



HOTELCOMPANY

Area

Services – Hospitality

Level

3, 4

Topics

Business strategy

Marketing Service

Economic-financial management

Operation management

Human Resources

Modality

Competitive

Time

Between 24 and 40 hours

HotelCompany reproduces the competitive scenario of various hotel chains that compete with each other. The hotel chains are made up of 3 hotels (520 rooms - 1040 beds), located in different tourist destinations and with different service profiles.

The environment is defined from four international markets, five demand segments in each of them (youth, families, best-agers, seniors and business) and three marketing channels. The hotel services are organized in three areas:

- Accommodation
- Food and drinks
- Complementary services.



Participants must make decisions related to:

Prices

Service price level (accommodation, food and drinks, conference rooms, spa-wellness and accessories).

Brand

Prioritization of demand segments and promotional spending by market.

Comercialization

% commission to intermediaries. Assignment of quotas by market and marketing channel.

Market research

Research purchase.

Services Level

Percentage of variable cost per service. Sizing of the staff by department.

Equipment investment

Investment to improve the level of facilities and equipment of the hotel.

Financing

Long term loan application.

Human Resources

Improvement of the capabilities of the organization.

Additionally, participants must solve certain exercises, which will help them understand the importance of quality management and customer satisfaction for success in management, as well as understand the relevance of electronic business.