

The Macau Hospitality Exchange Program



環球國際旅遊有限公司

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Macau Hospitality Exchange Program

■ Program Overview

The Macau Hospitality Exchange Program is designed to immerse participants in the vibrant hospitality scene of Macau. This program will offer them valuable insights into local practices, customer service excellence, and operational strategies that define Macau's renowned hospitality industry.

■ Objectives

- To provide participants with hands-on experience in various aspects of the hospitality industry in Macau.
- To foster cultural exchange and enhance understanding of Macau's unique blend of Portuguese and Chinese influences.
- To build networks among hospitality professionals from different backgrounds.

■ Highlights:

- Cultural Fusion: Experience the unique blend of Portuguese and Chinese influences that enriches hospitality practices.
- World-Class Infrastructure: Explore state-of-the-art hotels and entertainment facilities that set benchmarks for service excellence and guest satisfaction.
- Strategic Location: Discover how Macau serves as a gateway to mainland China and the Asia-Pacific region, attracting a diverse range of international tourists.
- Focus on Innovation: Learn about the adoption of new technologies and trends that enhance guest experiences, ensuring Macau remains at the forefront of the hospitality industry.
- Resilient Tourism Sector: Gain insights into the lessons of adaptability and crisis management within the hospitality industry, highlighting how Macau has navigated challenges while maintaining its appeal as a premier destination.

■ Target Audience

- Hospitality students
- Hospitality professionals
- Hotel management trainees

■ Duration

4 Days



Itinerary

Day 1

Orientation - Site Visit - Customer Service Workshop

Day 2

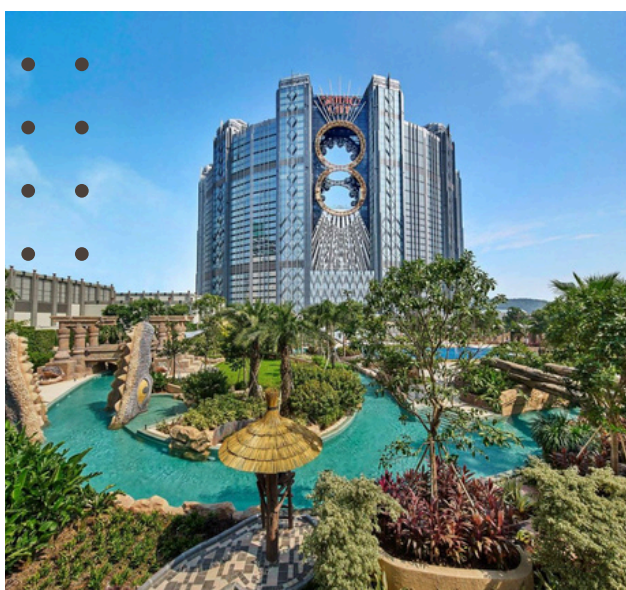
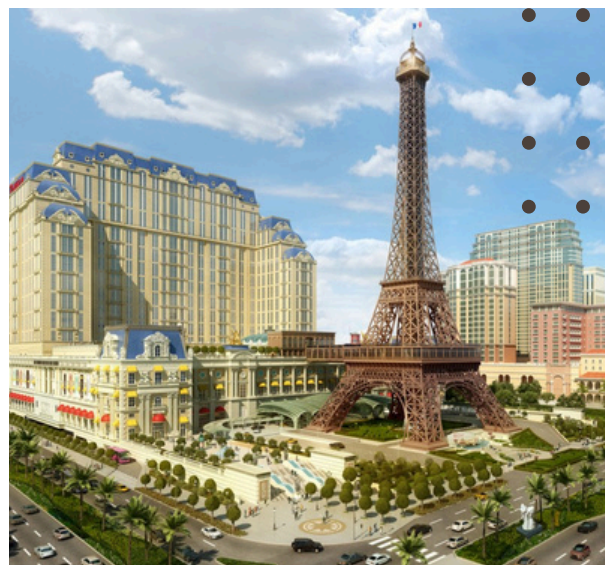
Seminar: Leadership - Practical Training - Networking Event

Day 3

UNESCO Site of Macau - Culinary Workshop - Cotai Strip

Day 4

Seminar: Emerging Trends - Panel Discussion - Closing Ceremony





Itinerary

DAY 1	Schedule	Dining
08:30-9:30	Arrival	
10:00-11:30	Welcome Session & Introduction Briefing on the program objectives, schedule, expectations, and key hospitality concepts in Macau.	
11:30-12:30	Site Visit: Luxury Hotel Tour of a high-end hotel to observe operational standards & guest services.	Lunch: Networking Lunch Dinner: Portuguese Cuisine
14:00-16:00	Workshop: Customer Service Excellence Interactive workshop focusing on service standards, guest relations, & handling customer feedback.	
DAY 2	Schedule	Dining
09:00-12:00	Seminar: Leadership in Hospitality Focus on leadership skills, team management, and effective communication in the hospitality sector.	
13:00-16:00	Practical Training: Hotel Operations Participants will shadow staff in various hotel departments (front desk, housekeeping, F&B) to gain firsthand experience.	Breakfast: At The Hotel Lunch: Staff Cafeteria Dinner: Chinese Banquet
18:00-20:00	Hospitality Networking Event Evening event with local hotel & culinary professionals to discuss collaboration opportunities & share experiences.	
DAY 3	Schedule	Dining
09:00-12:30	Cultural Tour: Historic Sites Guided tour of Macau's UNESCO World Heritage Sites, including the Ruins of St. Paul's & Senado Square, etc.	
14:00-16:00	Culinary Workshop: Macanese Cooking Class Learn how to prepare traditional dishes like Portuguese chicken or egg tarts.	Breakfast: At The Hotel Lunch: Dim Sum Dinner: Macanese Cuisine
16:00-19:00	Explore Cotai Strip & Taipa Old Village Discover a world-class hub of luxury resorts, casinos, & shopping, featuring dining & entertainment experiences.	
DAY 4	Schedule	Dining
09:00-12:00	Seminar: Emerging Trends in Hospitality Explore the latest trends in the industry, including sustainability, technology integration, & guest experience enhancement.	
13:30-15:30	Panel Discussion: Future of Hospitality Engage with industry leaders who will share insights on career developments & challenges in the hospitality sector.	Breakfast: At The Hotel Lunch: Buffet Lunch
15:30-16:00	Closing Ceremony A formal conclusion with certificate awards.	
16:00-17:00	Departure	



體驗非凡 — 澳門酒店業國際交流計劃



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澳門酒店業國際 交流計劃

■ 計劃概述

澳門酒店業國際交流計劃旨在讓參與者沉浸於澳門充滿活力的酒店業環境中。該計劃將為參與者提供對當地實踐、卓越顧客服務和定義澳門著名酒店業的運營策略的寶貴見解。

■ 目標

- 提供參與者在澳門酒店業各個方面的實踐經驗。
- 深度了解世界級酒店度假村的運營和現時發展。
- 促進文化交流，增進對澳門獨特的葡萄牙和中國文化融合的理解。
- 在不同背景的酒店專業人士之間拓展人際網絡。

■ 課程重點

- 文化融合：體驗獨特的葡萄牙和中國歷史文化的融合，了解地區發展及豐富酒店服務實踐。
- 世界級度假村設施：探索最先進和豪華的酒店和娛樂設施，設立卓越服務和顧客滿意度的標杆。
- 戰略位置：了解澳門如何作為通往中國大陸和亞太地區的門戶，吸引各類國際遊客。
- 專注於創新：學習行業趨勢和新技术採用如何提升客戶體驗，認識澳門在世界酒店業中保持領先地位的優勢條件。
- 有韌性的旅遊業：獲取對酒店業適應性、持續發展和危機管理的行業見解，突顯澳門如何在面對挑戰時保持其作為首選目的地的吸引力。

■ 適合人士

- 酒店業學生
- 酒店業專業人士
- 酒店管理培訓生

■ 時長

4天



簡要行程

Day 1

迎新會 - 酒店參訪 - 客戶服務工作坊

Day 2

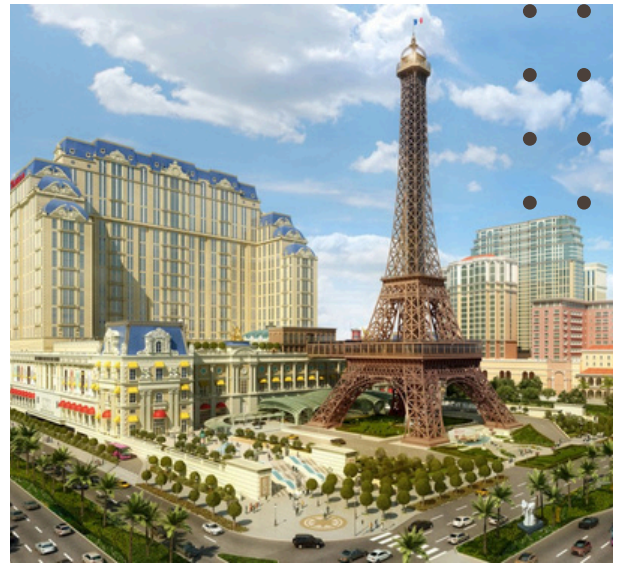
專題講座: 領導力 - 實務培訓 - 社交晚宴

Day 3

澳門世遺城 - 烹飪工作坊 - 路氹城

Day 4

專題講座: 行業趨勢 - 小組討論 - 結業典禮





詳細行程

DAY 1	日程	餐飲安排
08:30-09:30	抵達	
10:00-11:30	迎新會及簡介 介紹計劃目標、時間表及期望及澳門酒店業的概況	午餐：交流午餐 晚餐：葡萄牙菜
11:30-12:30	酒店參訪 實地考察當地五星級酒店，了解運營標準及顧客服務	
14:00-16:00	客戶服務工作坊 卓越顧客服務互動工作坊，學習服務標準、顧客關係及處理顧客反饋	
DAY 2	日程	餐飲安排
09:00-12:00	研討會：酒店業的領導力 專注於酒店業的領導技能、團隊管理和有效溝通。	早餐：酒店內 午餐：酒店員工餐廳 晚餐：中式宴會
13:00-16:00	實務培訓：酒店運營 參與者將跟隨各酒店部門 (前台、客房、餐飲部) 前線職員實習，獲取第一手經驗	
18:00-20:00	社交晚宴 與當地酒店及餐飲專業人士的共享晚間，探討就業機會並分享經驗。	
DAY 3	日程	餐飲安排
09:00-12:30	世遺文化之旅 遊覽澳門聯合國教科文組織世界遺產，包括大三巴和議事亭前地等	早餐：酒店內 午餐：中式點心 晚餐：澳門本土菜
14:00-16:00	烹飪工作坊 學習製作葡國雞或葡式蛋撻等澳門傳統菜餚	
16:00-19:00	路氹城 探索豪華度假村、賭場及購物的世界級中心，享受獨特餐飲及娛樂體驗	
DAY 4	日程	餐飲安排
09:00-12:00	研討會：酒店業的最新趨勢 探索行業中的最新趨勢，包括可持續性、技術整合和顧客體驗提升。	早餐：酒店內 午餐：自助午餐
13:30-15:30	小組討論 與行業領袖互動，了解新興趨勢和行業挑戰的見解	
15:30-16:00	結業典禮 正式結束，並頒發證書。	
16:00-17:00	離境	