

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

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

Revenue management, sales promotion, menu engineering, housekeeping, staff management

and procurement. Holistic understanding of the linkages between different functions and their impact on the bottom line.



KEY SUCCESS FACTORS

The success of the teams 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 operations include menu engineering, staff management and overall customer experience. In addition, the simulation contains all relevant industry specific ratios.



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. Enhances fact-based analytical decision making and illustrates the financial implications of operational decisions. Finally the

simulation excites competitive spirits among participants and allows them to gain practical experience in teamwork and problem solving.



ADAPTABILITY

The simulation is modular which allows instructors to choose whether learners' play with both lodging and food & beverage operations or play with only one of them. In addition, the system permits the instructors to modify and create their own personalized cases.



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.