



Area

Hospitality - Services

Level

3, 4

Topics

Marketing Service

Economic-financial management

Human resources management

Modality

Competitive

Time

Between 16 and 20 hours

InnovaHotel reproduce the competitive scenario of various urban hotels in a Mediterranean city that compete with each other. The hotel has 100 double rooms, a restaurant, a cafeteria and four conference rooms.

The environment is defined from three markets, three demand segments in each of them and three conversion channels.

The hotel services are organized in three areas:

- Accommodation
- Food and drinks
- Complementary services.

The simulator has a training area that allows different activities to practice different concepts and decision areas.



Participants must make decisions related to:

Prices

Service price level.

Brand

Prioritization of demand segments and Promotion by market.

Comercialization

% commission to intermediaries.

Services Level

Percentage of variable cost per service.

Equipment Investment

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

Financing

Long term loan application.

Human Resources

Spending on improving the capabilities of the organization.

Strategic projects

Selection of strategic projects to improve the competitiveness of the hotel.

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.