

Unit 304: Contribute to the guest experience

Activity 18: Influencing guest dining experiences scenario

Working in small groups consider how each factor identified in Activity 17 can be used in a positive manner to influence the guest's dining experience for the following scenario:

A privately owned city centre restaurant is open seven days a week, offering lunch and dinner to a wide range of customers, including business people, shoppers, families, tourists and large groups, for celebratory meals in a private dining area. A set menu is offered at lunch time as well as a daily specials board, an a la carte in the evenings and an all-day carvery on Sundays. Menu prices are competitive and the owners are continuously looking to attract new customers.

There is an established kitchen team employed who produce healthy nutritious meals using fresh produce whilst considering current trends and aim to meet specific customer needs. The service team are made up of full and part time staff who provide a friendly professional service to meet or exceed customer expectations.

Present your ideas to peer groups for further discussion and to establish a range of ways guests can be influenced in a positive manner.