

Study on How Media Technology Enhancing the 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. The paper aims to determine their preferences as to type of position and type of establishment desired upon graduation, in three years and in five years. The study indicate that majority of the students plan to seek initial positions in the food production area and few as management trainees. 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

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