

Hospitality Service Iceland 2016

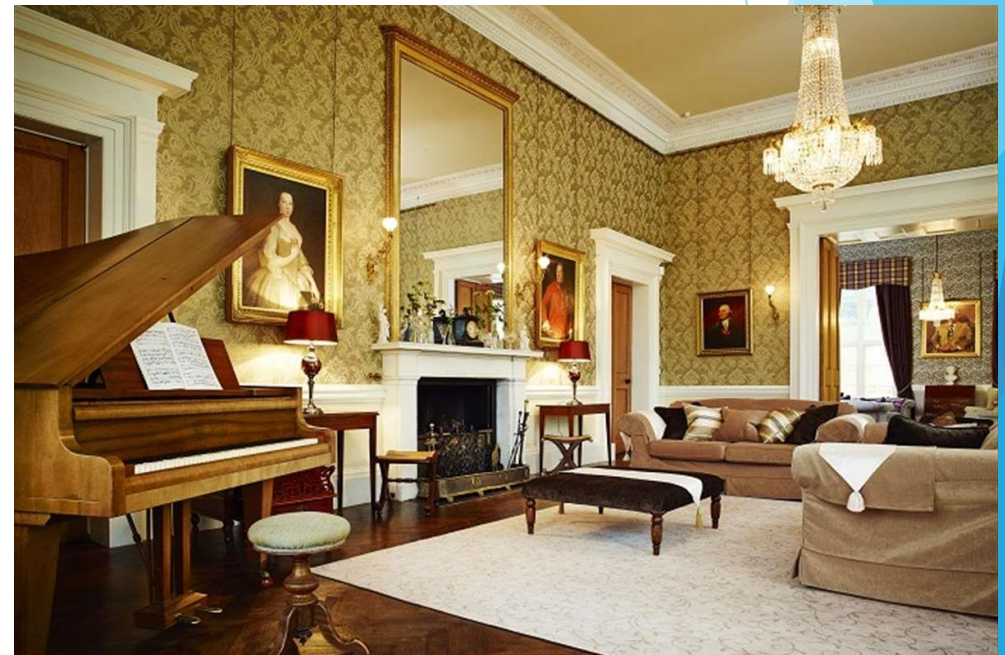
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Ayrshire College - Hospitality

- ▶ Ayrshire College has approximately 400 full time hospitality students, and another 200 part time/short course students.
- ▶ Our hospitality courses provide our learners with practical experience in the college's kitchens, training restaurants and licensed bar.
- ▶ We have, and continue to form links with industry as almost all students gain work experience while they are studying, giving them an opportunity to showcase their talents to employers.

Blairquhan



Blairquhan Castle

- ▶ A- listed historic Castle build in the 1820's.
- ▶ Sets in over 200 acres of private parkland in South Ayrshire countryside
- ▶ 5 star exclusive use venue, graded by Scottish Tourism board
- ▶ We take all types of events - weddings, corporate events, private lunches & dinners, residential stays, etc.

Quality Service

- ▶ Crucial to the hospitality businesses
- ▶ We aim to deliver a consistent, quality hospitality service
- ▶ Our students are our assets!
- ▶ Building links and maintaining working relationships with local hospitality

Benefits of Quality Service

- ▶ Improved customer satisfaction - our students are also our customers!
- ▶ Stronger customer loyalty leads to repeat business
- ▶ Business reputation through social media and word of mouth
- ▶ Creating a competitive market - defined by awarding body
- ▶ Staff/student pride and satisfaction

How to Deliver a Quality Service

- ▶ It's the customer's experience that matters!
- ▶ Exceeding their expectations through their journey with us
- ▶ Product knowledge is key
- ▶ Investing in staff training and development

How to Deliver a Quality Service

- ▶ Set high standard on both product and service
- ▶ Take customer feedback seriously
- ▶ Regular internal meetings to learn from mistakes and improve for the future
- ▶ Implement a clear policy for dealing with customer complaints

Any questions?