



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism



Jointly organised by the Macao University of Tourism, the Labour Affairs Bureau, and EHL Hospitality Business School

EXECUTIVE DEVELOPMENT PROGRAMME

THE ART OF LEADERSHIP

➔ Date

11 - 12 June 2026

➔ Time and Duration

09:30 – 12:45 / 13:45 – 17:00 (13 hours)

➔ Venue

Mong-Há Campus,
Macao University of Tourism

➔ Language:

English

➔ Tuition fee:

MOP 500

➔ Certificate

Participants who fulfilled 100% attendance rate will be awarded a certificate jointly issued by UTM, DSAL and EHL.

➔ Prerequisites

- Hold a Macao Resident Identity Card
- Currently hold a mid-to-senior level management position in the hotel industry (proof of employment is required)

➔ Selection Method

If the number of qualified applicants exceeds the course quota, the admission sequence will be determined by a random draw

➔ Class Size

Maximum 25 participants
(Remarks: the programme will be cancelled if the enrollment number does not reach 80% of the quota)

Registration Deadline: 10 May 2026

Online
Registration and
Course
Information



Enquiry and enrollment:

Global Centre for Tourism Education and Training,
Macao University of Tourism

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✉ globalcentre@utm.edu.mo



PROGRAMME DESCRIPTION

Excellence in service begins with intentional leadership. In today's fast-paced and customer-centric world, the ability to move from managing service processes to leading service cultures has become essential. Service leadership is not only about overseeing operations, but about creating meaning, inspiring people, and fostering an environment where exceptional customer experience becomes a shared value.

This programme explores the shift from traditional service management to service leadership, helping individuals recognize how their personal leadership and communication styles impact team dynamics and customer satisfaction. Participants will examine how leadership skills can be adapted to different situations, and how coaching and communication influence service outcomes. Through real-life case studies like Ritz-Carlton's service culture, participants will explore how service excellence is built, modelled, and sustained.

By reflecting on their own leadership behaviours, participants will identify opportunities to drive value through service and develop a personal action plan to elevate their impact.



LEARNING OBJECTIVES

By the end of the programme, participants will be able to:

Knowledge

- Understand the transition from service management to service leadership.
- Identify the key leadership skills that support service excellence.
- Recognize the link between leadership communication and service value.

Competencies

- Adapt leadership style to fit different service situations using the situational leadership model.
- Analyze real-world examples to identify best practices in service leadership.
- Apply coaching techniques to improve service outcomes on the job.

Mindset

- Reflect on personal leadership style and its effect on service culture.
- Embrace a proactive and empowering mindset towards leading others in service settings.
- Commit to continuous improvement through a personalized leadership action plan.

METHODOLOGY

Interactive mix of lectures, case study analysis, group discussions, and self-reflection. Includes real-life application through coaching exercises and the development of a personal action plan.



PROGRAMME AGENDA

	Day 1	Day 2
9:30 to 11:00	Introduction to the Program Creating Value in Service	Situational Leadership Adapting my style
11:00 to 11:15	Break	Break
11:15 to 12:45	From Service Management to Service Leadership	Case Study: Fostering an exceptional Customer Service Culture at Ritz-Carlton Group work
12:45 to 13:45	Lunch Break	Lunch Break
13:45 to 15:15	Management and Leadership Critical Leadership skills	Coaching on the job
15:15 to 15:30	Break	Break
15:30 to 17:00	Leadership & Communication style	Personal Action Plan Self-reflection Action plan

ABOUT THE FACILITATOR



Franck Louveau
Consultant, Lausanne
EHL Advisory Service

Franck is currently the Consultant of EHL Hospitality Business School, who has extensive management experience in the hotel industry and businesses. He holds three Master's Degrees - Hospitality Administration (MHA) from École hôtelière de Lausanne, Switzerland, Business Administration (MBA) from London Business School, UK and Sciences - Telecom (M.Eng.) from École Nationale Supérieure des Télécommunications de Bretagne, France. He is also *Insights Discovery Certified* (Paris) and *Advanced Design Thinking* (IDEOU) Certified. He helps service organisations to activate their Service DNA and bring their Service Signature alive. This is about making sure the promise of the brand is aligned with the strategy and the actual service delivery. This is about bringing hospitality and customer care within the brand expression. This is about leading the transformation towards service excellence and service culture through the engagement of all stakeholders in the customer journey – whether in the physical or digital world.

Areas of Expertise:

- Service Excellence Strategy
- Service Leadership
- Customer Experience & Service Design
- Employee Engagement

ABOUT THE FACILITATOR



Dr. David C. Wiley, Jr
Lecturer
Macao University of Tourism

Dr. David C. Wiley, Jr, is a Lecturer in the Faculty of Culinary Arts Management. He holds a Master of Science in Hospitality Management from Florida International University (FIU) and a Doctor of Business Administration from South University, both with a focus on leadership and turnover behaviors. Dr. Wiley's professional journey spans across roles in both academia and the culinary industry. Before joining Macao University of Tourism, Dr. Wiley worked as a Visiting Instructor at FIU in Tianjin, China, and as a Lecturer at the University of North Texas. Dr. Wiley's career trajectory reflects a blend of culinary passion, academic rigor, and a forward-thinking approach to business and leadership.