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

|  |  |
| --- | --- |
| **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. |

| **Timing (mins)** | **Work to be covered** | **Teaching activity/assessment** | **Learner activity** | **Resources** |
| --- | --- | --- | --- | --- |
| 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 2  Activities 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 2  Handout 4a and 4b  Activities 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 2  Handout 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 2  Handout 6  **Activities 19 and 20** |

|  |  |
| --- | --- |
| **How learning is to be measured:**   * Q&A during the session * Completion of **Activities 11– 20** and **Worksheet 2** | |
| **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. | |
| **Lesson evaluation** (delete as appropriate) | * Was the lesson better than expected * As expected * Worse than expected |
| **Lesson evaluation/comments:** | |
| **Suggestions/modifications for next lessons:** | |