food production, often prioritizing efficiency and uniformity, risks diluting unique flavors, techniques, and the cultural significance embedded in traditional cuisines [6].

The context of contemporary Filipino cuisine serves as a rich example of this interplay and the navigation of these pressures by culinary actors [7][8]. Filipino cuisine is a culmination of diverse influences and traditions, including heirloom recipes passed down through generations, encapsulating historical and socio-cultural attributes [7]. In urban and commercial settings, Filipino artisans, often referred to as homegrown cooks or custodians of traditional knowledge [7][2], and professional chefs, recognized as culinary artists and drivers of innovation [1][9], engage with this heritage in distinct ways. Homegrown cooks perpetually practice traditional methods and possess knowledge that is often not codified [7][2].

Conversely, professional chefs are central figures expected to blend scientific mastery, creativity, and innovation [10]. They increasingly explore the potential of local ingredients while modernizing traditional dishes [9][10]. Culinary innovation may involve refining classical or traditional culinary art [9][2], indicating that new dishes often arise not from entirely original ideas but through the adaptation, repetition, and differentiation of existing practices [2]. Chefs, as designers, experiment with the transformation of ingredients, adapting their skills to modern technologies and techniques [2][9]. However, professional chefs may hold differing perspectives on heirloom recipes compared to homegrown cooks, shaped by their experience and education [7]. Challenges such as limited knowledge of local ingredients among some chefs and market preferences persist [9][10].

The integration of cross-cultural influences is a vital aspect of this dynamic. Globalization has led to culinary fusion; wherein traditional dishes are amalgamated with global influences to create novel experiences. While this can foster diversification as chefs experiment with and adapt global elements, it also risks homogenization if the cultural significance of traditional foods is not upheld [6]. Fine-dining chefs, for instance, often navigate tensions between creative expression, market susceptibility, and technological advancement. They strive to employ local ingredients and herbs in modern cuisines, challenging perceptions that local is merely "native and traditional" [9]. Understanding the navigation of tradition and innovation can be contextualized by examining the roles of various actors within a culinary ecosystem, reflecting aspects of innovation diffusion. This analysis aims to explore how Filipino artisans and chefs in urban settings preserve their deep-rooted culinary heritage while integrating modern innovations and cross-cultural influences. Specifically, the study seeks to understand the perspectives and practices of different actors within the culinary ecosystem concerning tradition and innovation. These actors include:

1. Artisans (Tradition Keepers/Homegrown Cooks): They embody and preserve traditional culinary knowledge and practices through heirloom recipes and the continuous practice of traditional methods [7][8][2]. They represent a profound source of culinary heritage.
2. Chefs (Innovation Implementers): These key agents take traditional knowledge and ingredients and apply modern techniques, technologies, and global influences to create innovative dishes [1][9][4]. Their innovative processes are often iterative and less formal than traditional product development [11][1][5], characterized by experimentation and trial-and-error [10]. Elite chefs, in particular, set trends that may eventually be adopted by the broader industry [11][5]. Their ability to foster collaboration and leverage organizational culture and leadership is critical for successful innovation where traditional recipes intersect with modern trends [12][4].
3. Culinary Students (Future Innovators): Representing the next generation, they require specific capabilities and training to nurture innovativeness. Their current practices may lean toward analogy and mimicry [10], emphasizing the need for education that integrates traditional knowledge with modern techniques and a global perspective [6]. They play a crucial role in the intergenerational transmission and potential evolution of culinary heritage within a professional context [7].
4. Consumers (Adopters): Including gastro-tourists, they play a vital role by seeking authentic local experiences and influencing market demand for traditional and innovative dishes [9][5][6]. Their perceptions and acceptance are crucial for the success and dissemination of culinary innovations [5]. Negative perceptions towards new innovations can lead to failure [2].

This multi-faceted perspective illustrates that while homegrown cooks maintain the core of traditional heritage, professional chefs in urban settings act as innovators, translating this heritage for contemporary palates through modern methods and international influences [7][9]. Culinary students represent the future capacity for this translation, necessitating targeted education [10]. Ultimately, consumers determine the viability and spread of these innovative interpretations through their demand and acceptance [11][6]. This ecosystem demonstrates how Filipino culinary practices navigate the complex relationship between preserving deep-rooted cultural identity and embracing the opportunities and challenges posed by globalization and innovation [7][6]. Research underscores the necessity for strategies that incorporate culinary heritage into contemporary cuisine in a manner that respects tradition while embracing innovation [7]. By analyzing the perspectives of various actors within the Filipino culinary ecosystem, this study contributes to understanding the intricate relationship between preserving cultural identity and embracing globalization and innovation [6]. It highlights the distinct roles and differing viewpoints of tradition keepers and innovation implementers, particularly the notable differences in the assessment of heirloom recipes between chefs and homegrown cooks [7]. The analysis offers insights into how culinary heritage is actively preserved and integrated into contemporary cuisine, identifying potential strategies for this integration [3]. Moreover, it contributes to the body of research by focusing on culinary innovation in contexts outside the frequently studied haute cuisine environment, addressing a recognized gap in the literature [4]. This understanding can inform efforts to enhance the resilience and competitiveness of cultural micro, small, and medium-sized enterprises (MSMEs) in the culinary sector, thereby contributing to economic growth and cultural preservation [13]. Insights gained may further inform the development of best practices for culinary innovation and offer strategies for cultural preservation and the experience of Filipino food culture both locally and globally. Ultimately, it emphasizes the potential effects on tourism and the broader perception of Filipino identity.

## II. METHODS

A methodological approach was employed to investigate the innovation process within the culinary field. The study utilizes a mixed-methods approach, with in-depth interviews serving as the primary data collection method for chefs and artisans, and a focus group discussion [FGD] as the secondary method to explore the perspectives of culinary students and final consumers. A qualitative research method was used to extract narrative data [14] [20] thru the utilization of in-depth, semi-structured interviews to ensure that key areas related to culinary innovation are covered while providing the flexibility to explore emergent themes in

connection to individual artisan and chef experiences [14]. A semi-structured interview guide was developed to ensure consistency across interviews while allowing for flexibility [15]. The guide includes open-ended questions designed to elicit detailed accounts of the participants' innovation processes. The information gathered during this phase served as the study's source of primary data. For the secondary data, a focus group discussion [FGD] was conducted with culinary students to explore their perspectives on the innovation process within an educational setting. The final consumers were also gathered for an FGD to examine their perception regarding the innovation of culinary products that they consume together with their intention to utilize them as the innovation adaptors. FGDs are advantageous for efficiently gathering data from multiple individuals simultaneously and for understanding group dynamics and shared perspectives in an interactive manner [16] [17] [18] [19]. An FGD interview guide was developed, consisting of a series of open-ended questions, prompts and probes designed to stimulate discussion about innovation in their culinary studies [15]. Questions directed towards culinary students address their understanding of culinary innovation, their experiences with creative assignments, and their perceptions of the factors that foster or hinder innovation in their learning environment.

Participants for both the in-depth interviews and FGDs was purposively sampled [14] based on their recognized experience and involvement in culinary innovation. This includes chefs known for their creative approaches and artisans who contribute uniquely to the culinary landscape. Additionally, students from culinary programs together with the final consumers provide a diverse range of experiences and further heterogeneity of perceptions as the recipients of culinary innovations. Purposive sampling aims to gather abundant information directly relevant to the research objectives. The sample size was determined by the point of data saturation [21], where no new significant insights emerge from subsequent interviews. The number of FGD, however, participants ranged between six and ten individuals to ensure a conducive and productive discussion [17].

Prior to the interviews and FGDs, participants were contacted to explain the study's purpose and obtain their informed consent. Interview participants were given the choice of location to ensure their comfort and safety [14] while the FGD was conducted in a neutral setting. Interviews and FGDs were audio-recorded and a note taker was also present to facilitate accurate transcription and analysis [15]. Follow-up questions were employed to probe for deeper understanding and clarification of responses [14]. The audio-recorded interviews and FGDs were transcribed verbatim. Thematic analysis was employed to identify, organize, and interpret patterns of meaning within the interview data [22]. This process involved familiarization with the transcripts, initial coding, searching for themes, reviewing themes, defining and naming themes, and writing up the analysis [23].

The findings from the interviews and the FGD was analyzed separately to identify distinct patterns and insights within each group. Subsequently, the findings underwent triangulation to compare and contrast information to identify potential convergences and divergences in their understanding and experiences of culinary innovation. The triangulation method was also utilized to examine the innovation-diffusion process from across the culinary ecosystem from artisans [tradition keepers] to chefs [innovation implementers] to culinary students [future innovators], and to the final consumers [adopters].

Ethical approval was sought from the relevant institutional review board prior to commencing data collection. Participants were provided with a clear explanation of the study's purpose, procedures, and their right to withdraw at any time. Informed consent was obtained from all participants prior to their involvement in the study. Measures were taken to ensure the anonymity and confidentiality of participants' responses. All data was stored securely and was used solely for the purposes of this research [14]. Participants were treated with respect and their well-being was prioritized throughout the research process [24]. The possible power dynamics between the researcher and participants was minimize to reduce undue influence.

### III. RESULTS AND DISCUSSIONS

Framed by the Innovation-Diffusion Theory, the results illuminate the dynamic interplay among various stakeholders: Tradition Keepers (Artisans), Innovation Implementers (Chefs), Future Innovators (Culinary Students), and Adopters (Consumers). These groups navigate the forces driving culinary evolution, revealing a landscape where deep appreciation for heritage converges with eagerness for modernization and global recognition. The findings identified key themes, sub-themes, and nuanced perspectives.

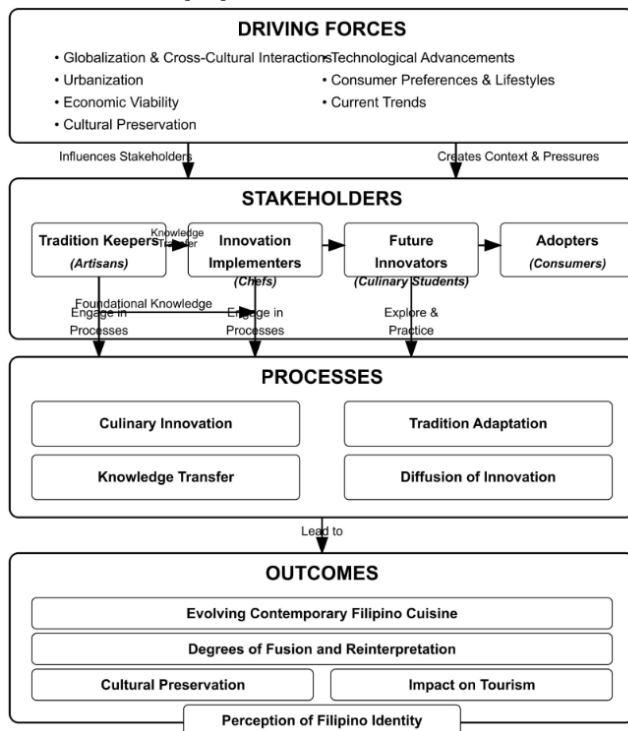


Fig.1. Conceptual Model for Understanding Tradition and Innovation in Contemporary Filipino Cuisine

#### Foundations of Filipino Culinary Identity and the Role of Tradition Keepers

The transmission of traditional knowledge is overwhelmingly familial and communal for artisans, relying heavily on observation of elders, active participation of younger generations during occasions, storytelling, and oral recipes. Food artisans, identified as Tradition Keepers, ground their work in traditional Filipino foodways. They define tradition through specific, often localized techniques such as fermentation, brewing, slow cooking, and smoking (using methods like dry salt rub or alder wood), alongside traditional tools like the *pugon* oven, bamboo tubes, and earthen pots; and line food with banana leaves. Formal training is rare, with learning embedded in daily household practices and cultural rituals. Chefs also learn about tradition through similar informal avenues—family, community, travel, and personal research—while work experience and colleagues contribute to their understanding. Both artisans and chefs acknowledge the vastness and regional diversity of Filipino cuisine, viewing mastery of tradition as a continuous journey. The reliance on locally sourced, native ingredients is a shared principle, fundamental to achieving authentic results and supporting local producers.

A strong understanding of the fundamental characteristics defining traditional Filipino cuisine is evident among culinary students and consumers. Culinary students emphasize that traditional food serves as the benchmark, origin, and foundation for innovations, representing Filipino identity and necessitating respect for indigenous practices. This foundational knowledge is deemed crucial; a chef lacking it risks producing innovated dishes devoid of identity.

Consumers recognize the fusion of diverse foreign influences—Spanish, Chinese, American, Malay, and Arab—as a foundational element contributing to a unique culinary identity. This is complemented by the balancing of opposing flavors, the essential role of staples like rice, broth or *sabaw*, and dipping sauces or *sawsawan* and the fundamental technique of sautéing with garlic and onions known as *gisa*. The frequent use of soy sauce, vinegar, and fish sauce further signifies integral

techniques and flavors. Consumers also highlight simplicity, indigenous ingredients, and the connection to communal feasting as defining aspects of traditional dishes. The inherent diversity across ethnic groups contributes to a multifaceted culinary identity that resists a singular definition.

*The Impetus and Expressions of Culinary Innovation:* Chefs, as Innovation Implementers, actively engage in developing new dishes and reinterpreting classics, experimenting with ingredient combinations and presentations. Innovation is also driven by practical considerations such as achieving consistency, reducing labor, meeting regulatory requirements, addressing ingredient scarcity, enhancing convenience, extending shelf life, and responding to market demands. Chefs, in particular, explore innovation to make dishes more relatable to a wider or younger audience. Culinary students view modernization as the overarching theme of culinary innovation, encompassing creative reinterpretations, aesthetic enhancements, convenience, accessibility, and trend-driven adaptations. They see their role as Future Innovators and Guardians of Filipino Culinary Tradition, contributing new ideas while also preserving and promoting heritage. Inspiration for new culinary concepts arises from diverse sources for both consumers and students, including the internet, social media, cooking shows, local artisans, personal experiences, market needs, and current trends.

Encounters with innovative versions of traditional Filipino food are increasingly common, including fusion cuisine and reinterpretations such as *Sinigang* with watermelon and deconstructed *Kare-Kare*. Consumers' initial reactions range from curiosity and amazement to cautious acceptance, often contingent on respecting traditional roots and core ingredients. Some consumers initially resist altering dishes they consider already great, while others are intrigued by the potential of combining Filipino flavors with foreign cuisines. Factors influencing consumer willingness to try innovative dishes include appealing flavor combinations, accessibility, affordability, and positive recommendations.

*Navigating the Balance: Respecting Tradition in the Face of Innovation:* Artisans express pride when their products gain wider recognition through chefs' efforts, conditioned on maintaining traditional processes. While changes in appearance are acceptable, authenticity of taste is paramount. Using non-traditional processes or ingredients while labeling a product as *Cordilleran* is viewed as disrespectful. If experimental combinations alter familiar taste too much, artisans revert to traditional recipes. Chefs strive to balance innovation with heritage, ensuring that new dishes honor the "soul," story, and primary flavors of originals. Both groups emphasize that using local ingredients and preserving core flavors are key to ensuring innovative dishes resonate as "Filipino". Some chefs suggest consulting elders and employing panels of Filipino experts to validate that innovative dishes maintain their cultural identity. Culinary students acknowledge that while fusion can enhance local food systems, there is a notion that innovation on traditional food should have limits, suggesting an approach that utilizes traditional methods in new dishes. A crucial nuance lies in the delicate balance between honoring tradition and embracing innovation. While some consumers initially express opposition to altering beloved dishes, others are fascinated by the potential of combining Filipino flavors with foreign cuisines. Consumers emphasize that while preserving core flavors and traditions is valued, rigid adherence is not universally demanded unless authenticity is explicitly claimed. Some view specific dishes like *Adobo* and *Sinigang* as "sacred grounds" for regional identity, while others believe all Filipino dishes deserve the chance to be reinvented for global promotion. Ultimately, the consensus suggests that innovation should maintain the "traditional" aspect of a dish, respecting its roots.

*Defining the Boundaries of "Filipino" in Innovative Contexts:* Artisans provide a nuanced perspective on authenticity, highlighting that in the *Cordilleras*, taste is the standard, contrasting with the visual focus sometimes seen in Western food culture. Preserving authentic taste creates familiarity, becoming the standard for the product and its origin. Chefs agree that maintaining flavor builds identity and is crucial for transmission to future generations. Ensuring authenticity involves concrete steps for artisans, including sourcing directly from local farmers, adhering to traditional processes, using native ingredients, and strictly following traditional recipes passed down through generations. Shortcuts are viewed as disrespectful to tradition. Essential aspects include the sources of local ingredients, basic ingredients, and traditional methods that impart true taste and cultural spirit.

Both consumer and student perspectives converge on the idea that innovated dishes can still be considered "Filipino" as long as they retain core elements, including traditional ingredients, flavor integrity, and cultural essence. This perspective acknowledges Filipino cuisine as a product of cultural exchange—a "melting pot of cultures." Culinary students stress that a chef lacking traditional knowledge risks producing innovated dishes with a lost identity, underscoring the importance of foundational understanding. The cultural origin of a dish and ensuring its base remains recognizable to its traditional source are key for maintaining its "Filipino" identity.

*Embracing Fusion: Opportunities and Reservations:* Chefs explore fusion as a means to introduce local ingredients or make traditional dishes more accessible, blending flavors, techniques, or incorporating traditional elements into foreign dishes, always emphasizing respect for both culinary heritages. Some chefs prefer not to mix flavors, focusing instead on applying different techniques to a specific cuisine.

Consumers generally exhibit openness to Filipino fusion cuisine, provided there is intentional balance and flavor synergy without forced combinations. Maintaining a clear Filipino identity within fusion dishes is deemed critical. Fusion is viewed as a valuable tool for introducing Filipino food globally while allowing Filipinos to enjoy foreign food with familiar elements. Culinary students echo this, noting that fusion broadens appeal and can create new trends while still representing the original dish. However, both groups acknowledge reservations. Some consumers and a small segment of culinary students reject fusion, perceiving it as disrespectful and fearing a loss of traditional food knowledge. Ensuring customer satisfaction and navigating potential taste conflicts are recognized challenges in exploring fusion cuisine.

*The Pull of Convenience and Contemporary Lifestyles:* Current food preferences and lifestyles significantly influence both consumers and culinary students, who express a strong interest in innovating Filipino food to enhance convenience and accessibility without sacrificing authentic flavors. Busy lifestyles drive preferences for easy-to-prepare and ready-to-eat meals. Culinary innovation is seen as a means to modernize for convenience and accessibility, creating new products that fit contemporary demands. Factors enticing consumers to try innovative dishes include appealing flavor combinations, accessibility, affordability, and positive recommendations, highlighting the importance of trialability for acceptance. However, new dishes must retain familiarity and cultural connection to gain broader acceptance.

*Sustainability and the Stewardship of Culinary Heritage:* While consumers appreciate locally and sustainably sourced ingredients, affordability often takes precedence. Culinary students explicitly emphasize the incorporation of sustainability principles into innovative practices, including the use of local ingredients, minimizing food waste, and full ingredient utilization. Both groups agree on the value of supporting culinary innovation to preserve Filipino culinary heritage. Innovation is seen as crucial for keeping traditions vibrant and relevant, enhancing global visibility. Culinary students recognize their role as promoters and preservers of tradition, utilizing the internet and participating in food festivals to showcase and educate about Filipino culinary heritage for future generations. Artisans prioritize teaching younger generations and promoting culture through various platforms.

*Navigating Challenges and Envisioning the Future:* Balancing innovation and tradition present several challenges identified by culinary students and artisans. These include managing consumer expectations, ensuring sustainability of raw materials, increased competition, and the risk of over-innovation diluting traditional dishes. Financial constraints and lower profit margins during the introductory phase of innovative products are also significant hurdles. Difficulty sourcing specific native ingredients due to scarcity or diminishing availability poses a key challenge.

A significant challenge identified by both groups is the transmission of knowledge and skills to younger generations. Younger individuals may be less connected to traditional practices due to the influence of fast food, modern convenience, and social media trends. Dishes tied to rituals, beliefs, and cultural practices present unique challenges, particularly for chefs seeking to adapt them for commercial or fine dining contexts. Altering traditional butchering methods or the distribution of ritual food parts can be culturally sensitive and met with disapproval. Both groups express concerns about business-minded individuals using "shortcuts" or non-authentic processes, damaging the product, tradition, and culture. Social media is viewed paradoxically as both a powerful tool for marketing and sales, and a source of challenges related to misinformation and fleeting trends. The shared vision for the future of Filipino cuisine is one of greater global recognition and appreciation for its diverse flavors and textures. There is hope for increased popularity beyond iconic dishes and an anticipated presence in fine dining restaurants, highlighting its versatility and rich heritage. Significant innovations shaping this future include fusion, new trends, improved presentation, convenience innovations, healthier versions, and increased use of local ingredients. In summary, the results demonstrate a complex and dynamic relationship between tradition and innovation in contemporary Filipino cuisine. While stakeholders universally value traditional heritage as the foundation of identity, they also recognize the necessity and opportunity for innovation to ensure relevance, meet modern demands, and achieve global recognition. The key to navigating this evolution lies in a careful balance that respects core flavors, traditional processes (especially for artisans), and cultural essence while embracing new techniques, ingredients, and presentations. The roles of chefs and students as innovators and guardians, consumers as adopters, and artisans as tradition keepers are central to this ongoing process, facing challenges related to authenticity, knowledge transmission, and market pressures as they collectively shape the future of Filipino gastronomy.

#### IV. CONCLUSIONS

Building on empirical findings and insights from the Innovation-Diffusion Theory, the evolution of contemporary Filipino cuisine illustrates the interplay of various forces while outlining effective "best practices" for adaptation and innovation. These practices, supported by artisans, chefs, students, and consumers, are not merely theoretical but are grounded in real-world applications. The synthesized findings reveal that the Filipino culinary landscape is a complex balance between honoring a rich heritage and embracing necessary changes driven by globalization, market demands, and evolving lifestyles. Successful innovation diffusion hinges on factors such as perceived advantages, compatibility, trialability, cultural authenticity, and sustainability. Therefore, effective adaptation strategies must enhance these diffusion factors while prioritizing cultural preservation. The following key elements constitute best practices for navigating the interplay of tradition and innovation in contemporary Filipino cuisine:

- *Foundation in Deep Traditional Knowledge and Respect*: Innovation requires a solid grounding in traditional techniques, ingredients, and cultural narratives. Artisans, as Tradition Keepers, safeguard this wisdom, which is crucial for maintaining identity. Chefs and students recognize that innovation without this foundation risks losing essential cultural connections.
- *Mindful Application of Innovation*: Innovations must enhance heritage rather than erase it. This includes: 1) Prioritizing Indigenous and Local Ingredients: Using locally sourced ingredients is essential for authenticity and supports economic sustainability; 2) Preserving Core Flavors and "Soul": Successful innovations retain the original flavors and cultural essence of traditional dishes, with taste serving as the ultimate standard; 3) Focusing on Presentation, Texture, and Application: Innovations that improve presentation and accessibility, without altering core ingredients or cooking methods, are often the most successful; 4) Navigating Fusion with Intentionality and Respect: Fusion can broaden the appeal of Filipino cuisine, but it must maintain a clear Filipino identity and respect for both culinary heritages.
- *Ensuring Compatibility and Trialability for Consumer Acceptance*: Innovations must align with Filipino cultural values and lifestyles, perceived as advantageous, and provide opportunities for trial while maintaining familiarity and cultural connection.
- *Prioritizing Sustainability in Practice*: Sustainability encompasses environmental responsibility, including local sourcing and minimizing waste. This aligns with consumer values, although affordability remains a priority.
- *Engaging in Active Knowledge Transfer and Advocacy*: The preservation of traditional knowledge is vital. Active teaching through familial and communal channels, along with modern platforms, is essential for future innovators. Chefs must also assume the role of culture-bearers, promoting Filipino cuisine globally.
- *Seeking Validation and Feedback*: Consulting traditional knowledge holders and involving panels of experts for validation is crucial for ensuring that innovations respect cultural identity and authenticity. Consumer feedback should guide adaptations in flavor, portion sizes, and presentation.

This template emphasizes that the development of a vibrant contemporary Filipino cuisine lies in a conscious, respectful, and balanced approach to innovation. It is not about strict adherence to the past nor unchecked modernization; rather, it is a continuous process of selective adaptation and creative reinterpretation. This approach is guided by a deep respect for heritage, a commitment to authenticity rooted in Filipino taste and identity, and a strategic focus on practices that ensure the successful diffusion and preservation of this dynamic culinary culture for future generations.

#### REFERENCES

- [1] Ekincek, S., & Günay, S. [2022]. A recipe for culinary creativity: Defining characteristics of creative chefs and their process. *International Journal of Gastronomy and Food Science*, 31, 100633. <https://doi.org/10.1016/j.ijgfs.2022.100633>
- [2] Galarraga, A., & De Albeniz, I. M. [2024]. Innovation and creativity in gastronomy beyond Haute Cuisine restaurants: Towards an innovation ecosystem in Gastronomytech in the Basque Country. *Creativity and Innovation Management*. <https://doi.org/10.1111/caim.12624>
- [3] Thampi, A. D., & Priya, M. [2023]. From traditional to continental to inter-continental and back in search of the roots: A culinary journey of the typical Malayalee. *International Journal of Gastronomy and Food Science*, 32, 100723. <https://doi.org/10.1016/j.ijgfs.2023.100723>
- [4] Vu, O. T. K., Alonso, A. D., Bressan, A., Tran, L. N., & Nguyen, T. T. [2023]. The development of "chefs' innovative cooktop": A creative self-efficacy and open innovation perspective. *International Journal of Hospitality Management*, 118, 103664. <https://doi.org/10.1016/j.ijhm.2023.103664>
- [5] Mrusek, N., Ottenbacher, M. C., & Harrington, R. J. [2021]. The impact of sustainability and leadership on the innovation management of Michelin-Starred chefs. *Sustainability*, 14[1], 330. <https://doi.org/10.3390/su14010330>
- [6] Mathew, N. E. [2024a]. Globalization and local flavours: The impact of modern food production on traditional cuisine and culinary heritage preservation. *International Journal for Multidimensional Research Perspectives*, 2[7], 61–74. <https://doi.org/10.61877/ijmrp.v2i7.170>
- [7] Marco, N. G. O., & Hm, D. [2019]. A Comparative Study of Culinary Practices of Homegrown Cooks and Chefs in Contemporary Philippine Cuisine Of Heirloom Recipes Of Calabarzon. *Acta Scientifica Malaysia*, 3[2], 17–20. <https://doi.org/10.26480/asm.02.2019.17.20>
- [8] Sevillano, G. [2023]. Hidden intimacies: food, colonialism, and culinary authenticities in Filipino American cookbooks. *Verge Studies in Global Asias*, 9[2], 186–213. <https://doi.org/10.1353/vrg.2023.a903027>
- [9] Abidin, M. R. Z., Ishak, F. a. C., Ismail, I. A., & Juhari, N. H. [2022]. Explicating chefs' creativity in utilising Malaysian local herbs toward the development of modern Malaysian cuisine: A proposition of a conceptual framework for creative culinary process. *Thinking Skills and Creativity*, 46, 101133. <https://doi.org/10.1016/j.tsc.2022.101133>
- [10] Abbate, T., Meleddu, M., Cesaroni, F., & Presenza, A. [2021]. From Ordinary Culinary Students to Starred Chefs. Preliminary Evidence from the Italian Context. *Tourism and Hospitality Management*, 27[3], 479–502. <https://doi.org/10.20867/thm.27.3.3>
- [11] Fisher, H., & Du Rand, G. [2023]. The contradiction between culinary innovation research and gastro tourism practice. *International Conference on Tourism Research*, 6[1], 93–103. <https://doi.org/10.34190/ictr.6.1.1307>
- [12] Wiroonrath, S., Phanniphong, K., Somnuk, S., & Na-Nan, K. [2024]. Impact of leader support on open innovation: The mediating role of organizational culture, intellectual property, and collaboration. *Journal of Open Innovation Technology Market and Complexity*, 10[3], 100333. <https://doi.org/10.1016/j.joitmc.2024.100333>
- [13] Casimiro, J. A., Romualdo, K., & Santiago, V. S. [2025]. *Innovation Strategies in Traditional Cultural Expressions MSMEs in the Philippines: A case study*. <https://doi.org/10.62986/dp2024.48>
- [14] Elhami, A., & Khoshnevisan, B. (2022). Conducting an Interview in Qualitative Research: The Modus Operandi. *Mextesol Journal*, 46(1), n1. <https://doi.org/10.61871/mj.v46n1-3>
- [15] Yaakop, N. (2023). A content validation of focus group discussions based on need analysis in a physical education training module for primary school teachers. *Retos: nuevas tendencias en educación física, deporte y recreación*, (50), 1115-1122. <https://doi.org/10.47197/retos.v50.100191>
- [16] Andacao, A. A., & Linganay, C. J. B. (2021). Leaping through hurdles: Adaptability among female athletes. *International Journal of Human Movement and Sports Sciences*, 9(4), 45-52. <https://doi.org/10.13189/saj.2021.091308>
- [17] Krueger, R. A., & Casey, M. A. (2002). *Designing and conducting focus group interviews* (Vol. 18).
- [18] Palmer, M., Larkin, M., De Visser, R., & Fadden, G. (2010). Developing an interpretative phenomenological approach to focus group data. *Qualitative research in psychology*, 7(2), 99-121. <https://doi.org/10.1080/14780880802513194>
- [19] Dimitrakopoulou, D. (2021). Designing generative dialogue spaces to enhance focus group research: a case study in the context of COVID-19 vaccination. *International Journal of Qualitative Methods*, 20. <https://doi.org/10.1177/16094069211066704>
- [20] Babchuk, W. A. (2016). *Review of Qualitative Research: A Guide to Design and Implementation* (2016) by SB Merriam & EJ Tisdell. <https://doi.org/10.1177/0741713616671930>
- [21] Denny, E., & Weckesser, A. (2022). How to do qualitative research? *Qualitative Research Methods*. *Bjog*, 129(7), 1166. <https://doi.org/10.1111/1471-0528.17150>
- [22] Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical teacher*, 42(8), 846-854. <https://doi.org/10.1080/0142159x.2020.1755030>
- [23] Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative research in psychology*, 3(2), 77-101. <https://doi.org/10.1191/1478088706qp0630a>
- [24] Mallon, S., & Elliott, I. (2019). The emotional risks of turning stories into data: An exploration of the experiences of qualitative researchers working on sensitive topics. *Societies*, 9(3), 62. <https://doi.org/10.3390/soc9030062>