**Hospitality – Bridging Work Summer Challenge!**

**Brief:**

**Pick TWO businesses that provide hospitality, food, beverages or accommodation in your local area (you might choose from a Restaurant, Hotel, Health Club, Café etc.)**

**Visit each business as a kind of ‘mystery shopper’ to experience what their hospitality is like as a customer (NB You don’t have to stay at a hotel to experience their hospitality or customer service!)**

**Ask questions while you are there to help you with the following task (you could explain that you are about to study Hospitality and would be grateful for some insight into the industry)**

**Write a review of each of the businesses you have visited (at least one page of A4, Times New Roman font size 12 for each)**

Think about summarising and explaining the following:

Ownership: Is it privately owned, a major corporation, a small chain?

Rating: Does it have any star rating, local inspection rating or other rating (Trip Advisor reviews, for instance)?

Facilities: What facilities are available for customers (or staff)?

Pricing Structure: What is the average amount spent by a customer in one visit? What service/food/beverage would they get for this?

Environment: What sort of furniture, design, layout, style is used in the physical environment?

Ambience: What does the environment ‘feel’ like? Think about whether it feels busy, vibrant, calm, dull etc. What physical factors make it feel like that?

COMPARE the two organisations:

Which provides the best customer experience for each of the above (and overall)?

Why?

What exactly is better about it?

(Be specific and use examples to show why you have come to this conclusion)

Business 1 - Name and Location:

|  |
| --- |
|  |

Ownership: Is it privately owned, a major corporation, a small chain?

|  |
| --- |
|  |

Rating: Does it have any star rating, local inspection rating or other rating (Trip Advisor reviews, for instance)?

|  |
| --- |
|  |

Facilities: What facilities are available for customers (or staff)?

|  |
| --- |
|  |

Pricing Structure: What is the average amount spent by a customer in one visit? What service/food/beverage would they get for this?

|  |
| --- |
|  |

Environment: What sort of furniture, design, layout, style is used in the physical environment?

|  |
| --- |
|  |

Ambience: What does the environment ‘feel’ like? Think about whether it feels busy, vibrant, calm, dull etc. What physical factors make it feel like that?

|  |
| --- |
|  |

Business 2 - Name and Location:

|  |
| --- |
|  |

Ownership: Is it privately owned, a major corporation, a small chain?

|  |
| --- |
|  |

Rating: Does it have any star rating, local inspection rating or other rating (Trip Advisor reviews, for instance)?

|  |
| --- |
|  |

Facilities: What facilities are available for customers (or staff)?

|  |
| --- |
|  |

Pricing Structure: What is the average amount spent by a customer in one visit? What service/food/beverage would they get for this?

|  |
| --- |
|  |

Environment: What sort of furniture, design, layout, style is used in the physical environment?

|  |
| --- |
|  |

Ambience: What does the environment ‘feel’ like? Think about whether it feels busy, vibrant, calm, dull etc. What physical factors make it feel like that?

|  |
| --- |
|  |

Compare the two businesses:

|  |  |  |
| --- | --- | --- |
|  | Business 1 | Business 2 |
| Size / Scale |  |  |
| Quality |  |  |
| Facilities |  |  |
| Cost |  |  |
| Ambience |  |  |
| Quality of Service |  |  |
| Location |  |  |
| Cleanliness / Hygiene |  |  |
| Give each business your own ‘Trip Advisor’ style Review: |  |  |

Conclusion:

|  |
| --- |
|  |

Reflection (How well did you manage to do this task? What difficulties did you experience? How did you overcome these?):

|  |
| --- |
|  |