

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.