Unit 304: Contribute to the guest experience

# Activity 17: Influences on guest dining experiences

1. Working individually, identify a list of factors that can influence a guests’ dining experience.
2. Share your ideas with peer to establish a definitive list.
3. Explain in general term how each of the factors identified can:
- influence customer choice
- influence customers’ dining experience
- how the kitchen can have an impact on the factors.
4. Now consider the factors in relation to different types of restaurants and occasions when people dine out, including:
* hotel restaurants
* gastro pubs
* fast food outlets
* high street chain restaurants
* fine dining restaurants
* staff canteens.

Share your ideas with peers to discuss the influences identified.