

Unit 304: Contribute to the guest experience

Sample lesson plan 2

Course number: _____ Course title: _____

Tutor's name: _____ Date: _____ Time: _____ Lesson length: 15.5 hours Room: _____

Lesson topic: Factors influencing the guests dining experience

Aims:

- To develop an awareness of the global influences on cuisine
- To develop an understanding of the external factors that affect the availability of food
- To gain an understanding of how trends influence the guest experience
- To develop an understanding of the factors that influence the guest dining experience
- To gain an awareness of how the media influence guest choices.

Learning outcomes:

To enable learners to:

- describe global influences on cuisine
- explain external factors that affect the availability of food commodities
- describe how different trends influence the guest experience
- explain the factors that can influence the guests dining experience
- describe different media influences on guest choices.

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
2 hours	Global influences on cuisine	<p>Facilitate class discussion on key global influences on cuisine:</p> <ul style="list-style-type: none"> - impacts on different styles of cuisine. <p>Present PowerPoint 2 on global influences.</p> <p>Introduce Activity 11 – global influences on:</p> <ul style="list-style-type: none"> - commodities - etiquette - cooking techniques - menu structures - ingredients. <p>Facilitate poster presentations and peer assessments.</p> <p>Introduce individual Activity 12 – impact of global influences on:</p> <ul style="list-style-type: none"> - social media - conscious consumers. <p>Facilitate sharing ideas on key impacts.</p>	<p>Listen and ask questions.</p> <p>Participate in class discussions.</p> <p>Complete Activities 11 and 12.</p> <p>Share ideas on global influences.</p>	<p>PowerPoint presentation 2</p> <p>Activities 11 and 12</p>

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
2 hours	External factors that affect the availability of food commodities	<p>Facilitate class discussion on commodities/ingredients:</p> <ul style="list-style-type: none"> - in short supply - not available. <p>Introduce small group Activity 13 establishing external factors that affect availability:</p> <ul style="list-style-type: none"> - climate - culture - economy - geographical location. <p>Facilitate sharing of ideas and discussion to establish a definitive list.</p> <p>Present PowerPoint 2 on external factors.</p> <p>Introduce individual Activity 14 – addressing availability of commodities.</p> <p>Facilitate presentation of ideas and discussion.</p> <p>Issue Handouts 4a and 4b.</p>	<p>Listen and ask questions.</p> <p>Participate in class discussions.</p> <p>Contribute to group Activity 13.</p> <p>Share ideas on external factors that affect availability of commodities.</p> <p>Complete Activity 14 independently.</p> <p>Share ideas on addressing availability of commodities.</p> <p>Read Handouts 4a and 4b.</p>	<p>PowerPoint presentation 2</p> <p>Handout 4a and 4b</p> <p>Activities 13 and 14</p>

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
3 hours	Trends that influence the guest experience	<p>Facilitate class discussion on trends that affect the guest experience:</p> <ul style="list-style-type: none"> - current trends - national/international trends. <p>Present PowerPoint 2 on trends.</p> <p>Introduce small group Activity 15 – researching trends.</p> <p>Facilitate group presentations to broaden discussion on trends.</p> <p>Introduce individual Activity 16 – how businesses can adapt to trends.</p>	<p>Listen and ask questions.</p> <p>Participate in class discussions.</p> <p>Contribute to group Activity 15.</p> <p>Complete Activity 16.</p> <p>Share ideas on trends.</p>	<p>PowerPoint presentation 2</p> <p>Activities 15 and 16</p>

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
3 hours	Factors that can influence the guest dining experience	<p>Facilitate class discussion on what is meant by:</p> <ul style="list-style-type: none"> - guest dining experience - how they can be influenced. <p>Present PowerPoint 2 on guest dining experience.</p> <p>Introduce individual Activity 17 – factors that influence guest dining experience.</p> <p>Facilitate sharing of ideas to produce a definitive list of factors.</p> <p>Introduce small group Activity 18 – using the factors in a positive manner to influence guest dining experience.</p> <p>Facilitate presentation of ideas and discussion.</p> <p>Issue Handout 5.</p>	<p>Listen and ask questions.</p> <p>Participate in class discussions.</p> <p>Complete Activity 17 independently.</p> <p>Share ideas on guest experience and influencing factors.</p> <p>Contribute to group Activity 18.</p> <p>Read Handout 5.</p>	<p>PowerPoint presentation 2</p> <p>Handout 5</p> <p>Activities 17 and 18</p>

Timing (mins)	Work to be covered	Teaching activity/assessment	Learner activity	Resources
3 hours	Media influences on guest choices	<p>Facilitate class discussion how media influences personal choice when eating out.</p> <p>Introduce small group Activity 19 – different media and how they influence customer choice.</p> <p>Facilitate sharing of ideas on media and influences.</p> <p>Present PowerPoint 2 on media influences.</p> <p>Introduce individual Activity 20:</p> <ul style="list-style-type: none"> - matching media to influence customer choice - how media are used to influence customer choice. <p>Facilitate sharing outcomes from Activity 20 for discussion.</p> <p>Issue Handout 6.</p>	<p>Listen and ask questions.</p> <p>Participate in class discussions.</p> <p>Contribute to group Activity 19.</p> <p>Complete Activity 20 independently.</p> <p>Share ideas on media influences.</p> <p>Read Handout 6.</p>	<p>PowerPoint presentation 2</p> <p>Handout 6</p> <p>Activities 19 and 20</p>

How learning is to be measured:

- Q&A during the session
- Completion of **Activities 11– 20** and **Worksheet 2**

Homework/research work:

- Review **Worksheet 2** and class notes.
- Read **Handouts 4– 6** to reinforce learning and understanding of the factors that influence the guests' meal experience.

Lesson evaluation

(delete as appropriate)

- Was the lesson better than expected
- As expected
- Worse than expected

Lesson evaluation/comments:**Suggestions/modifications for next lessons:**