

Hotel and Restaurant Management Simulation

Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability.



FOCUS

Hotel and restaurant management.



USED IN

Corporate in-house programs. Business and management courses at undergraduate and graduate levels in hospitality and tourism programs.



FEATURES

The participants run their hotel and restaurant operations in competition with other teams. They can try and practice with different scenarios as well as analyze the outcomes of their decisions and projections. For each round, the simulation generates a range of detailed reports that help the teams to analyze and benchmark their performance against their competitors. Financial results are reported according to the Uniform System of Accounts for Restaurants and for the Lodging Industry.



KEY LEARNING AREAS

Hotel management related functions; revenue management, sales promotion, menu

engineering, housekeeping, staff management and procurement. Big picture understanding of the linkages between different functions and their impact on the bottom line.



KEY SUCCESS FACTORS

Teams' success is measured with a number of different financial ratios, including operating profit, net profit, return on assets, and cash flows. Within the hotel operations, revenue management and customer satisfaction are key. Success factors for the Restaurant side include menu engineering, staff management and overall customer experience. In addition, the simulation contains all relevant industry specific ratios including (but not limited to) ADR, GOPPAR, RevPAR, occupancy-%, revenue per customer and customers per restaurant seat.



EXPECTED OUTCOME

The simulation develops the participants' capabilities in identifying, analyzing, and acting on the key operational & environmental variables that

influence hotel and restaurant operations. Furthermore, the simulation enhances fact-based analytical decision making and illuminates the financial implications of operational decisions by linking the decisions to cash flows and bottom line performance. Finally, this dynamic, evolving hospitality business simulation excites competitive spirits among participants and allows them to gain practical experience in teamwork and problem solving.



AVAILABLE LANGUAGES

English, Portuguese, French, Spanish, Italian, German



The Most Intuitive Business Simulations

All Cesim Business Simulations are built on an easy to use, scalable and highly automated online platform that allows instructors to run their courses on a web browser from anywhere, anytime.

Business, Strategy and Management Simulations

When you would like to increase participant engagement and hands-on business learning in your course.



Cesim Global Challenge has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.



Cesim SimFirm is a product based business simulation that integrates the functional areas of production, marketing and logistics.



Cesim OnService is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.



Cesim SimBrand develops the understanding and command of the whole marketing decision-making process.



Cesim Project has been designed to capture the essence of project management in a collaborative and competitive environment.

Industry Specific Simulations

When your course or training requires the setting of a particular industry.



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Cesim Bank facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.



Cesim SimPower is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.



Cesim Connect is a telecom operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers.

Custom Business Simulations

When you need a simulation tailored specifically to the needs of your course or training.

Examples: Retail, Steel, Packaging, Real Estate Management, Public Broadcasting, and Contract Manufacturing.