TUTORIAL

IO 4 – TUTORIAL FOR HOTELS AND RESTAURANTS

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General

This Tutorial is actually a tool how to produce different videos to improve the reaction of the employees in real work situations. We described and made sketches to imagine better where and how to start and what kind of tools users need. Production of a video is technically not so demanding. Only a few rules have to be followed and practice makes it better and better.

What is the purpose of making videos? The purpose is to get to know the working process, to recognise and improve different relationship challenges, to improve foreign languages, to introduce the key competencies and technical knowledge and see solution where it wasn't seen before.

We are living in the time where young generation communicate and use mainly modern technology. The older generation had different education and they thought that they would never in their life need to use this kind of modern technology. This Tutorial is written for them in order to give them this knowledge in an interesting way, which is easy to understand.

Considering that human brain processes videos 60,000 times faster than processing text1, video-based learning method is a cost-effective training approach, especially in case of learning foreign languages by employees from tourism, where the pronunciation, face and body language are very important in communication with the client.

If it is based on real work situations, video-based learning is more persuasive compared to other learning content type, allows to reduce cognitive overload and increase the retention of information, addressing to different learning styles (visual, auditory).

Also, it is a very flexible learning tool because the increased usage of smartphones provides on-the-go training; learners could access the video anytime they need it and they could resume it and practice more times in order to retain better the learning content.

By involving employees in acting in short learning videos adapted to specific working situations, they could practice and develop better their soft skills related to the job (according to learning pyramid, 75% from learning content is retained through practice by doing).

There is only one secret to learn this – repeat and practice regularly. There is no mastery without making a lot of mistakes in the past. Never give up after the first attempt or think that this is not for you and that only educated people can do it. That is not true. Every success requires a lot of work and every success will improve also your self-confidence and you will want to learn more.

[1] *Psychology Today, "Video vs.Text: The Brain Perspective"*
(https://www.psychologytoday.com/intl/blog/behind-online-behavior/201505/video-vs-text-the-brain-perspective)

Chapter 1: MAKING LEARNING VIDEOS FOR LEARNING ENGLISH IN TOURISM

Learning videos for learning English in tourism consist of three parts. The technical part for creating the video itself. The tourism specific part, for identifying the important situations in the respective business where English is important. The English part is referring to the knowledge of English itself. The language must be delivered in a way, so absolute beginners can understand and learn from it.

This tutorial is made for those who want to make their own videos for their business to help their employees to learn English for specific situations.

At first the technical part is explained, so it can already be considered while planning the tourism specific content.

The second part focuses on the situations in tourism and how to select them.

The third part focuses on the way the English must be delivered in a video. This is important for the selection of the actor.

Technical Part

Using Video

Various media can support the learning experience in different ways. Media can detach learners from a fixed location and make learning experience more flexible. Individualized media can focus on certain needs of the learner. Language learning videos can be effective because of the combination between audio and video. The viewer can see lip movement and hear pronunciation. Continuative the viewer can also learn from the context of the acted out dialog. However, videos must follow a certain quality standard to be effective. The following part describes the technical creation of a training video from start (idea) to end (publishing).
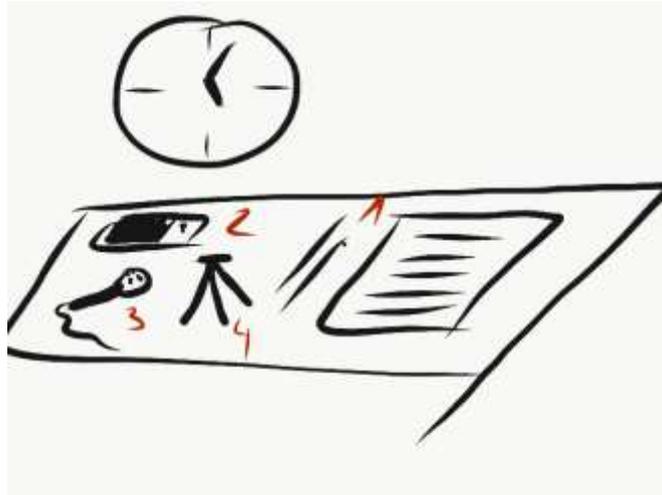
Preparation

Depending on its desired quality outcome, Video production needs a certain amount of preparation in advance. The more preparation is put into, the better will the video be. The part of preparation in Film and Video making is called preproduction.

To make a good learning video, you should prepare it first.

The better the preparation, the better will be your video and the fewer time it will take to shoot.

Draft

In order to save time and money, it makes sense to start with a draft, which later develops into a script. The draft includes everything that comes to mind first. In the next step those points can be arranged into an useful order.

The draft is the starting point of the production and can be scribbled down in a minute.
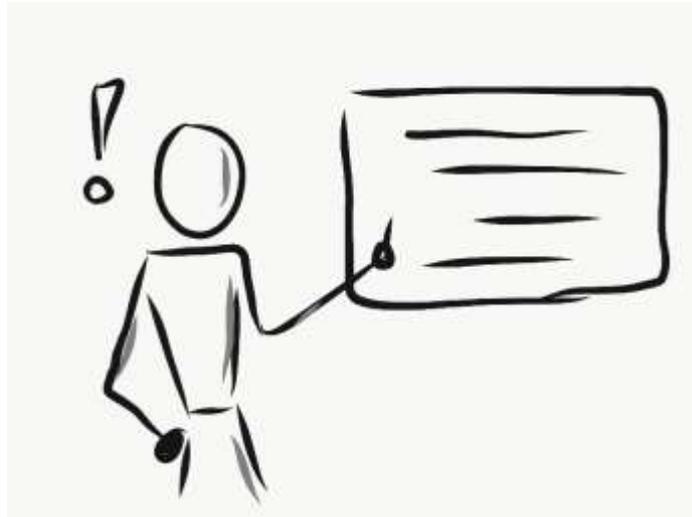
Helpful questions

What do I want to show?

Why do I want to show it?

Who is going to see it?

You begin with writing your idea on a piece of paper. Ask yourself, what is it the main thing to learn in this video. What does the viewer take out of your video?
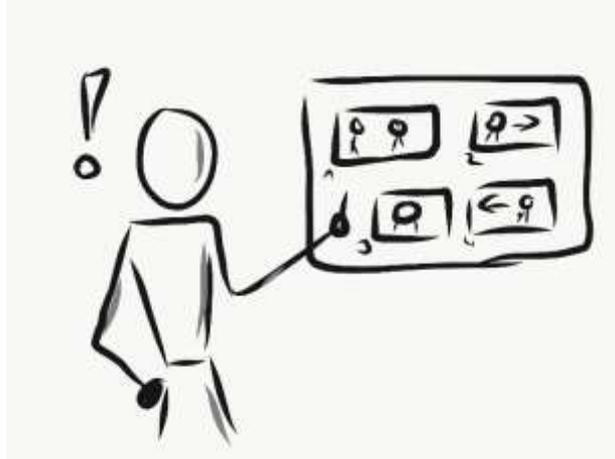

Script

The script is a written description of you film. Here you think about how the video starts and ends. You put the dialog into the right order and write some instructions for the actors. A good learning video contains two different parts. Content and technic. The script should elaborate the content of the video perfectly. For the technical part a visualization or storyboard can help.

Visualizing your script with dialog and technical instructions, like camera movements helps to identify how your set must look like and what equipment you need. There are different ways of creating storyboards. Either by photos that stand for each scene, or by pictures drawn on paper. It can be useful to
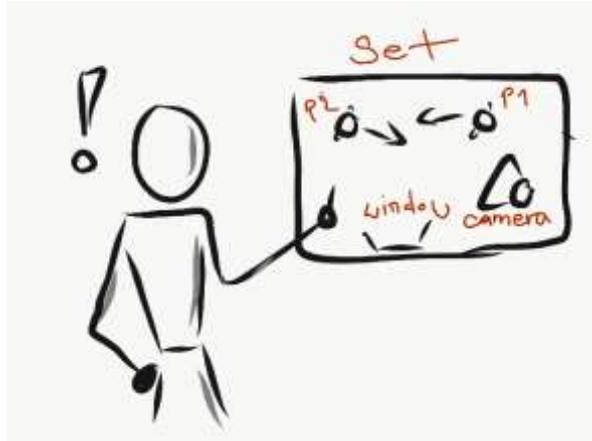
draw each scene on a Post-it and put them in the order, your scenes are going to be in the video.

It also helps to make a floorplan from your set to understand, where the actors stand, which sequences you must film and where to put your camera. If you know where to put the camera you can avoid dark shadows or bright light in advance. In addition, it helps to identify obstacles on the set like space issues.
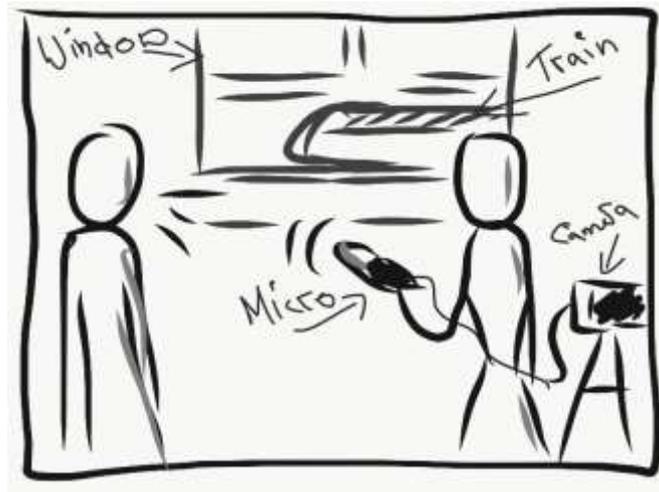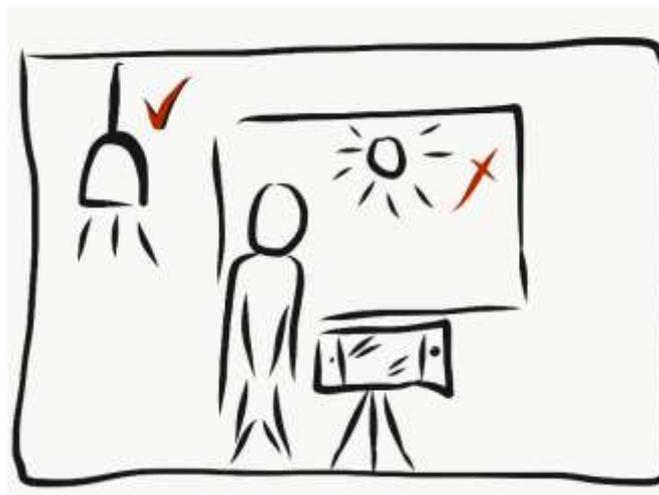
Equipment

Get familiar with your equipment. Don't use it for the first time when you are on set. It will delay the work unnecessarily. Even if you use your private smartphone, you should test, if everything works properly before you start filming. You also should check after filming if your videos are properly saved and working. Listen to the sound and repeat filming if necessary.
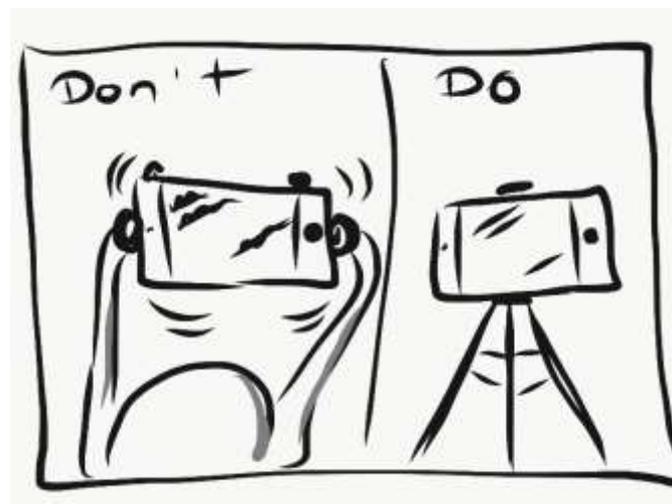
Light

Provide enough light. If you shoot your video only with natural light, consider that it might change during filming. Avoid backlighting.

Tripod

A tripod is helpful against wiggly pictures. It is not possible to hold a camera completely still while filming.

Use a tripod for long static shots.

Filming

The person who is filming, or the person who is appointed as director should mark the beginning of the sequence. This prevents interrupted dialog. The person who says action or another word that marks the beginning of the dialog makes sure the camera is rolling. For every other person on the set, this is the signal to be quiet and for the actors it is the signal to start the dialog

After filming a scene, you should make a note of it, or mark it on your script as successfully filmed. If you need more than one attempts, make a note which one you preferred while filming. It's going to be easier in the process of editing, and you don't have to view through all your clips again.

It can be helpful to have markers on the ground for the actors, especially when you use a tripod. That way, you only have to find the perfect frame once.

Editing/ Postproduction

The process of editing starts with importing your material into your editing software. The next step is organizing your clips into right order. Now the clips can be cut at the ends to delete unwanted parts and shorten the breaks in between. Crucial is checking the sound for an even volume level. At the end intro, title and subtitle can be added. After checking the finished film, it must be exported. Check in advance which settings you need for publishing.

Export your file and name it in a way you remember.

Repeat your takes and pick the best one for editing. Don't underestimate editing. It mostly takes as long as planning and shooting your video.
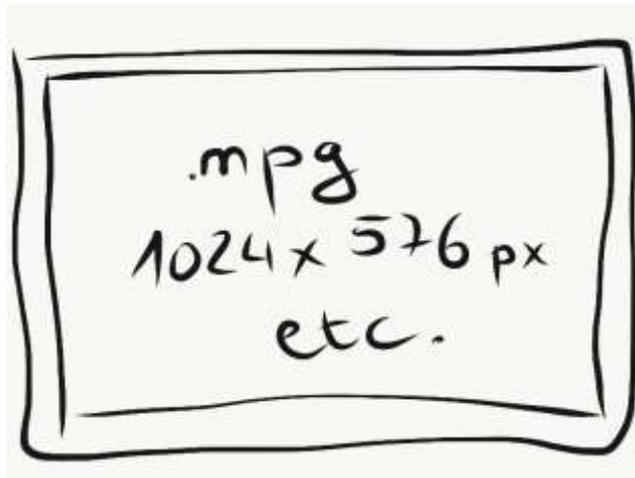
Publishing

Before publishing make sure you don't violate any copyrights. Make sure your viewers know how to access your videos.

Research the video format you need to use for your learning platform before exporting your video after editing.

.mpg
1024 x 576 px
etc.

Chapter 2: TOURISM PART

This Tutorial gives you an opportunity to expose the problems in real-life situations and how to solve them. After making a scenario, you can make videos. The advantage is that you can film the videos in your language or in English. However, in the beginning, making videos is a lot of work but later you don't need to repeat the same instructions.

WHAT IS THE ADVANTAGE OF THOSE VIDEOS?

1.1. Do you have repeating problems with the same staff and similar situations between your guests and staff?

You can simply make videos about those scenes and show also solutions for those problems.

1.2. More or less work and repeating explanations:

In the beginning it is true that there is a lot of work to produce something new, also those videos. But the end result will spare a lot of time. For example: The leading personnel won't need to explain the same rules all the time. They will simply make short videos about the most important rules and will share the address of the video instructions. The employees can also sign that they have seen the video and learnt the rules.

Sometimes is also very difficult to explain what employees want and why they want changes. With a short video they can make the problem clearer.

1.3. Impersonal approach is easier for the employee:

Sometimes it is very difficult to expose and talk about misbehaviour because people deny that. If you make short videos about problem situations and show them to people, it is much easier to explain what you want and what kind of behaviour you expect and why. For employees it is much easier because it is not personal, and employees can recognise their behaviour from videos and improve it. It is also good because you don't need to expose people and say to them that their behaviour is bad.

1.4. Repeating technical problems:

If there is not enough technical staff (in small restaurants…) the videos can be a very good solution. For example: if a fuse blows, if there is a problem with the toilette; if the drain is blocked… You can make a short video or find them on the web and create technical tutorials.

For example: https://www.youtube.com/watch?v=JCXY8coVvCQ

1.5. Specific competencies:

Each company needs their own specific competencies to work better. You can describe all competencies and make a video of what you expect from employees and new candidates. For example, for new candidates: if the key competencies in your company are fluent English and producing videos,

the task is to make a video about yourself in English language. After checking all videos, you can just call appropriate candidates.

1.6. Organisational culture

Each company has a specific way of doing things. Sometimes, this part of the organisation culture is lost when the key employees are living the company. By using the videos, this way of doing things, valuable asset of the organisation's culture, will be preserved and used by the next generations

1.7. Social benefit

By using this video-based learning method, the gap between the different generation of employees could be shortened.

Chapter 3: HOW AND WHERE CAN VIDEO HELP

Because video-based learning is a flexible tool, it can be used in situations like the following:

3.1. Guest-employee situations:

In tourism sector there is a lot of unpredictable situations between your guests and employee. If you follow general rules how to be kind, empathetic and how to help is much easier. This program gives to you the opportunity to make short videos explaining what kind of behaviour you expect in your organisation from your employees regarding your guest.

You can make short videos and your employees can check them on their phones or computers.

3.2. Manager-employee situations:

Sometimes is very difficult to communicate between this two groups. Here you can give the opportunity to your employees to express what kind of communication they want. They can make short videos about what kind of communication they wish. Also managers can introduce in those videos what they want and why.

3.3. Employee-employee situations:

Have you repeating problems between employees? Are problems similar?

This program gives you possibility to make short videos about situation

and what is the solution. You can make video in your language, in English language or both.

3.4. Technical knowledge:
Sometimes is very tiring to teach each employee small details about technical knowledge. This program gives to you, opportunity to make short videos about technical knowledge. It is very usable also in the case there is nobody to help (in the night) and people can use those instructions from video. You can make video in your language or English language or both.

3.5. Key competencies:
Each organisation has a specific key competency about their work. Instead of explaining them each time to each candidate, you can make short videos about these competencies, in your language, English language or both.

Chapter 4: LANGUAGE PART

People without the knowledge of English language in tourism sector usually think that the lack of this knowledge is very important. However, guests often think differently and appreciate a big smile although the language is broken. It is always better to welcome people with a big smile and say to them: 'Sorry, I don't speak English' or 'No English' than welcoming them with a seriously face and perfect English. You can make a video to show your employees the difference between friendly and unfriendly expressions.

Sometimes body language and facial expressions tell more than words. It is always better to talk less and clearly than mumble a lot of incomprehensible sentences.

You can make a video about this or find similar video on the web:

https://www.youtube.com/watch?v=mPHFIE1xoX0

https://www.youtube.com/watch?v=JxVryHiRnDE&t=269s

https://www.youtube.com/watch?v=kT2nRULLc30

4.1. What is important when making a video:

- Clear pronunciation (also the mother tongue)
  When producing the videos and also in real conversation is very important clear pronunciation. It is always better to speak less and clear than mumbling a lot of sentences.

- Body language
  When making a video is body language very important. You can say friendly words but your body denying the spoken words. Be careful about body language and spoken language.

- Face language
  When making a video is very important also face language. You may speak friendly, but your face says opposite. Be careful about face language.

- Less is better (few sentences for the beginning)
  It is very important to start with short videos and just few sentences. After practising you can add longer sentences and more difficult situations.

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