

SANDS HOSPITALITY ACADEMY

INTRODUCTION

Sands Hospitality Academy is committed to establishing world-class standards in the industry, leveraging Sands China's extensive expertise in Macao. Designed to inspire and nurture young talent, it offers programmes that shape the next generation of hospitality professionals. Through partnerships with industry leaders and academic institutions, the Academy provides tailored training and language solutions, enabling both experienced professionals and newcomers to master cultural nuances, traveller trends, and evolving customer expectations in a dynamic global market.

In addition to its training initiatives across six key areas, the Sands Hospitality Academy hosts executive seminars and masterclasses on tourism-related topics. These sessions provide expert insights into hotel operations, customer service, food and beverage management, concierge services, international hospitality, and entertainment. To further support professional development, the Academy fully funds students to achieve internationally recognised certifications.

創新款待管理學術研討會暨合作備忘錄簽署儀式 Innovative Hospitality Management Symposium & Memorandum of Understanding (MoU) Signing Ceremony 25.11.2025



管潔琦 博士
Dr. Jenny Guan

澳門康麗大學副校長 創新款待管理學院 - 酒店管理課程主任
Faculty of Innovative Hospitality Management
Coordinator for Hotel Management Programme,
Macao University of Tourism



羅兆鈞
Andy Law

德勤中國
可持續發展合夥人
Partner, Sustainability, Deloitte



林靜芝 博士
Dr. Cindia Lam

澳門康麗大學管理及專業發展學院院長
Dean of Institute of Executive and Professional
Development, Macao University of Tourism



趙潔
Stephanie Zha

金沙中國有限公司
可持續發展副總裁
Associate Director of Sustainability
Sands China Ltd.



HOSPITALITY INDUSTRY
AND THE LATEST INNOVATION
TO COPE WITH UN SDGs

創新款待管理學術研討會
Innovative Hospitality Management Symposium

待客新篇 創智未來
Hospitality Beyond Imagination, Innovating Ahead



HIGHLIGHTS

Enhancing Innovation & Technology
Improving efficiency and service standards through the adoption of cutting-edge technology.

Advancing Market Research
Utilising data-driven insights to adapt to industry changes and meet customer expectations.

Developing Future Hospitality Leaders
Offering diversified elite and training programmes, resources and career opportunities to attract and inspire young professionals.



Nurturing Talent

Elevating Standards

Striving for Excellence

Strengthening Customer Cultural Awareness
Anticipating market trends and diverse customer needs to foster stronger client relationships.

Implementing Language Solutions
Introducing advanced communication strategies to elevate customer experiences.

Aligning with Global Standards
Pursuing internationally recognised certifications to enhance expertise and meet global service benchmarks.