

THE TREND OF MALE ENTRY INTO
THE CULINARY FIELD – A PRELIMINARY STUDY AT
SUNGAI PETANI COMMUNITY COLLEGE

Mohd Yusaini Mohamed Ali

Politeknik Metro Tasek Gelugor

Reezlin Abd Rahman & Hanisah Ahmad

Kolej Komuniti Sungai Petani

ISSN 2277-7733

Volume 13 Issue 4,

March 2025

Abstract

Culinary arts have become one of the most important fields of work in the hospitality and tourism industry in Malaysia, involving both men and women. This field is dynamic with the potential to create a positive impact in various aspects of life. However, the trend of male students entering the culinary field shows a significant change. This trend may be due to factors such as economic stability, career suitability, current trends, and the factors of career choice within the culinary field itself. A study has been conducted to examine the validity of the stated factors among male culinary students at Sungai Petani Community College. Data was collected through a questionnaire from 79 male students at the culinary certificate level. The study findings indicate a significant relationship between economic stability and the choice of the culinary field ($r = 0.649$, $p < 0.01$), as well as a stronger relationship between career suitability and the choice of the culinary field ($r = 0.722$, $p < 0.01$), highlighting the importance of economic factors and individual interest in career decisions. Additionally, economic stability also influences the perception of career suitability with a very strong correlation ($r=0.861$, $p < 0.01$), making these two factors complementary in attracting students to the culinary field. This study suggests several strategic measures such as awareness programs, the development of inclusive curricula, and promotion through social media to attract more men to the culinary field. In addition, the provision of modern facilities and collaboration with the industry are important to ensure that students gain relevant practical experience. In conclusion, this trend not only enriches the diversity in culinary arts but also has the potential to meet the professional workforce needs in the food and hospitality industry.

Keywords: *culinary, male, career, current trend, Community College*

Recently, culinary arts have become one of the most important fields of employment in the hospitality and tourism industry in Malaysia (Mohd Zahari & Awang, 2014). This field has been found to contribute to the country's economic income and has proven to be a profession in high demand in the hospitality and tourism sector (Bressan et al., 2023). Culinary careers are seen as dynamic career opportunities and show active growth in the job market (Zainal et al., 2010).

Career opportunities in culinary arts branches include baking bread and cakes, carving fruits and vegetables, cooking a variety of foods, and garde manger (Zahari et al., 2014). For graduates who choose the culinary arts as their field of study and work, this professional field is quite open and promising in terms of offering steady career chances (Zopiatis et al., 2016). As demonstrated by the rise in student enrolment, the prosperous development of this vocation has encouraged students to pursue careers in the culinary arts, necessitating those educational institutions offer not only the best facilities but also the most up-to-date training and teaching strategies (Zahari et al., 2014).

Problem Statement

The Culinary Arts field at Sungai Petani Community College always receives high demand in terms of new student enrolment. Almost every semester, the demand to study in this field always exceeds the number of available places. This positive development is seen as helping to prepare professionals for the development of the country's industry (Iskin et al., 2021). If we look at the name Culinary, which refers to cooking, the synonym of this name will associate this field of cooking with women (Bressan et al., 2023). Previously, this enrolment was largely attended by female students, but the current trend has shown an increase in male students entering the culinary field (Shariff et al., 2014). This trend is seen to be increasing significantly, and it is not impossible that this field will be dominated by male students who see prospects with a larger scope of employment (Dahbi, 2015). Male students who choose to study culinary arts at Sungai Petani Community College may be influenced by several factors, such as changing past gender stereotypes that associate culinary arts solely with femininity, which in turn affects men's decisions to enter this field of work. The idea that culinary arts are more suitable for women may be reinforced by this prejudice, which might prevent men from pursuing their true interests and skills in this field. On the other hand, the common view regarding this "non-traditional" career path for men is likely subject to societal pressure or stigmatization. This stigma may take various forms, such as mockery or questioning their masculinity, which makes them reluctant or hesitant to pursue their interest in the culinary arts.

From another perspective, men's decision to choose the culinary field may be influenced by concerns about stability and perceived job opportunities in the cooking sector. Someone might choose a career in a field they believe will provide them with more financial stability or social standing, so the culinary profession is no exception. Next, male students interested in culinary arts may not receive sufficient support and recognition in the educational environment, which can be a factor in the lack of information regarding their achievements. This also shapes men's perceptions of suitable career paths and professional aspirations, which may be influenced by prominent cultural norms and values in Malaysian society. Their choice to pursue culinary education may be influenced by attitudes towards cooking as a career, gender norms, and support from family. The need for inclusive education is crucial to address the trend of men pursuing careers in culinary arts (Zahari et al., 2014). This environment must celebrate diversity, allowing students to follow their choices without fear of discrimination or bias and not discriminate based on gender. If society recognizes and offers comprehensive support and resources to students regardless of gender, it will be able to provide opportunities and value in the culinary industry to all students regardless of gender identity. Therefore, this study needs to be conducted to examine male students' perceptions of choosing the culinary field as their career education and continuing to work in the field they have studied.

Literature Reviews

Economy Stability: Economic stability refers to a situation where an economy is in a stable and balanced state, without major disruptions that can cause uncertainty or unpredictability (Bank Negara Malaysia, 2023). From an economic perspective in general, economic stability will result in a country experiencing controlled inflation, low unemployment, sustained economic growth (World Bank, 2022), a robust financial system, balanced trade and budget, and stable currency exchange rates (The Economist Group, 2024). The importance of a stable national economy will undoubtedly encourage investment into the country, improve the standard of living, and reduce the risk of an economic crisis (Bank Negara Malaysia, 2023).

Meanwhile, economic stability for society refers to the stable economic condition of a country, allowing its citizens to enjoy an orderly, comfortable life free from significant economic pressure (United Nations, 2020). In the context of society, economic stability has a direct impact on the well-being of individuals and communities (World Economic Forum, 2023a). A sustainable national economy will provide sufficient job opportunities, stable prices for goods and services, and adequate individual incomes to meet basic needs and additional desires, without major threats such as economic recession or high inflation. If we look at economic stability in employment, it refers to a situation where the workforce in a country enjoys sufficient job opportunities, stable income, and a guaranteed work environment free from threats such as mass layoffs or economic uncertainty (Bank Negara Malaysia, 2023). Society has access to consistent employment, with low unemployment rates, fair wages, and protection against the risk of job loss due to economic crises or sudden market changes, which impacts job stability (Organisation for Economic Co-operation and Development [OECD], 2023).

Next, economic stability in the culinary job sector is related to the condition where the culinary sector (food and beverage industry) offers consistent job opportunities, stable income, and guaranteed working conditions to individuals working in that industry (Ruggeri Laderchi et al., 2024). This includes workers such as chefs, kitchen assistants, waitstaff, food providers, and restaurant managers. Economic stability in culinary jobs is a situation where the food and beverage sector can provide sustainable job opportunities (Food and Agriculture Organization of the United Nations [FAO], 2017), with reasonable wages (World Bank, 2022), clear career growth (United Nations Department of Economic and Social Affairs [UN DESA], 2024), and operational stability even when facing economic challenges or changes in market demand (Ruggeri Laderchi et al., 2024). Those who want to venture into the culinary field will see several stability features that can help them stay in the field for a long time, including; i. Consistent demand for culinary services; ii. Stable income; iii. Diverse job opportunities; iv. Job security growth opportunities; v. Industry support; and vi. Government policies. Therefore, in determining economic stability in the culinary field, several efforts to ensure the career remains relevant today include improving worker

welfare, driving food industry growth, encouraging new entrepreneurs, reducing social uncertainty such as helping to reduce unemployment, and ensuring the continuity of food culture is preserved.

Career Suitability

Career refers to the professional journey or career path of an individual throughout their life, which involves the development of skills, knowledge, and experience in a specific field (Hlad'ovic et al., 2019). A career is not just a temporary job but involves long-term development aligned with an individual's interests, goals, and values (Lin, 2019). Career is often considered a combination: Job choice: An early decision in selecting a specific field such as engineering, education, or the arts (Salifu et al., 2018); Professional development: Increase in responsibilities and positions such as promotion from junior level to management (Tien & Wang, 2017); Contribution to society: The role of work in meeting the social or economic needs of the community (Al-Abri & Kooli, 2018).

The selection and suitability of a career are influenced by various factors. Organizational culture and job design shape a strong work culture. Studies show that a strong organizational culture, including shared values, effective communication, and employee support, plays a significant role in enhancing work performance (Pheko & Molefhe, 2017). Although work design (such as task structure) does not have a direct impact, it can indirectly influence employee commitment (Ambiel et al., 2018). High employee commitment links job design with work performance. This finding is important in the culinary field, where structure and support in commercial kitchens can enhance employee productivity (Kho & Yanuar, 2023).

Socioeconomic factors show a relationship with career stability. The study found that factors such as financial rewards, social values, and individual personality play a significant role in career selection (Coetzee et al., 2017). A supportive work environment also influences this decision. In the culinary field, which requires teamwork and customer interaction, personal traits such as openness and social skills are important. While financial rewards and professional training also motivate employees to choose or stay in this career (Siddiky & Akter, 2021). Moreover, a person's suitability for a job is also influenced by the salary and benefits received. Salary is the main factor that often serves as the primary attraction, especially among the younger generation such as Gen Z (Seyfi et al., 2024). Studies show that 80% of them choose jobs based on competitive salaries, with additional benefits such as health insurance, pensions, and annual bonuses.

Career planning based on religious values also impacts career planning; religious values such as intention, patience, perseverance, and prayer serve as important guides for students in choosing a field of work. In this context, students are encouraged to shape their careers in accordance with Islamic principles. For example, workers in the culinary field can apply this principle by ensuring their work is halal and adhering to Islamic ethics in food management and social interactions (Mohd Nor et al., 2021).

MALE ENTRY AND THE CULINARY FIELD

In the culinary field, several key factors that influence career suitability are affected by various criteria such as interest and passion for cooking, technical skills, ability to handle pressure, creativity and innovation, communication and teamwork, understanding of food safety and hygiene, physical endurance, and food industry trends (Elbasha & Baruch, 2022; Gray & Farrell, 2021; Zopiatis & Melanthiou, 2019). Individuals who are interested in the culinary arts will be more suited for this field because a culinary career requires creativity, high commitment, and the ability to continuously learn new techniques (Gray & Farrell, 2021). Individuals entering this field need to be resilient and capable of managing stress (Seyfi et al., 2024). Additionally, the culinary field requires individuals who can create new recipes, adapt to the latest food trends, and meet the diverse needs of customers (Zopiatis & Melanthiou, 2019). With a busy work environment, this career requires close teamwork and high stamina (Özkanlı et al., 2017). Therefore, each individual needs to have communication skills to help convey instructions and interact with colleagues and customers (Eren, 2018). Workers involved in this field need to have a good understanding of food safety procedures and sanitation, which are essential for maintaining high-quality and safe food standards (Gray & Farrell, 2021). Most importantly, as a chef, they need to be sensitive to food trends, such as the demand for vegan, organic, or local foods, and so on (Zopiatis & Melanthiou, 2019). The importance of choosing a suitable career in the culinary field will provide job satisfaction (Tien & Wang, 2017).

Current Trends

Current trends are referred to as patterns, styles, behaviors, or phenomena that are popular and widely accepted by society during a certain period (McCahon, 2023). This trend is usually related to culture, technology, fashion, entertainment, lifestyle, or social behavior that reflects the interests and priorities of society at that time (Accenture, 2024). It becomes a phenomenon that attracts or is followed by many over a certain period, driven by changes in technology (Hootsuite, 2024), social media (Guide, 2024), culture (OECD, 2009), and societal needs (Barkley OKRP, 2024) that shape how individuals and communities live or interact. Often, these trends occur within a certain period and may disappear when society shifts to new interests or priorities (United Nations Department of Economic and Social Affairs [UN DESA, 2020]), heavily influenced by social media that reflects contemporary lifestyles and is accepted by various layers of society (Guide, 2024), and can change social norms such as cultural and lifestyle changes (World Business Council for Sustainable Development, 2024). Nowadays, trends are also greatly influenced by technology that can assist in daily life (Yee et al., 2024). Trend changes can occur in various aspects of life such as fashion, AI technology, entertainment, health, and not to mention in food trends as well.

The importance of a trend will have an impact on the changes that spark new ideas in business, technology, and art (World Business Council for Sustainable Development, 2024). This will reflect a dynamic society full of value changes alongside the enhancement of creativity in improved or new cultures and

interconnected interactions among each other (Hootsuite, 2024). Clearly, trends are often related to current developments in society and technology, and they play an important role in shaping the identity and lifestyle of individuals as well as the community as a whole.

From the aspect of employment, current trends focus on changes in patterns and approaches in the world of work influenced by technology, work culture, and the priorities of the modern workforce that align with today's industries (Lavinia, 2018). It reflects the new ways organizations and employees adapt to the current economic, social, and technological needs. Some new job trends that have been adopted in the current work and human resource management industry include remote work (Naeem, 2023), flexible working hours (World Economic Forum, 2023b), automation and artificial intelligence (Cheng & Zainul, 2020), the Gig economy (International Labour Organization [ILO], 2023), occupational health and safety, work-life balance, soft skills (Lavinia, 2018), diversity of new skills and functions (Naeem, 2023), continuous learning (Cheng & Zainul, 2020), environmental sustainability, and flexibility in working hours (Yee et al., 2024).

Therefore, the current trend in the culinary field involves changes in style, technique, and work culture within the food and beverage industry itself (Yıkımlı et al., 2024). This trend is influenced by technological advancements, changes in customer preferences, awareness of sustainability, and the need for innovation in food preparation and presentation. In addition, the current trend heavily influenced by the present is through digital and social media, which is greatly affected by the popularity of a chef and success in their career, creating a new phenomenon in the culinary field (ILO, 2023). Job opportunities in the culinary field, which are seen as very extensive within the existing industry and also in new sectors such as food consultants, food styling, or menu designers for digital applications, have opened up many job and business opportunities that are easier to pursue and can generate a better economy (World of Mouth, 2023).

Culinary Field Selection

The culinary field is becoming increasingly relevant as a career choice because it offers wide opportunities, but the decision to choose this career is influenced by several factors such as a person's interest. Interest in cooking and culinary creativity are the main drivers for working in the culinary field (Suhairom et al., 2019). Individuals who have a passion for creating menus or producing unique dishes are more likely to choose this career. It also drives intrinsic motivation to continue advancing in their career, even with challenges ahead. In addition, the choice to pursue a career in the culinary field is significantly influenced by the support and encouragement from family, friends, and mentors. They often help identify individual talents and potential in culinary arts, while also building self-confidence to pursue this field (Manshoor et al., 2022). A career in culinary arts is not limited to restaurant kitchens alone. It involves various fields such as food writing, cake design, research chefs, and health coaches. This diversity provides individuals with the flexibility to choose the path that best aligns with their

MALE ENTRY AND THE CULINARY FIELD

interests. Moreover, the growth of the food industry, the increasing demand for creative cuisine, and the trend of foods enhanced with certain vitamins (functional foods) have made culinary arts an attractive career (Hadi et al., 2024). The COVID-19 pandemic has also changed the career landscape by introducing new opportunities such as food delivery services (Sulong et al., 2021). The choice of the culinary field highlights several main reasons why someone might choose this field as a career. This may be due to the following factors: Career Opportunities: The culinary industry offers many job opportunities, making it a stable and flexible choice; Competent Skills: Success in this field requires strong cooking and kitchen management skills. This encourages individuals to learn and develop themselves; Interest and Inspiration: A deep interest in the culinary arts often serves as the main motivation. Inspiration is also derived from information or success stories of others in this field; Confidence and Professionalism: Entering this field not only boosts self-confidence but also builds professionalism through formal education; Long-Term Goals: Many individuals aspire to become famous chefs, striving to achieve their dreams even though this field was previously dominated by female students.

The culinary field in Malaysia has experienced rapid growth as a professional career, in line with the increasing demand for culinary and hospitality expertise. The choice of a career in this field is becoming increasingly popular due to the various opportunities offered, including in cooking, pastry, catering, as well as roles such as celebrity chefs and food research experts. Many public and private higher education institutions now offer specialized programs in culinary arts, including Universiti Teknologi MARA (UiTM), Taylor's University, and the Food Institute of Malaysia (FIM). A career in the culinary field is appealing because it offers a combination of creativity and the potential for financial success. This field is also suitable for those interested in becoming entrepreneurs in the food industry or creating culinary innovations. In addition, the learning sessions involve practical training and internship programs that provide graduates with real-world experience, making them more prepared for professional challenges (Mat Yusoff et al., 2024). For individuals aspiring to join this industry, the minimum requirement includes SPM or equivalent qualifications, with credits in essential subjects such as Malay Language and History. Some institutions also provide opportunities for holders of the Malaysian Skills Certificate (SKM) to further their studies in diploma or degree programs. As a career, culinary arts offer high employability in various sectors including hospitality, catering, and food production, contributing to the appeal of this field as a relevant career choice in Malaysia (Baharudin & Chin, 2023).

Methodology

This descriptive study using quantitative methods involved 68 male students from the Culinary Arts program at Sungai Petani Community College, Kedah. Cross-sectional data collection (Prusan, 2016) was conducted through a questionnaire targeting male Culinary Arts students in semesters 1, 2, and 3 at Sungai Petani

MALE ENTRY AND THE CULINARY FIELD

Community College. The study sample from semesters 1, 2, and 3 was taken to understand their perceptions of the factors influencing the choice of Culinary Arts as their field of study.

The questionnaire instrument was constructed using Malay as the intermediary language and has been tested for reliability involving these 20 students. All spelling errors, understanding of meanings, word order, and question comprehension have been corrected to facilitate respondents in answering the questionnaire items. SPSS version 26 software was used for this pilot study and the actual data analysis for this study to address the study's objectives (Pallant, 2016). The results of the data collection show that 52 respondents answered the questionnaire, leading to a 76 percent success rate in data collection.

The pilot data testing to assess reliability through the Cronbach Alpha value shows that the overall value for the 34 instruments is .985 and the values for each variable are as follows.

Table 1 - Cronbach Alpha Values

Variables	Cronbach's Alpha	Items
Economy Stability	.974	10
Career Suitability	.986	13
Culinary Field Selection	.976	11
Total	.985	34

The Cronbach Alpha values for each variable indicate that the instruments for this study have undergone a reliability process and are accepted (Pallant, 2016) for further statistical testing to address the research hypotheses.

Data Analysis

Demography: Class Frequency shows the distribution of respondents according to the respondent class categories. The total number of respondents is 79, with five class categories: SKU1A, SKU1B, SKU2, SKU3A, and SKU3B. The SKU1A category has the highest number of respondents, with 21 people (26.6%). Meanwhile, SKU1B and SKU3A each recorded a total of 18 respondents (22.8% each). This shows equality in the number of students between these two categories. Categories SKU2 and SKU3B each recorded the lowest number of respondents at 11 people (13.9%), making them the smallest groups in this study. In terms of cumulative percentage, the SKU1A and SKU1B categories account for 49.4% of the total respondents, while when combined with SKU2, the total increases to 63.3%. All categories were stated legally and completely without any data loss.

Age level specifies age categories among the 79 respondents who have provided their perceptions. The majority of respondents fall within the age category of 18-20 years, with a total of 76 individuals, accounting for 96.2% of the overall respondents. This age category clearly dominates the study and reflects that the majority of respondents are young people. On the other hand, only 3 people or 3.8% of the respondents fall into the 21-25 age category.

The frequency of ethnicity shows the distribution of respondents based on ethnic background. The total number of respondents is 79, with four identified ethnic

MALE ENTRY AND THE CULINARY FIELD

categories: Malay, Chinese, Indian, and Others. The majority of respondents were from the Malay ethnic group, with a total of 64 people, comprising 81.0% of the total respondents. The Indian ethnic group is the second largest, with 11 respondents (13.9%), followed by the Chinese ethnic group, which recorded 3 respondents (3.8%). The Others category is the smallest, involving only 1 person or 1.3% of the respondents. In terms of cumulative percentage, Malay respondents comprise 81.0% of the total, while the addition of Chinese and Indian ethnicities brings the cumulative total to 98.7%. The addition of the “Others” category completes the data to 100%.

From a religious aspect, the majority of respondents are Muslims, with a total of 64 people, accounting for 81.0% of the overall respondents. Hindu respondents are the second largest group, with a total of 11 people (13.9%), while Buddhists are the smallest group with only 4 people (5.1%).

Next, the frequency of the previous school shows the distribution of respondents based on the type of secondary school they have attended. Out of a total of 79 respondents, the majority came from Sekolah Menengah Kebangsaan, with a number of 61 people (77.2%). Meanwhile, respondents from the National Religious Secondary School recorded a number of 9 people (11.4%), followed by the Private Secondary School with 4 people (5.1%). The Other category includes 5 people (6.3%).

Research Hypothesis Testing

Based on the analysis conducted to examine the relationship for each variable in addressing the research objectives, Correlation Testing was carried out to see if there is a positive relationship or otherwise for each hypothesis assumption of the study. Hypothesis 1: There is a significant relationship between economic stability and the choice of culinary field among culinary certificate students at Sungai Petani Community College; Hypothesis 2: There is a significant relationship between career suitability and the selection of culinary fields by culinary certificate students at Sungai Petani Community College.

Table 2 - The relationship between economic stability (IV1) and career suitability (IV2) with the selection of the culinary field (DV)

VARIABLES		IV1	IV2	DV
IV1: ECONOMY STABILITY	Pearson Correlation	1	.861**	.649**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
IV2: CAREER SUITABILITY	Pearson Correlation	.861**	1	.722**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
DV: CULINARY FIELD SELECTION	Pearson Correlation	.649**	.722**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

Based on the correlation analysis, this study evaluates the relationship between economic stability (IV1) and career suitability (IV2) with the selection of the culinary field (DV) and shows that there is a significant relationship between all independent variables and the dependent variable. The correlation between

MALE ENTRY AND THE CULINARY FIELD

economic stability (IV1) and the choice of culinary field (DV) is significant, with a correlation value of $r = 0.649$ ($p < 0.01$). This indicates that economic stability has a moderate positive influence on the selection of the culinary field.

Next, the relationship between career suitability (IV2) and the choice of the culinary field (DV) has a strong positive correlation with a correlation value of $r = 0.722$ ($p < 0.01$). This reflects that the perception of career suitability greatly influences the respondents' decision to choose the culinary field. In addition, the relationship between the independent variables was also observed. Economic stability (IV1) has a very strong relationship with career suitability (IV2), with a correlation value of $r = 0.861$ ($p < 0.01$). This indicates that economic stability affects the perception of career suitability.

Recommendations

Based on the findings of this study, there are several recommendations that can be considered on behalf of Sungai Petani Community College. Among them are: *Designing awareness and education programs:* Organizing awareness programs that emphasize the importance and potential of careers in the culinary field for male students. This includes lectures, workshops, and cooking demonstrations involving successful male chefs.

Increasing family support: Developing initiatives to educate students' families about career opportunities in the culinary field. This can be done through seminars or meetings that explain the stability and job prospects in this industry.

Provision of facilities and learning resources: Ensuring that Sungai Petani Community College has adequate and up-to-date facilities for culinary training. This includes a modern kitchen, complete cooking equipment, and learning materials relevant to current trends.

Collaboration with industry: Establishing collaboration and expertise with local restaurants and hotels to provide industrial training opportunities for students and instructors. This will provide them with practical experience and enhance their employability after graduation.

Recognition and awards: Providing awards or recognition for students who demonstrate excellent performance in the culinary field. This can motivate more students, especially male students, to pursue this field and boost their confidence.

Development of an inclusive curriculum: Reviewing the culinary curriculum to ensure it is inclusive and engages students. The curriculum needs to contain elements that reflect the latest trends in the food and beverage industry.

Social media promotions: Utilizing social media to promote the achievements of male students in the culinary field. The use of platforms like Instagram or TikTok can attract more male students to join culinary programs.

Guidance and mentoring: Organizing a mentoring program where students can interact with professionals in the culinary industry. This will help them gain valuable advice on careers and personal development in this field.

By implementing these proposals, it is hoped that more men will choose the culinary field as a career, thereby changing societal perceptions about gender roles in the food industry.

Conclusion

In the conclusion of this research paper, several important aspects regarding the trend of male participation in the culinary field at Sungai Petani Community College can be summarized. This study shows that there has been a significant change in societal perception towards the culinary field, which was previously considered to be dominated by women. Men are now becoming bolder in entering this field, which indicates a reduction in gender stigma that previously prevented them from pursuing their interest in culinary arts. In addition, economic stability has become one of the main factors influencing male students' decisions to choose a career in the culinary field. Stable job opportunities and reasonable income make this field attractive to them, especially in the context of an increasingly challenging economy. As for job suitability, it plays an important role in career selection. Male students who have an interest and skills in cooking are more likely to choose the culinary field as their career. This shows that career choice is not only dependent on external factors but also on individual interests and passions.

Now, current trends in Malaysian society, including the influence of social media and popular culture, are also impacting the career choices of male students. With the increased exposure to various aspects of culinary arts through digital platforms, more men are attracted to pursue this field. Finally, this study can provide recommendations for educational institutions to continue offering adequate support and resources for male students in the culinary field. This includes providing an inclusive and supportive learning environment, as well as introducing programs that can raise awareness about career opportunities in the culinary industry. Overall, this study emphasizes that with the right support and recognition of male talent in the culinary arts, this field has the potential to grow more rapidly and attract more male students to join.

References

- Accenture. (2024). *Life Trends 2024*. <https://www.accenture.com/content/dam/accenture/final/accenture-com/document-2/Accenture-Life-Trends-2024-Full-Report.pdf>
- Al-Abri, N., & Kooli, C. (2018). Factors affecting the career path choice of graduates: A Case of Omani. *International Journal of Youth Economy*, 2(2), 105–117. <https://doi.org/10.18576/ijye/020203>
- Ambiel, R. A. M., Da Cunha Moreira, T., Oliveira, D. A., Pereira, E. C., & Hernandez, D. N. (2018). Self-efficacy, adaptability and intention of searching for vocational guidance in adolescents. *Paideia*, 28(69), 1–8. <http://dx.doi.org/10.1590/1982-4327e2840>
- Baharudin, S. N. A., & Chin, T. Y. (2023). Self-efficacy and career choice consideration among undergraduate students in a private university in Malaysia. *International Journal of Academic Research in Progressive Education and Development*, 12(2), 997-1005. <https://doi.org/10.6007/ijarped/v12-i2/17127>

- Bank Negara Malaysia. (2023). *Economic and monetary review*. https://www.bnm.gov.my/documents/20124/12141961/emr2023_en_book.pdf
- Barkley OKRP. (2024). *The State of Social 2024*. https://barkleyokrp.com/wp-content/uploads/2024/07/FUEL_2024_State_of_Social_Report_by_BarkleyOKRP.pdf
- McCahon, C. (2023, December 15). *Social Trends & Predictions for 2024: This is the Year of the Social-First Brand: Are you ready?* <https://bornsocial.com/articles/social-trends-predictions-for-2024>
- Bressan, A., Duarte Alonso, A., Kim Vu, O. T., Tran, L. N., & Tran, T. D. (2023). The importance of knowledge management in gastronomy: A chef's future career, the next generations of chefs and trends. *International Journal of Contemporary Hospitality Management*, 35(3), 1087–1108. <https://doi.org/10.1108/IJCHM-03-2022-0391>
- Cheng, C., & Zainul, H. (2020, September 30). *Trends in Malaysia's Future of Work*. <https://www.isis.org.my/wp-content/uploads/2021/01/NACT.pdf>
- Coetzee, M., Ferreira, N., & Shunmugum, C. (2017). Psychological career resources, career adaptability and work engagement of generational cohorts in the media industry. *SA Journal of Human Resource Management*, 1(2), 1–13. <https://doi.org/10.4102/sajhrm.v15i0.868>
- Dahbi, R. (2015). *The cultural development of gastronomy culinary art versus future trends* [Bachelor's project, MODUL University Vienna]. <https://www.readkong.com/page/the-cultural-development-of-gastronomy-culinary-art-versus-9479405>
- Elbasha, T. and Baruch, Y. (2022). Becoming top global chef: Why does it take to become a highly successful entrepreneurial careerist? *International Journal of Contemporary Hospitality Management*, 34(7), 2559–2578. <https://doi.org/10.1108/IJCHM-07-2021-0940>
- Eren, S. (2018). *The quality of culinary education in tourism*. <https://www.researchgate.net/publication/328462023>
- Food and Agriculture Organization of the United Nations. (2017). *The future of food and agriculture: Trends and challenges*. <https://openknowledge.fao.org/server/api/core/bitstreams/2e90c833-8e84-46f2-a675-a2d7afa4e24/content>
- Gray, E., & Farrell, K. G. (2021). Perceptions of culinary education and chef apprenticeships in Ireland. *Higher Education, Skills and Work-Based Learning*, 11(1), 228–240. <https://doi.org/10.1108/HESWBL-06-2019-0083>
- Guide, Y. U. Halimatussadiyah, L. (2024). Social media trends. In *Beyond Slacktivism: The Dynamic Relationship between Online and Offline Activism among Southeast Asian Youths* (pp. 3-5). ISEAS Publishing. <https://doi.org/10.1355/9789815203462-004>
- Hadi, A. A., Nor, N. M., Yunus, N. S. M., Radzi, N. A. N. M., Zaiemoedin, T. Z., & Zulkifli, A. H. (2024). Exploring factors impacting student engagement and performance towards work-based learning among culinary students. *Information Management and Business Review*, 16(3(S)), 84-93. [https://doi.org/10.22610/imbr.v16i3\(i\)s.3959](https://doi.org/10.22610/imbr.v16i3(i)s.3959)
- Hlad'o, P., Lazarová, B., & Hloušková, L. (2019). Career adaptability of vocational education and training graduates in the period of prospective school-to-work transition. *Studia Paedagogica*, 24(2), 59–83. <https://doi.org/10.5817/SP2019-2-3>

- Hootsuite. (2024). *Social media trends 2024*. https://www.hootsuite.com/research/social-trends?utm_campaign=all-tier_1_campaigns-social_trends_2024-glo-none-----&utm_source=press_release&utm_medium=corporate_communications&utm_content=
- International Labour Organization. (2023). *World and Social Outlook Employment Trends 2023*. https://www.ilo.org/sites/default/files/wcmsp5/groups/public/%40dgreports/%40inst/documents/publication/wcms_865332.pdf
- Iskin, M., Sengel, U., Aydin, N. (2021). The effects of student's expectations on the profession choice: A research on culinary students. *Journal of Gastronomy Hospitality Snd Travel*, 4(1), 75-84. <https://doi.org/10.33083/joghat.2021.59>
- Kho, G., & Yanuar, Y. (2023). Pengaruh budaya organisasi, desain kerja terhadap performa kerja, komitmen pekerja sebagai mediasi. *Jurnal Manajerial dan Kewirausahaan*. <https://doi.org/10.24912/jmk.v5i3.25368>
- Lavinia Cornelia, B. (2018). New trends in workforce competences due to the internationalization of markets. *Management Dynamics in the Knowledge Economy*, 6(1), 33–49. <https://doi.org/10.25019/mdke/6.1.02>
- Lin, Y. H. (2019). *The relationship of career adaptability and entrepreneurial intentions: moderating effect of risk aversion and entrepreneurial opportunity* (Publication No. 28122186) [Master's thesis, National Taiwan Normal University]. ProQuest Dissertations & Theses.
- Manshoor, A., Mohamad, N. H., Idris, N. A., & Lenggogeni, S. (2022). Graduates dilemma: To be or not to be a chef. *Environment-Behaviour Proceedings Journal*, 7(20), 299–305. <https://doi.org/10.21834/ebpj.v7i20.3510>
- Mohd Nor, A. R., Abdul Hamid, M. F., & Osman, K. A. (2021). Penerapan nilai kerohanian islam dalam perancangan kerjaya pelajar TVET. *MANU Jurnal Pusat Penataran Ilmu dan Bahasa*, 32(2), 111–128. <https://doi.org/10.51200/manu.v32i2.3614>
- Mohd Zahari, M. S., & Awang, K. W. (2014). Assessing students' cooking knowledge before enrolment in a culinary art. *Journal of Tourism, Hospitality and Culinary Art*, 6(1), 15–26.
- Naeem, F. (2023). *2023 Job Market and Salary Trends: Malaysia*. <https://randstad.com.my/s3fs-media/my/public/2023-01/2023-malaysia-job-market-salary-trends.pdf>
- Organisation for Economic Co-operation and Development. (2009). *Society at a Glance 2009: OECD Social Indicators*. https://doi.org/10.1787/soc_glance-2008-en
- Organisation for Economic Co-operation and Development. (2023). *Economic Outlook for Southeast Asia, China and India 2023 - Update: Resilience Under Uncertainty*. https://www.oecd.org/content/dam/oecd/en/publications/reports/2023/09/economic-outlook-for-southeast-asia-china-and-india-2023-update_434e72f2/cd94bcf6-en.pdf
- Özkanlı, O., Özer, A., & Uçuk, C. (2017). Ethics in gastronomy and culinary arts field. *New Trends and Issues Proceedings on Humanities and Social Sciences*, 2(1), 382–386. <https://doi.org/10.18844/gjhss.v2i1.322>
- Pallant, J. (2016). *SPSS survival manual* (6th ed.). McGraw Hill education.

- Pheko, M. M., & Molefhe, K. (2017). Addressing employability challenges: a framework for improving the employability of graduates in Botswana. *International Journal of Adolescence and Youth*, 22(4), 455–469. <https://doi.org/10.1080/02673843.2016.1234401>
- Pruzan, P. (2016). *Research methodology - The aims, practices and ethics pdf science*. Springer International Publishing. https://doi.org/10.1007/978-3-319-27167-5_3
- Ruggeri Laderchi, C., Lotze-Campen, H., DeClerck, F., Bodirsky, B. L., Collignon, Q., Crawford, M. S., Dietz, S., Fesenfeld, L., Hunecke, C., Leip, D., Lord, S., Lowder, S., Nagenborg, S., Pilditch, T., Popp, A., Wedl, I., Branca, F., Fan, S., Fanzo, J., Ghosh, J., ... & Songwe, V. (2024). *The Economics of the Food System Transformation. Food System Economics Commission (FSEC), Global Policy Report*. https://foodsystemeconomics.org/wp-content/uploads/FSEC-Global_Policy_Report.pdf
- Salifu, I., Alagbela, A. A., & Gyamfi Ofori, C. (2018). Factors influencing teaching as a career choice (FIT-Choice) in Ghana. *Teaching Education*, 29(2), 111–134. <https://doi.org/10.1080/10476210.2017.1365360>
- Seyfi, S., Vo-Thanh, T., & Zaman, M. (2024). Hospitality in the age of Gen Z: A critical reflection on evolving customer and workforce expectations. *International Journal of Contemporary Hospitality Management*, 36(13), 118–134. <https://doi.org/10.1108/IJCHM-01-2024-0035>
- Shariff, F. M., Kutut, M. Z., & Hadi, H. A. (2014). Why do students decide to study culinary arts and why don't they maintain interest in the hotel industry employment? *Journal of Tourism, Hospitality & Culinary Arts*, 6(1), 1–14.
- Siddiky, M. R., & Akter, S. (2021). The students' career choice and job preparedness strategies: A social environmental perspective. *International Journal of Evaluation and Research in Education*, 10(2), 421–431. <https://doi.org/10.11591/ijere.v10i2.21086>
- Suhairom, N., Musta'amal, A. H., Amin, N. F. M., Kamin, Y., & Wahid, N. H. A. (2019). Quality culinary workforce competencies for sustainable career development among culinary professionals. *International Journal of Hospitality Management*, 81, 205–220. <https://doi.org/10.1016/J.IJHM.2019.04.010>
- Sulong, S. N., Mohamad, N. H., Shariff, S. N. F. A., Arifin, A., & Abdul Manap, M. S. (2021). Culinary students' career intention in the hospitality industry: The importance of the work environment during practical training. *Journal of Innovation in Business & Social Science*, 16(2), 29–36. <https://doi.org/10.24191/ji.v16i2.395>
- The Economist Group. (2024). *Trade In Transition: navigating the tides of uncertainty: Global report*. https://impact.economist.com/projects/trade-in-transition/pdfs/Trade_in_Transition_Global_Report_2024.pdf
- Tien, H. S., & Wang, Y. (2017). Career adaptability, employability, and career resilience of asian people. In K. Maree (Ed.), *Psychology of Career Adaptability, Employability and Resilience* (pp. 299–314). Springer International Publishing. https://doi.org/10.1007/978-3-319-66954-0_18

MALE ENTRY AND THE CULINARY FIELD

- United Nation Department of Economic and Social Affairs. (2020). *World Social Report 2020*. <https://www.un.org/development/desa/dspd/world-social-report/2020-2.html>
- United Nation Department of Economic and Social Affairs. (2024). *World Economic Situation and Prospects 2024*. https://www.un.org/development/desa/dpad/wp-content/uploads/sites/45/WESP_2024_Web.pdf
- United Nations. (2020). *World Economic Situation and Prospects, Executive Summary*. http://www.un.org/en/development/desa/policy/wesp/wesp_current/2011wespupdate.pdf
- World Bank. (2022). *Global economic prospects*. <https://openknowledge.worldbank.org/server/api/core/bitstreams/1292b7cc-9aa3-5b12-b363-fc69b87f5769/content>
- World Business Council for Sustainable Development. (2024). *Briefing on key trends for 2024*. <https://www.wbcsd.org/wp-content/uploads/2024/04/WBCSD-briefing-on-key-trends-for-2024.pdf>
- World Economic Forum. (2023a). *The Global Risks Report 2023 - 18th Edition*. <https://www.weforum.org/publications/global-risks-report-2023/in-full/>
- World Economic Forum. (2023b). *Future of Jobs Report 2023*. https://www3.weforum.org/docs/WEF_Future_of_Jobs_2023.pdf
- World of Mouth. (2023). *Global Culinary Report 23*. <https://www.worldofmouth.app/global-culinary-report>
- Yee, L., Chui, M., Roberts, R., & Issler, M. (2024). *McKinsey Technology Trends Outlook 2024: Report*. <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-top-trends-in-tech#/>
- Yıkıms, S., Türkol, M., Abdi, G., İmre, M., Alkan, G., Türk Aslan, S., Rabail, R., & Aadil, R. M. (2024). Culinary trends in future gastronomy: A review. *Journal of Agriculture and Food Research*, 18, 101363. <https://doi.org/10.1016/j.jafr.2024.101363>
- Mat Yusoff, N., Ungku Zainal Abidin, U. F., Mohamad, S. F., Wan Abdullah, W. A., Alias, R., & Sudono, A. (2024). Determinant of career intention in Malaysia hospitality industry for hearing disabled youth. *Environment-Behaviour Proceedings Journal*, 9(28), 279–285. <https://doi.org/10.21834/e-bpj.v9i28.5858>
- Zahari, M. S. M., Shariff, F. M., & Ismail, T. A. T. (2014). Hospitality industry careers : Analysis on student's interest based on different location of upbringing and secondary. *Journal of Tourism, Hospitality & Culinary Arts*, 6(2), 1–21.
- Zainal, A., Zali, A. N., & Kassim, M. N. (2010). Malaysia gastronomy routes as a tourist destination. *Journal of Tourism, Hospitality & Culinary Arts*, 15–24.
- Zopiatis, A., & Melanthiou, Y. (2019). The celebrity chef phenomenon: A (reflective) commentary. *International Journal of Contemporary Hospitality Management*, 31(2), 538–556. <https://doi.org/10.1108/IJCHM-12-2017-0822>
- Zopiatis, A., Theocharous, A. L., & Constanti, P. (2016). Adult vocational decision, career satisfaction and future intention: Insights from the hospitality industry. *International Journal of Contemporary Hospitality Management*, 28(12), 2696–2720. <https://doi.org/10.1108/IJCHM-03-2015-0099>