

Unit 304: Contribute to the guest experience

Activity 15: Trends that influence guest experience

Working in small groups research an allocated trend to establish:

- how it impacts on the guests' experience
- how it influences customer choices
- positives and negatives of the trend
- how business adapt to the trends.

Trends to be allocated:

- celebrity chefs
- social media
- sustainability awareness
- food and beverage pairing
- healthy alternatives
- technology – food ordering apps.

Extension activity

Now consider each factor in relation to different types of establishment to include:

- fast food outlets
- fine dining restaurants
- national branded chain restaurants
- hospital catering units
- school catering facilities
- gastro pubs.