Unit 304: Contribute to the guest experience

# Sample lesson plan 2

**Course number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Course title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 **Tutor’s name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Time:** \_\_\_\_\_\_\_\_\_\_\_\_\_ **Lesson length:** 15.5 hours **Room:** \_\_\_\_\_\_\_\_\_\_\_

 **Lesson topic:** Factors influencing the guests dining experience

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| **Aims**: * To develop an awareness of the global influences on cuisine
* To develop an understanding of the external factors that affect the availability of food
* To gain an understanding of how trends influence the guest experience
* To develop an understanding of the factors that influence the guest dining experience
* To gain an awareness of how the media influence guest choices.
 | **Learning outcomes**: To enable learners to:* describe global influences on cuisine
* explain external factors that affect the availability of food commodities
* describe how different trends influence the guest experience
* explain the factors that can influence the guests dining experience
* describe different media influences on guest choices.
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| **Timing (mins)** | **Work to be covered** | **Teaching activity/assessment** | **Learner activity** | **Resources**  |
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| 2 hours | Global influences on cuisine | Facilitate class discussion on key global influences on cuisine:- impacts on different styles of cuisine.Present **PowerPoint 2** on global influences.Introduce **Activity 11** – global influences on:* commodities
* etiquette
* cooking techniques
* menu structures
* ingredients.

 Facilitate poster presentations and peer assessments.Introduce individual **Activity 12** – impact of global influences on:* social media
* conscious consumers.

Facilitate sharing ideas on key impacts. | Listen and ask questions.Participate in class discussions.Complete **Activities 11 and 12**.Share ideas on global influences. | PowerPoint presentation 2Activities 11 and 12 |
| 2 hours | External factors that affect the availability of food commodities | Facilitate class discussion on commodities/ingredients:* in short supply
* not available.

Introduce small group **Activity 13** establishing external factors that affect availability:* climate
* culture
* economy
* geographical location.

Facilitate sharing of ideas and discussion to establish a definitive list. Present **PowerPoint 2** on external factors.Introduce individual **Activity 14** – addressing availability of commodities.Facilitate presentation of ideas and discussion.Issue **Handouts 4a and 4b.** | Listen and ask questions.Participate in class discussions.Contribute to group Activity 13.Share ideas on external factors that affect availability of commodities.Complete **Activity 14** independently.Share ideas on addressing availability of commodities.Read **Handouts 4a and 4b.** | PowerPoint presentation 2Handout 4a and 4bActivities 13 and 14 |
| 3 hours | Trends that influence the guest experience | Facilitate class discussion on trends that affect the guest experience:- current trends- national/international trends.Present PowerPoint 2 on trends.Introduce small group **Activity 15** – researching trends. Facilitate group presentations to broaden discussion on trends.Introduce individual **Activity 16** – how businesses can adapt to trends. | Listen and ask questions.Participate in class discussions.Contribute to group **Activity 15.**Complete **Activity 16.**Share ideas on trends. | PowerPoint presentation 2**Activities 15 and 16** |
| 3 hours | Factors that can influence the guest dining experience | Facilitate class discussion on what is meant by:- guest dining experience- how they can be influenced.Present **PowerPoint 2** on guest dining experience.Introduce individual **Activity 17** – factors that influence guest dining experience.Facilitate sharing of ideas to produce a definitive list of factors.Introduce small group **Activity 18** – using the factors in a positive manner to influence guest dining experience.Facilitate presentation of ideas and discussion.Issue **Handout 5.** | Listen and ask questions.Participate in class discussions.Complete **Activity 17** independently.Share ideas on guest experience and influencing factors.Contribute to group **Activity 18.**Read **Handout 5.** | PowerPoint presentation 2Handout 5**Activities 17 and 18** |
| 3 hours | Media influences on guest choices | Facilitate class discussion how media influences personal choice when eating out.Introduce small group **Activity 19** – different media and how they influence customer choice.Facilitate sharing of ideas on media and influences.Present **PowerPoint 2** on media influences.Introduce individual **Activity 20:*** matching media to influence customer choice
* how media are used to influence customer choice.

Facilitate sharing outcomes from **Activity 20** for discussion.Issue **Handout 6.** | Listen and ask questions.Participate in class discussions.Contribute to group **Activity 19.**Complete **Activity 20** independently.Share ideas on media influences.Read **Handout 6.** | PowerPoint presentation 2Handout 6**Activities 19 and 20** |

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| **How learning is to be measured:*** Q&A during the session
* Completion of **Activities 11– 20** and **Worksheet 2**
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| **Homework/research work:*** Review **Worksheet 2** and class notes.
* Read **Handouts 4– 6** to reinforce learning and understanding of the factors that influence the guests’ meal experience.
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| **Lesson evaluation** (delete as appropriate) | * Was the lesson better than expected
* As expected
* Worse than expected
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| **Lesson evaluation/comments:** |
| **Suggestions/modifications for next lessons:** |