

## **Impact of Media on Increasing Popularity of Culinary Profession With Regards To Hotel Management Students**

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### **Abstract:**

This study is concerned with the career orientation and the desire for business ownership of culinary arts students in associate degree programs. Students were surveyed to determine their preferences as to type of position and type of establishment desired upon graduation, in three years and in five years. The results indicate that 59% of the students plan to seek initial positions in the food production area and 22% as management trainees. By the fifth year after graduation, over 38% wish to be in management and 38% in the food production area. Those enrolled in apprenticeship programs indicated somewhat greater interest in ownership than those not enrolled in apprenticeship programs. Many of the students indicated an interest in hotel/motel management.

**Keywords: Culinary arts students, Career in culinary arts, Food media.**

### **Introduction-**

Culinary Arts can be defined as an art in the preparation or cooking of food. Someone who has a profession in this field is called a culinarian or as commonly known by the society a cook or chef. Chefs have a responsibility to cook food using their skills to create an eye appeal and tantalize the taste buds.

Culinarians have the opportunity to make their careers in hotels, restaurants, hospitals, airlines, cruise ships and many other such establishments. A step ahead of culinary arts is gastronomy, which is the analysis of food along with its art, presentation and history. Some chefs prefer to concentrate on the culinary side whereas others have a need to focus on the presentations and combinations of different flavours and to go beyond expectations.

Undoubtedly the most fundamental challenge facing the hospitality industry is the fascination and retention of the necessary number and quality of young people joining the culinary sector.

This can be achieved by changes in the higher educational atmosphere which has a tremendous impact on the education process, curricula, learning outcomes and instructional practices that institutes are adhering to today.

It has been noticed that of late, celebrity chefs foster a relationship of intimacy with consumers, and viewers because of their presenting styles, social media and the opening up of their personal lives to the general public. These intimacies are also further extended into domestic spaces through material objects such as kitchen equipment, specialist ingredients and cookbooks, which are brought into our homes.

As technology continues to thrive, it is inevitable that the media's impact on food trends will also increase. Blogs, online sites, television and movies are all expected to become even more competitive as well as entertaining. In the initial years of this phenomenon, it was print media played a critical role in the evolution of food interest, but it was broadcast media that began to slowly smudge the lines of class distinctions.

The increase in written and broadcast content globally illustrates both the seriousness and the popularity of food as a cultural interest. Food writers, cookbooks, restaurant reviews, TV food programs, and now web sites and podcasts are legion, complete with a deep history.

From a once exclusive leisure domain of the wealthy, food itself has moved into a privileged place in first world society as plaything or art object and cooking as a hobby or an enviable profession. The current popularity of cooking and food programs around the world indicates that foodism is a global phenomenon propagated by mass media (desolier2005: 465)

All this exposure of food through media has given viewers, especially future culinary students, a window on a wider social and cultural world, on which they await to embark.

### **Objectives-**

1. To measure the Impact of media on students aspiring chefs due to the influence of celebrity chefs
2. To establish a relation between the chefs media publicity and increasing demand of culinary profession in The Hotel management students.
3. To assess the demand growth of culinary professionals among hotel management students is due to the Media influence.

### **Literature review-**

- (i) Samantha Rosemary Lane, Stephanie Margaret Fisher, British Food Journal, February 2015 says to explore the introduction of an understudy populace to big name cook TV programs, to survey the impact these figures have, and how they are seen. In spite of the huge ubiquity of big name culinary specialists, the marvel remains underexplored, with constrained inclusion given to it by neighborliness related writing. Earlier examinations principally centered around superstar cooks' business impact and intensity of promotion, with little reference to their effect on the up and coming age of culinary experts and on the supportability of the calling.
- (ii) International Journal of Hospitality Management, Volume 57, August 2016, a portion of the world's top superstar gourmet specialists are a developing wonder as powerful pioneers of their own image just as different products, administrations, and causes. This examination gives an account of a pilot investigation of how big name culinary specialists have received and actualized online life, particularly Pinterest, utilizing the Dispersion of Developments as a hypothetical system. The investigation found that of the main gourmet experts, all embraced Facebook, firmly followed by many receiving Twitter; only few received Pinterest. The gourmet specialists' internet based life and Pinterest usage shifted generally. This examination sheds bits of knowledge about web-based social networking, especially Pinterest, expands advancement dispersion research, and fills in as a base for future research of both big name culinary experts and internet based life.
- (iii) An Article Published online: 27 Apr 2015, The case from numerous wellbeing advertisers in the Assembled Realm that television and cooking programs impact the manner in which nourishment is arranged and cooked is investigated utilizing information from an enormous quantitative overview of the English populace upheld by center gathering research. TV cooking programs rate low as an effect on cooking conduct. The watchers of television cooking programs consider them to be amusement and embrace a refined way to deal with their review. The superstar culinary specialist is viewed as a performer

and not really somebody who will give solid counsel on cooking and wellbeing matters. The outcomes propose that the utilization of open data or explicit instructively charged projects from a wellbeing advancement viewpoint are constrained in their appeal. Cooking programs seem to have an impact on the style of survey, with watchers utilizing them as a window on a more extensive social and social world. The ramifications of these discoveries are that wellbeing advancement approach and practice ought to be reoriented to help factors distinguished as significant in helping individuals find out about cooking, for example, the family and schools.

- (iv) The Influence of TV and Celebrity Chefs on Public Attitudes and Behavior Among the Public, Martin Caraher, Published online: 27 Apr 2015 The case from numerous wellbeing advertisers in the Assembled Realm that television and cooking programs impact the manner in which nourishment is arranged and cooked is investigated utilizing information from an enormous quantitative overview of the English populace upheld by center gathering research. TV cooking programs rate low as an effect on cooking conduct. The watchers of television cooking programs consider them to be amusement and embrace a refined way to deal with their review. The superstar culinary specialist is viewed as a performer and not really somebody who will give solid counsel on cooking and wellbeing matters. The outcomes propose that the utilization of open data or explicit instructively charged projects from a wellbeing advancement viewpoint are constrained in their appeal. Cooking programs seem to have an impact on the style of survey, with watchers utilizing them as a window on a more extensive social and social world. The ramifications of these discoveries are that wellbeing advancement approach and practice ought to be reoriented to help factors distinguished as significant in helping individuals find out about cooking, for example, the family and schools.
- (v) Society of the Appetite, Celebrity Chefs Deliver Consumers, Signe Hansen, Pages 49-67 | Published online: 29 Apr 2015 The article shapes some portion of more extensive research that cross examines the predominance of nourishment in the media and the changes in perspective created and sustained by new types of media, for example, nourishment TV and the web. This work withdraws from past nourishment look into by focusing not on what is imparted about nourishment, yet how it is conveyed. The examination is guided to some extent by Fellow Debord's The General public of the

Display (1967), which offers a Marxist financial investigation of an inexorably picture overwhelmed culture. With an essential spotlight on VIP gourmet experts, this paper contends two focuses. To start with, that superstar culinary specialists, similar to Hollywood stars, are overwhelmingly media items, inferring a self-assertive connection among nourishment and big name. Second, that the genuine result of nourishment media isn't the big name cook, however the shopper. Nourishment media makes a base of buyers whose hungers are truly and metaphorically continued needing; this is the new business of nourishment.

- (vi) Culinary Infrastructure: How Facilities and Technologies Create Value and Meaning around Food, Jeffrey M. Pilcher, published article in 2016 Culinary foundation contains the various relics, associations, and media that assemble nourishment or that compose and pass on information about nourishment, along these lines encouraging creation and utilization, yet without having those changes as an immediate objective. This framework incorporates both material parts, (for example, transportation and sewage systems, commercial centers and ports, refrigeration, and correspondence advances) and insignificant or epitomized articulations of information (plans and cooking rehearses, fates markets and licensed innovation, quality affirmations and wellbeing guidelines). In spite of the fact that disappointments of framework become obvious as gracefully deficiencies or nourishment pollution, the backhanded outcomes of foundation can be similarly as significant in forming the sorts of food sources that are accessible to buyers and who will benefit from the offer of those nourishments. By looking over an assorted assortment of infrastructural hubs and linkages, this paper tries to beat key divisions inside the interdisciplinary field of nourishment concentrates among monetary and natural elements of nourishment flexibly and the social and social implications inside which they are inserted. Recorded examination of the innovative and information based frameworks of foundation can likewise feature both the magnificent beginnings of modern nourishment creation and the unforeseen and challenged nature of nourishment frameworks. The exposition concentrates on battles over the limits among open and private control of foundation.

### **Research Methodology:**

The main purpose of this study is to have an insight into the impact of media on increasing popularity of culinary profession with regards to hotel management students in India. The study involves a statistical analysis of questionnaires circulated online to students who are currently enrolled in culinary institutes. A quantitative method of research was made use of, to gather data. The questions included multiple choice and Likert's scale for respondents to rank their answers. The research questions addressed were mainly with respect to the

- (i) More visibility of culinary profession on media as compared to others,
- (ii) Preferred media site for to follow latest food trends,
- (iii) Does media help in gaining respect for the culinary trade?

Random sampling technique was carried out to procure data. After conducting the surveys, its analysis was done and the results are presented and discussed accordingly.

### **Sample Size-**

100 respondents, who are hotel management students and Aspiring Chefs

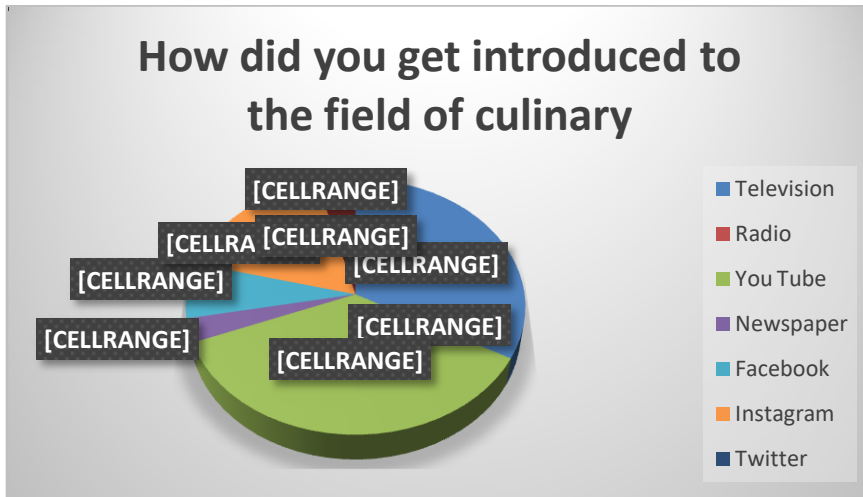
### **Sampling Technique-**

Stratified sample for data collection

### **Data Collection-**

The Primary data is collected using a Questionnaire tool and interviewing few of the renowned chefs. Secondary Data is collected through the research journals and research papers

## Data Analysis and Interpretation

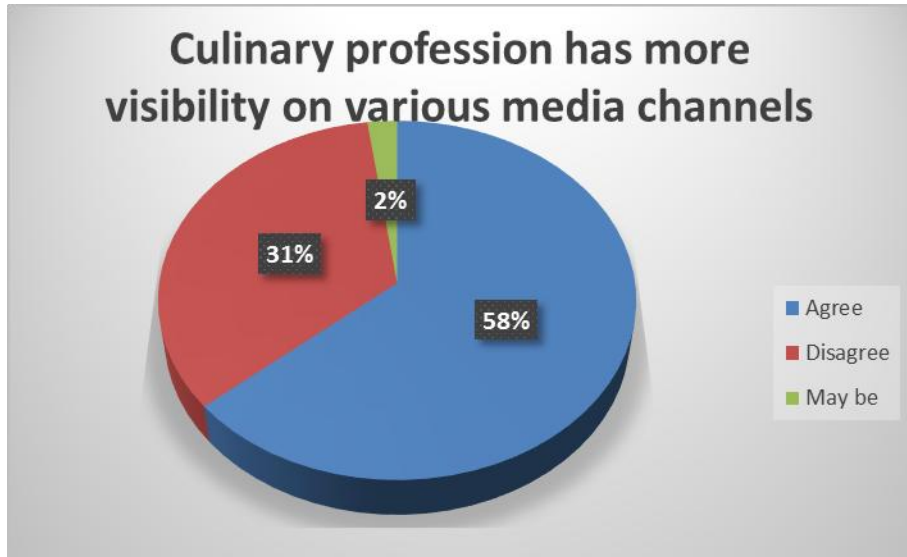


**Fig: 1**

The above data states that a majority of respondents have been introduced to the field of culinary through the medium of Youtube (36%) while Television has been a close second (33%) followed by Instagram (17%), Facebook (7%), Magazines (4%) and Newspaper 3%.

The medium of Radio (0%) has not been rated by any of the respondents as responsible for being introduced to the culinary field, the same applies for Twitter.

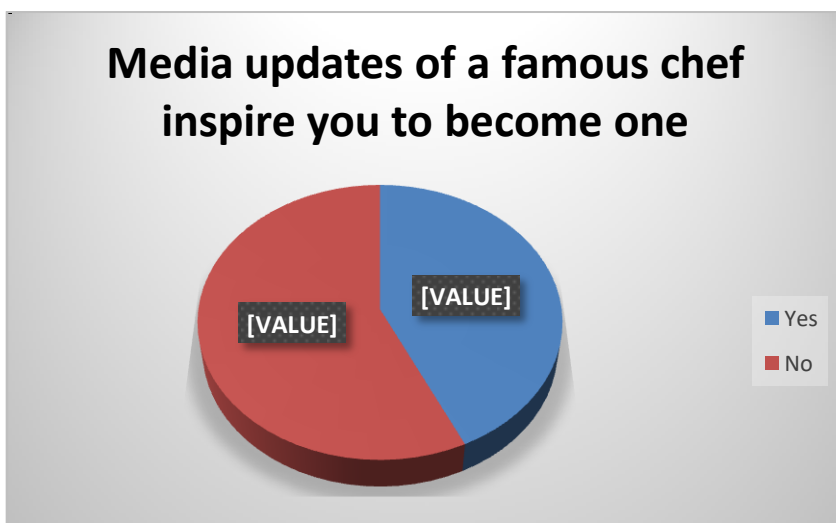
This implicates that the respondents are introduced to the field of culinary by more modern channels and mediums like Youtube and Instagram, which is more of a visual media.



**Fig: 2**

The data above indicates that the culinary profession surely has more visibility on various media channels. 58% of respondents have said that they agree with the statement that the culinary profession has become more enticing due to its massive amount of visibility on media channels. 31% respondents disagreed with the statement whereas 2% were unsure and have responded as maybe.

The data can be interpreted that students today spend a good amount of time engaging in media related activities like Facebook, Instagram and YouTube which showcase a wide variety of culinary creations.

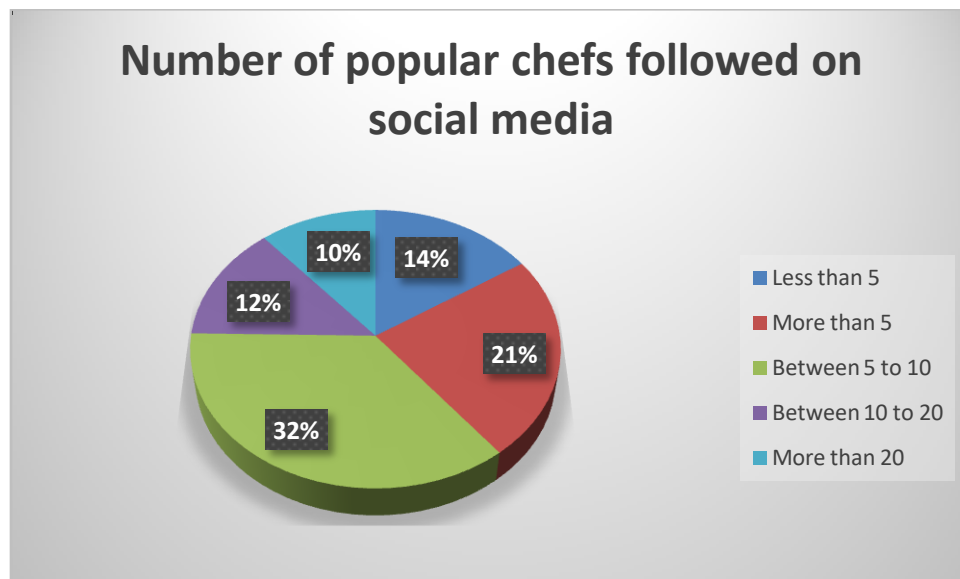


**Fig: 3**



The respondents have stated that they are surely inspired by media updates from famous chefs which encourages their resolve to take up culinary as future occupation. 65% of respondents were inspired whereas 49% were uninspired by a famous chef.

It is clearly understood from Fig1 and Fig 2, that since prospective culinary students have been engaged in media with respect to getting introduced to the culinary field as well as going through updates put up by famous chefs, their level of inspiration is high. In current trends, chefs showcase their work on social platforms as well as engage with institutions where they are provided with honorary positions. This wider reach of famous chefs has allowed culinary students, current and prospective to take up Culinary as a career choice.



**Fig: 4**

That data states that culinary students definitely follow popular chefs on social media. While the majority of them, (32%) follow between 5 and 10 popular chefs on social media, 12% of them follow more than 10 and less than 20 popular chefs while 10% of culinary students follow more than 20 popular chefs on social media.

There are many popular chefs whose passion translates into their unique styles of cooking, some by making use of fresh vegetables and natural flavors in their cooking. Others also promote and encourage healthy eating and sustainability. All these factors have allowed popular chefs to gain

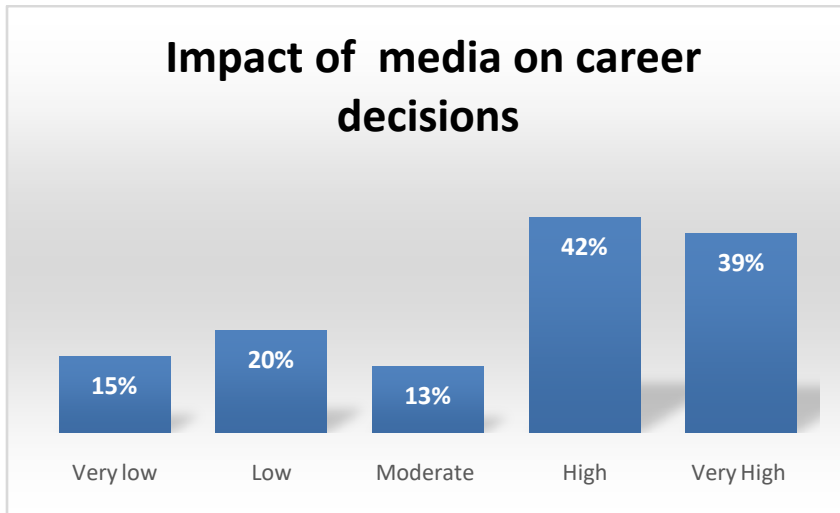
a lot of following on social media, quite a few of them being culinary students who turn to these popular chefs to gain inspiration.



**Fig: 5**

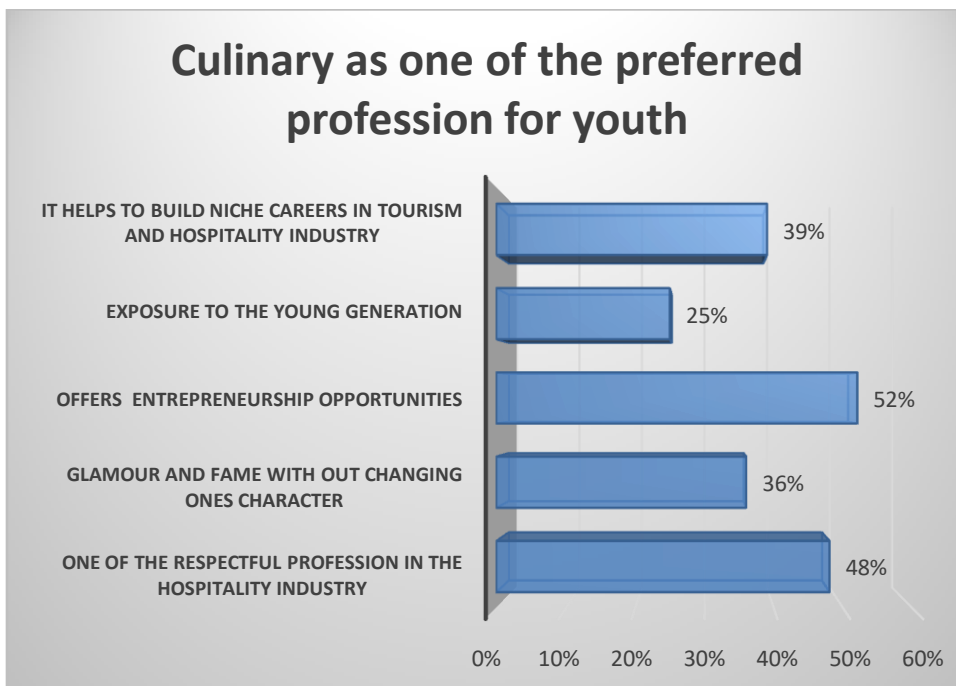
62% of respondents agree that media plays an important role in gaining due respect towards the chefs profession, whereas 45% disagree with the statement.

Unlike earlier times, chefs today have become public figures who are not only associated with a kitchen or a hotel but are the face of an organization. They conduct travel shows related to lost cuisines, have their own food channels and even have their own culinary schools and courses. This exposure of the chefs themselves to the outside world has led to them having plenty of followers, including prospective culinary students.



**Fig: 6**

The data readily depicts that there exists a high impact of media on career decisions for young chefs in the making. 42% stated that the career decision to be a chef is also due to the high impact of media (42%), 39% mentioned that the impact is very high, while 13%, 20% and 15% have stated that the impact is moderate, low and very low respectively.



**Fig: 7**

With respect to the data collected on culinary as one of the preferred profession for youth, 52% have mentioned that the profession offers entrepreneurship opportunities, 48% state that it is one of the respectable professions in the hospitality industry. Other factors include its ability to help build niche careers in Tourism and Hospitality industry (39%), helps achieve glamour and fame without changing ones character (36%) and providing exposure to the young generation (25%).

Converting your passion or hobby into a profession can be very rewarding, especially when culinary courses offer a sense of pleasure and fun for the students.

### **Observations and findings-**

The future of the hospitality industry, especially the kitchen brigade, depends on the quality of its people. The purpose of this research activity was to investigate the attitudes of hospitality students towards the culinary professions. In addition, the study examines the influence that social media has when it is concerned with students choosing the culinary profession.

It can be derived from this study that media as well as popular chefs showcasing their skills on media have a high level of impact and influence on students in the culinary field.

Young individuals ready to make their career decisions as their engagement level with popular chefs in the media world is very progressive.

### **Conclusion**

Media has demonstrably revitalized an interest in recipe sharing and preparation among “ordinary” people. The evolution of culinary professionals in media, however, is just one part of the ongoing evolution of food-related media and recipe sharing technologies. Instagram, Facebook, YouTube, food blogs are also an important part of food culture more broadly. They reflect a renewed interest in cuisines and the trend towards “do-it-yourself”, seen in online and offline communities. Beyond this, culinary related media provides a useful study for understanding how young culinary professional’s lives have become intertwined, and showcase the Internet as a part of everyday life. Media and popular chefs remind us that new means of sharing food and culture will continue to emerge, and that our relationships to food and

technology, and our interactions with food-related media, must be continually examined if we are to understand the ways they both shape and reflect the world of food.

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