

# ***Executive Development Programme*** **SERVICE EXCELLENCE & SERVICE LEADERSHIP**

**16 – 17 December 2021**

*Jointly delivered by  
Macao Institute for Tourism Studies (IFTM) and  
EHL (Ecole hôtelière de Lausanne), Switzerland*

## **PROGRAMME FACILITATORS:**



**Mr. Franck Louveau**  
Consultant  
EHL Advisory Service



**Dr. Ali Bavik**  
Assistant Professor  
Macao Institute for  
Tourism Studies

## **REGISTRATION FORM**

*Limited seats, first-come-first-served  
Registration Period: from now until 30 November 2021*

**Enquiry and enrollment:**  
Please contact Ms. Sandi U  
Tel: (853) 8598 1281 Fax: (853) 8598 1283  
Email: [sandiu@iftm.edu.mo](mailto:sandiu@iftm.edu.mo)

### **Date:**

16 – 17 Dec 2021  
(Thursday and Friday)

### **Time and Duration:**

10:00 – 17:45  
(Total course hours: 12)

### **Venue:**

Pousada Conference Room,  
Macao Institute for Tourism Studies

### **Language:**

English

### **Programme fee:**

Macao ID-holder: MOP5,500  
Non-Macao ID-holder: MOP7,150

### **What is included?**

- Certificate jointly issued by Macao Institute for Tourism Studies and EHL Group, Switzerland
- Lunches on both days
- Coffee Break Refreshments

*About the organisers:*

IFTM: <https://www.iftm.edu.mo/>

EHL: <https://www.ehl.edu/>

## PROGRAMME DESCRIPTION

Many companies believe they deliver a superior experience while not as many customers believe this is the case. Where does this gap in customer experience come from? As a manager in charge of a service organisation, how do you implement a service culture, explore the dynamics of value creation in the service chain, and close the gap?

Delivering good service is not enough to transform the customer into a brand promoter or ambassador. It is important to reconcile operational excellence and customer appreciation, i.e. influence customers' perceptions about the service provided for each individual.

For the organisation, it is also a question of clarifying its Strategy, Culture and Value, and improving the skills and commitment of its team members. In other words, it is a question of implementing the dynamics of excellence through the brand's hospitality for both its clients and employees.

Participants will understand and adapt one's communication and management style (i.e. situational management) in order to allow a service culture to flourish. They will also learn about monitoring and evaluating employee performance, and providing team members with better support in delivering service excellence.

## PROGRAMME DESCRIPTION

Topics to be covered and addressed in this training programme include:

### Knowledge

- Service Profit Chain
- Team dynamics in the world of service
- Various communication and management styles
- Employee commitment and support

### Competencies

- Evaluate and understand your service organisation with respect to the service profit chain
- Accompany your service team in the development of a service culture
- Understand and adapt your communication style
- Develop strategies to build trust
- Examine methods to better engage employees and support them in achieving service excellence

### Mindset

- Individual assessment and personal reflection on management style
- Understand the impact of one's style and situational intelligence on individual and collective performances in the service universe

# PROGRAMME AGENDA

<i>Macau Time</i>	<i>Speaker</i>	<i>Topic</i>
<b>PART I: SERVICE EXCELLENCE (CUSTOMER PERSPECTIVE)</b> <b>December 16<sup>th</sup> – four 90 minute sessions – In Class &amp; Online</b>		
<b>09:45 – 10:00</b> <b>10:00</b>	Registration Welcome remarks by Professor John Ap, Director of Global Centre for Tourism Education and Training, IFTM	
<b>10:00 – 11:30</b>	Dr Ali Bavik, IFTM	Introduction to Service Excellence
<b>11:30 – 11:45</b>	Break / Group Discussion	
<b>11:45 – 13:15</b>	Dr Ali Bavik, IFTM	Exploring the Customer Journey
<b>13:15 – 14:30</b>	Lunch	
<b>14:30 – 16:00</b>	Mr. Franck Louveau, EHL Advisory Services	Introduction to Service Leadership: How to Create Value in Service?
<b>16:00 – 16:15</b>	Break/ Group Discussion	
<b>16:15 – 17:45</b>	Mr. Franck Louveau, EHL Advisory Services	Service & Value Profit Chain – Revisiting Foundations of Service Management
<b>PART II: SERVICE EXCELLENCE (COMPANY PERSPECTIVE)</b> <b>December 17<sup>th</sup> - four 90 minute sessions – In Class &amp; Online</b>		
<b>10:00 – 11:30</b>	Dr Ali Bavik, IFTM	Building Your Service Culture: Bringing Company Values to the Bottom Line
<b>11:30 – 11:45</b>	Break / Group Discussion	
<b>11:45 – 13:15</b>	Dr Ali Bavik, IFTM	You Cannot Manage What You Cannot Measure! Managing and Measuring Your Organisational Culture
<b>13:15 – 14:30</b>	Lunch	
<b>14:30 – 16:00</b>	Mr. Franck Louveau, EHL Advisory Services	Service Leadership: From Satisfaction to Engagement of Customers - Reflecting on Industry Leaders
<b>16:00 – 16:15</b>	Break/ Group Discussion	
<b>16:15 – 17:45</b>	Mr. Franck Louveau, EHL Advisory Services	Managing Service Quality – Introduction to the SERVQUAL Model
<b>End of the Programme – Group Photo and Certificate Presentation</b>		

## ABOUT THE SPEAKERS



**Franck Louveau**  
**Consultant**  
**EHL Advisory Service**

Franck is currently the Consultant of EHL Advisory Services in the EHL Group, 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 and is Insights Discovery 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.



**Dr. Ali Bavik**  
**Assistant Professor**  
**Macao Institute for**  
**Tourism Studies**

Ali Bavik is an Assistant Professor at the Macao Institute for Tourism Studies (IFTM). Bavik completed his Ph.D. at the University of Otago and his undergraduate studies at Eastern Mediterranean University. His research expertise is hospitality marketing and hospitality management, organisational culture, tourist behaviour, and corporate social responsibility. Bavik has international lecturing experience in Cyprus, New Zealand, the Kingdom of Saudi Arabia, Hong Kong, and Macao. Bavik has also served as a Director of the Tourism and Hospitality Training Centre at Al-Faisal University in Saudi Arabia.

He has published a number of journal articles and conference papers on topics related to tourism and hospitality management and marketing. He was recognized as the Outstanding Author Contribution Award Winner by Emerald under the Literati Network Awards for Excellence 2017. Currently, he is serving in the editorial board of the Service Industries Journal and Journal of Hospitality and Tourism Insights.