

Unit 304: Contributing to the guest experience

Worksheet 2: Factors influencing guests' dining experience (Tutor)

1. Name one of the external factors that has had an impact on the availability of commodities:

Any of the following:

1. Climate – global warming has impacted on seasons and availability of foods
2. Geographical location – food miles are now considered when selecting commodities due to the impact on the environment.

2. Name five current trends that influence menus and the guest experience

Any of the following:

- awareness of sustainability – food miles, seasonal products
- celebrity chefs – television programmes
- healthy alternatives influencing lifestyle choices
- technology – food ordering apps/online bookings
- social media – reviews, advertising
- food and beverage pairings – beer and food, wine and food, spirits and food.

3. List five factors that can influence the guests dining experience:

Any of the following:

- the style of restaurant – fast food, fine dining
- the reason for eating out – leisure, work
- the level of service provided – speed; product knowledge provided
- choice of dishes on the menu/beverages to accompany the meal
- needs/expectations being met – dietary requirements, perceived value
- ambience – welcome, atmosphere
- previous reviews other diners/influencers.

4. Name five types of media that can influence guests when deciding where to dine:

- television/radio – advertisements, celebrity chef programmes, cookery programmes
- magazines – advertisements, reviews on restaurants, promotions
- social media – reviews, advertisements, recommendations
- internet – online bookings/ordering facilities
- books – cookery books, celebrity chef books.