

Essentiality of Video Presentations in Hospitality Education: Advantages, Enhancement & Implementation in Kitchen Training

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Abstract. National Education Policy 2020 will start seeing its implementation in the year 2023. The use of technology in the education system seems to be prominent agenda of the policy. There was, is, and will be, the rapid advancement of technology in almost every human activity. The education system will match and use this change for the maximum benefit of society. Although this change is prevalent in the western world, India is still in the experimental stage, a little bit enhanced due to the pandemic. It will be exciting and overwhelming to imagine and see how technology will penetrate hospitality education in our country.

Hospitality education is one of the premier technical educations in our country, which benefits a large number of youth every year and provides a quality human resource to the hospitality and tourism industry. The hospitality and Tourism industry has been growing fast in the last few decades.

The pandemic taught us the use of technology over traditional methods. Every faculty tested, learned, and delivered online hospitality education from digital non-proficiency to digital proficiency. A thorough research on the ability of online education in hospitality during covid is required to know the outcomes of the pandemic-induced online delivery of hospitality education. However, there should be thorough research about the kind, standards, and implementation of online delivery of hospitality education to have uniformity or guidelines to fall back upon.

The video presentation is one such tool of technological advancement that saw a significant requirement for delivering online skill-based technical education. When video presentations are online, they can be seen on YouTube channels, Vimeo, Dailymotion, Twitch, etc., and become permanent for the learners to learn from it asynchronously. Even if it is not online, they become a permanent asset to the owner.

Kitchen Training in Hospitality education relies hugely on video presentations, primarily online on YouTube, Instagram, Facebook, and other social media. Due to convenience, a learner makes it a habit to watch an excellent online

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video presentation to see the making of the product. They have the opportunity to pre insight into the effect they will learn to make. This was not the case a few years back. Subscriptions of food channels on various platforms saw a 280% increase last year.

This research article will deal in depth with the implementation, advantages, and enhancement of video presentations in kitchen training. It will help the Chef Trainers equip themselves for the evident changes in how we impart kitchen training in formal education. Worth reading for future Chef Trainers who will be surrounded by technology.

Keywords: Key Words: SSW; CTML; Video Presentation; Kitchen Training; NEP 2020

1 SALIENT FEATURES OF NEP IN HOSPITALITY EDUCATION

National Education Policy is meant to change the whole education system of our country in the coming years. It will see changes everywhere from primary, secondary, higher, technical, and non-technical education. Hospitality education will be affected by the following salient features of NEP-2022. Reforms are proposed in schools and higher education, including technical education-The learner and the facilitator in the hospitality both will be required to adapt to the new learning environment.

No fixed streams: Since streams will no longer be set, a more heterogenous group of potential hospitality learners will be formed. Hospitality education will have to find ways of creating a learning environment that suits all types of learners. Emphasis on promoting multi-linguism & Indian Languages- home language/mother tongue/local language/regional language- books, lectures, video presentations, etc.- will align heavily with this feature. Holistic & multidisciplinary education with multiple entry/exit options-Multiple, entry-exit points and interdisciplinary education will result in more organized, well-planned, and integrated skill-based courses in hospitality education. Establishment of Academic Bank of Credit-More well –defined record keeping will be necessitated.

Multidisciplinary and research oriented-Multidisciplinary approach creates a more heterogeneous group of learners for technical education like hospitality, and research-oriented education will be a give back to society. The use of technology to enhance learning, assessment, planning, and administration- This is an area where most implementation of NEP will work, as most of the academic information is online nowadays. There are ways, technology, and software applications for online/offline assessment & planning. LMS-Learning Management Systems are how an Institute is managed in many European countries. The use of technology at all levels of education-The coming years will show maximum utilization and penetration of technology in hospitality education. More material will be seen being added information in the form of blogs, social media, websites, video presentation platforms, etc

2 EMPHASIS ON THE USE OF TECHNOLOGY

2.1 THE ENVIRONMENT

We are witnessing a change from a hard-working society to a smart-working society. The reason behind this is the environment created by the advancement in the information technology industry. Education society can no longer remain the same in our country as well. It has to work along this advancement, now and in the future. NEP 2020 has emphasized the use of technology due to the changing environment created by the followings:

Internet

. The easy and anytime availability of the Internet allows the education system to use online information, data, and research in the most beneficial way. The Internet has been a significant source of online courses, pdfs, books, study materials & resources, etc., for a while now. Hospitality education has a limited online presence comparatively. However, online food-related channels, blogs, websites, food-porns, and insta pages have an effective company.

Hardware

. From Tabletop Screens, Led Screens, Real-Time Transfer of Audio Visuals, Androids, iPhones, Laptops, PCs, Bluetooth, Alexa, and Wearables, the hardware technology has advanced. It will be more rapidly increasing in a short period.

Social Media

. Social media is a virtual platform. Learning communities can create, share and exchange their experiences, information, and ideas across the community or with other people. There are more than 5 billion social media users in the world. Facebook, Instagram, Twitter, YouTube, and TikTok are some of the largest social media platforms. All of these are valuable sources of learning materials and form a robust learning environment creating learning communities that benefit present learners and coming generations.

Information Technology

. It is the network of physical devices like computers, storage, networking, and other necessary accessories. Combined with complete infrastructure and processes for information and ideas to be created, processed, stored, secured, and exchanged. These all together are one of the most successful creations of the human mind. They brought ease, convenience, and sophistication and changed the way we think about a society/learner society more advantageously.

Online Video Sharing Sites

. Readily accessible online video-sharing sites allow the channel to keep the recording safe without being stored with them. It gives a broader audience and unlimited lifespan as long as the track survives on the Internet. Millennials make up to 92% of the digital viewing audience. The high percentage of young crowd accessing digital media requires every industry, micro or large, to have a solid digital presence to survive in the market and carve a niche among Millennials. Our country's hospitality education must understand quickly that old teaching models must be broken to see the way forward.

3 ESSENTIALITY OF VIDEO PRESENTATION IN KITCHEN TRAINING

Essential is something that has become inherent. The inherency of Video presentations in kitchen training can be understood based on two things.

- Nature of Kitchen Training
- Kind of Learning Environment Kitchen Training Video Presentations Creates

3.1 NATURE OF KITCHEN TRAINING VISUAL

Kitchen Training requires using all senses to learn the art of cooking. Ingredients have visible colors, shapes, and structures: textures and consistency. Mechanical actions, cooking, baking, and storing every activity require creating photographs in mind to revisit and practice the art. Physical changes are continuously happening from mise-en-place (pre-preparations before cooking) to plating and presentations. It has all to be recorded in mind for future practice.

TECHNIQUES/STEPS/METHODS

. From making rice to making a steak, each recipe is based on specific recipe/formula techniques, steps, and methods that must be conceptualized and recalled while preparing a dish for the guest. If not in regular practice, things get messed up. The only option is to revisit recipes, methods, and techniques and write personal notes. This becomes hard work in an intelligent world for a learner.

CCPs

. In kitchen training, every Chef Trainer has their prescription for managing a dish that has gone wrong. While providing formulas, learners are informed about the critical control points, so things don't go wrong in the kitchen. To succeed, the kitchen requires handling fire, high and low temperatures, physical Load, and imagination. There are high chances of disruptions in operations.

AUDITORY

. While cooking sounds are one of the important, although considered not so important by beginners, part of learning the whole concept/technique of preparing a dish.

SKILLS

. The kitchen in itself is an entirely skill-based operation. One can read as many books as. However, expertise comes only from cooking. Moreover, every step of cooking requires a skill set from mise-en-place to plating aesthetically.

All of the above demands the inherency of video presentations to develop micro-level kitchen training. To touch the learner on all levels of teaching, viz. Knowledge, Competency, and mindset. Video Presentations become essential to bring out the best in a Kitchen Learner.

The nature of kitchen training requires a robust supporting tool for the learner. The activities that become the learning needs to be recorded, stored, and shared for the ultimate benefit of the learner. A Video Presentation, recorded live or staged, will be a boon to the whole learning environment for a revisit, remember, and recall not only for the current trainees but for future trainees as well shared across the globe for excellent reach.

3.2 KIND OF LEARNING ENVIRONMENT KITCHEN TRAINING VIDEO PRESENTATIONS CREATES

- It works on three paradigms
- Helping both teachers and learners
- It can be created for abstract topics
- Bringing complete transformation of how we educate learners for kitchen skills

HELPING BOTH TEACHERS AND LEARNERS

. Suppose we plot the Teachers Creating Video Presentations from low to high against Learners Using Kitchen Training Videos from low to high. In that case, four quadrants will be obtained with the characteristic of the learning environment thus created. The results are summarized as under:

QUADRANT-I LATE STARTERS.

- Teachers Creating Low Numbers Of Kitchen Training Videos
- Learners Using Low Numbers of Kitchen Training Videos
- Learning environment
- It is not digitally proficient
- Not ready to embrace forthcoming changeNot result oriented
- Survival issues
- Requires Greatest Commitment from the change agents

- Not digitally well equipped
- The scenario of primarily rural and sub-urban set-up
- Needs immediate attention from hospitality education leaders
- Not fruitful for the modern-age learner
- Teachers are required to be trained professionally and for digital proficiency
- Requires more investment as compared to other quadrants
- The environment needs a complete transformation
- Time-consuming late starters

QUADRANT-II CULTIVATORS.

- Teachers Creating Low Numbers Of Kitchen Training Videos
- Learners Using High Numbers of Kitchen Training Videos

- Learning Environment
- Low digital proficiency among teachers
- Low level of commitment of the management
- Low exposure of teachers to the latest developments in the education industry
- A rural and sub-urban set-up
- A heterogeneous group of learners with many of them digitally proficient
- The learners are more aware of their requirements
- Not a beneficial learning environment
- There may be attendance issues
- Learner engagement will be low
- The learner will not have concurrent information about the topics
- Learner knowledge and skill may not be aligned with KCM objectives
- Not the best environment for learning.
- Few learners may rise professionally later with a bit of struggle
- A new system of education using technology can be cultivated

QUADRANT-III REBUILD

- Teachers Creating High Numbers Of Kitchen Training Videos
- Learners Using Low Numbers of Kitchen Training Videos

- Learning Environment
- The objective of the management is to provide certificates to the learners
- The teachers have the capacity, but the management is not supporting
- Low morale of the human resource
- The hospitality education leaders need to see the learning environment
- If management is committed, then proper rules and guidelines required
- It requires proper overhauling of the learning environment

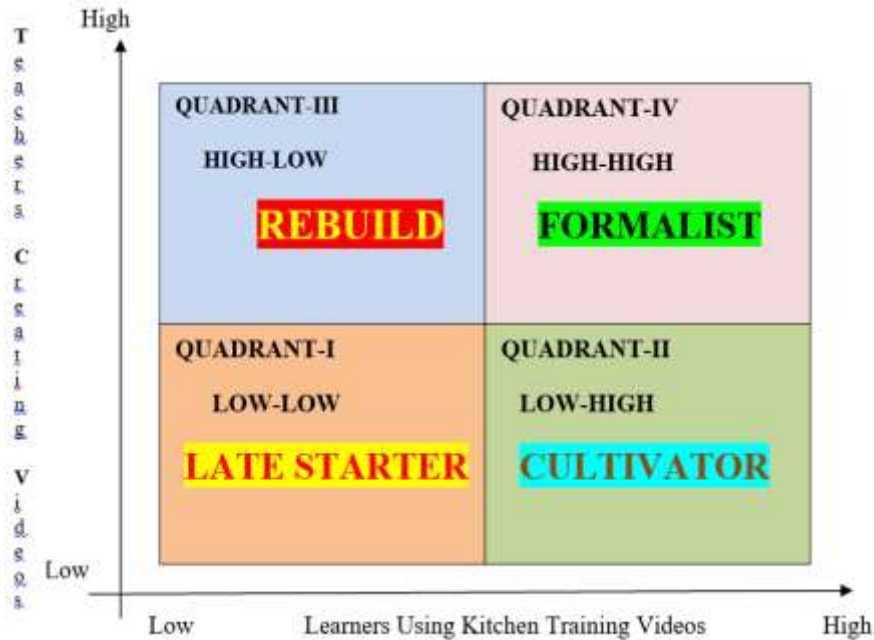


Fig. 1. Paradigm -1 How Video Presentation Affects Learning Environment

QUADRANT-IV FORMALIST.

- Teachers Creating High Numbers Of Kitchen Training Videos
- Learners Using High Numbers of Kitchen Training Videos
- Learning Environment
- This is an ideal environment for the success of the learning objectives.
- A committed environment
- Yields the best result

IT CAN BE CREATED FOR ABSTRACT TOPICS

. Topics are challenging for the teacher/trainer to conceptualize and explain to the learners. Video presentations make it easy. There are applications like doodle, vyond, and other animations application that helps to create an audio-visual treat to explain tough and abstract topics.

BRINGING COMPLETE TRANSFORMATION OF HOW WE EDUCATE LEARNERS FOR KITCHEN SKILLS

. The use of technology to train budding chefs will completely change how we used to teach them in recent times. In the era of AI and VRs, how video presentations in the

kitchen will survive will be the thing of the current future. However, the first transformation will be brought about by Video Presentations. When a Kitchen Training Class is equipped with a concurrent video presentation, it will be a tremendous and beautiful learning environment for the budding chef to succeed in their career.

3.3 ENHANCEMENT OF VIDEO PRESENTATION

Enhancement in Video Presentations For Kitchen training can be viewed from two critical points.

- How to enhance Video Presentations?
- How will video presentations enhance Kitchen Training?

HOW TO ENHANCE VIDEO PRESENTATION?

.For a Video Presentation to come across correctly to a trainee, it should be based on the following eight elements.

- Signaling
- Segmenting
- Weeding
- They are matching Modality-Targeting both the auditory and visual channels simultaneously.
- Time Limit
- Tone
- Balance

SSW Treatment of a Video Presentation

. The first three are termed as SSW treatment of a Video. According to CTML Cognitive theory of multimedia learning by psychologist Meyer, our brains process things around us through two channels: Visuals, like pictures, what we see around us, and videos, and sounds –words and other sounds. Then our brain combines the two to have a greater understanding, followed by comparison with earlier experiences than the whole experience becomes permanent memory. Therefore, he says that pictures and words should be mixed to provide the right signals to the brain, creating a more profound understanding. This is the reason why we learn more skills through YouTube videos or videos on some other social media platforms.

The main idea of the video presentation has to be signaled correctly so that the mind precisely catches audio-visual signals; this is called signaling, and weeding out unnecessary audio-visual information/noises also helps.

Our brain doesn't have unlimited storage space and speed, so to generate maximum impact, the audio-visual information in a video presentation should be segmented into small, clearly understandable content having a related flow of ideas. This is segmenting.

Matching Modalities

. Although it is a profound and debatable topic in education, this research article means the two modes of connecting with the kitchen trainee. Audio and Visuals should be used simultaneously. May a voice or words on screen about what is going on the screen yields the best learning video.

Time Limit

. When it is a learning video, the enthusiast Chef Trainer may not even decide on the duration of the video presentation. There should be detailed videos for learning to happen; however, the bright modern world wants to know and gather more quickly if the learning video material can be concise in a manner that carries more meaning than the information the time limit can be handled.

This element is one of the prominent aspects that the Chef Trainer has to work on to generate and retain more skills among the trainee.

Tone

. The kitchen video presentation's overall tone should be mild but firm and understandable.

Balance

. The beginning and end of video presentations should be well planned to have a perfect balance for the whole video. It should hold the attention of the trainee for the entire length. This requires balancing the video. To create balance, the Chef Trainer should be quite vigilant about the following four aspects

- SSW Treatment
- Information sequence & Load
- Voice Quality
- Camera and lightings

3.4 HOW WILL VIDEO PRESENTATIONS ENHANCE KITCHEN TRAINING?

The way Chefs were trained earlier used to be an association with a Chef who would prepare the aspirant according to their whims and fancies, which sometimes used to be challenging on the part of the trainee; later, the kitchen training saw formal education in hospitality and culinary institutes. For a few years from now, AI and VR technology will become part of kitchen training. Video Presentations are not new to kitchen training after the incoming of Information technology. However, its impact on formal kitchen training is not recognized on a large scale in this part of the globe.

Table 1. Impact of Video Presentation on the Learning Environment of Kitchen Training

| | | | | |
|--|---|---|--|--|
| Standardizations | Revisit | Recall | In-Line with the Cognitive Theory of Multimedia Learning | More information, Knowledge, and skills will become permanent memory for a learner |
| Learn | De-Learn | Re-Learn | Mastering the Skill Effectively | Wider Reach |
| Greater Autonomy | Remote-Learning possible | Language barriers will be handled perfectly | Flipped Learning | Blended Learning |
| Improved Technique/Expertise/ Methods | Doubt Clearance | Ease of Attendance | Ease in Recording Attendance | Learners Learning modalities will be handled better |
| Handling Heterogeneous Class With Ease | The pace of learning is managed more professionally | Uniformity | Expansively | Digital proficiency |

3.5 IMPLEMENTATION OF VIDEO PRESENTATION

In Indian hospitality education, video presentations have not become mainstream because they need commitment from top-level management and the Chef Trainer. Also, digital proficiency is still emerging on a need basis. There are many hurdles to see it working shortly.

COMMITMENT

. Preparing a Video Presentation requires time, energy, and a deep knowledge of food production operations and theory. Video Presentations for kitchen training cannot be made as a part-time passion. However, it needs direction and clear goals defining the need of every learner in a heterogeneous group.

CONCRETENESS

. A haphazard way of working on the videos will yield non-effective results. Moreover, it will hamper the learning environment. As a Chef Trainer, one should align their series video by aligning the objectives of Knowledge, skill, and mindset for a particular semester according to the syllabus. At no point should the video presentations in kitchen training be as per the wishes of the trainer.

CONCURRENT

. The video presentation should be concurrent with the physical classes such that learners get an environment of learning, e-learning, and re-learning.

CONCISE.

For the cognitive requirements of an individual learner, the video presentation should be concise based on the eight elements described above.

RESOURCES

. An excellent video presentation requires standard resources.

- A camera for shooting
- Shooting studios
- The kitchen layout has required gears, small and big, to precisely describe every piece of information, technique, and method.
- High-quality ingredients
- Mic
- Video editing applications
- Laptop/PC
- Light system

OUTSOURCE

. Many foreign universities outsource video shooting. There isn't any extra load on the Chef Trainer for managing the shooting part. However, it may be an added burden on the management as per costs. Own shooting system is a one-time investment. However whether it will be more professional is debatable.

PERSONAL SET-UP

. Some of the Chef Trainers in our country run the shooting system independently, managing their stuff. Here the commitment from the management is almost nil. This is also one way of working.

TEAM

The whole process requires a dedicated team on three levels

- The research and information team basically worked on the audio part of the video.
- Mis-en-place and production team responsible for the complete set-up in alignment with the recipe/formula, methods, and techniques.
- Shooting and Editing Team responsible for shooting and editing team in alignment with the objectives of learning as provided by the Chef Trainer

STANDARDIZATION

. This is one of the most necessary elements of the implementation of video presentation in kitchen training. The Chef Trainer has to align their work to industry standards not only for their own country but also for what is happening across the globe to be more effective.

COST

. It can be a one-time investment or recurring cost depending upon the kind of work.

ROI

. To be effective, management should regularly update themselves by various means to consider the effectiveness of video presentations in kitchen training so that ROI can be worked upon and future courses of action may be planned.

SPACE

. It requires a specific space not only for the production of the video but in the mind of the trainer and trainee as well to yield the best outcome.

STANDARDS

. Top management should give specific well-designed guidelines foreseeing the future of hospitality education. Since there are resources, time, and energy invested, the whole process should be relevant for the future of kitchen training.

**4 ADVANTAGES OF VIDEO PRESENTATION-
CONCLUSION**

- Videos are great teachers. They enhance the recall and cognition capabilities of the learner. They process two inputs –visual and auditory separately and then merge them to get a better understanding and concept of a thing in question.
- They break down barriers of time, distance & support
- An individual can have their own pace of learning
- More appealing to a broader audience
- Users process information in a way that's natural to them, so modalities are matched
- Abstract topics which were difficult to teach and learn become more accessible and understandable
- It adds versatility to the box system of learning
- Add Convenience
- Asynchronous-Deferred learning is possible, giving more autonomy and expanding the learner's ways of learning
- Revisiting/Recalling is eased.
- To match NEP 2020 emphasizing the use of technology at various levels, kitchen training equipped with video presentations as a primary stream way of imparting formal education in this field will become essential. Sooner we adapt better, we will benefit the potential Chefs with great careers ahead

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