

Sector

Services – Hospitality

Level

3, 4

Theme

Service
Marketing
Economic and financial
management
Human Resource
Management

Modality

Competitive

Time

16 a 20 hours

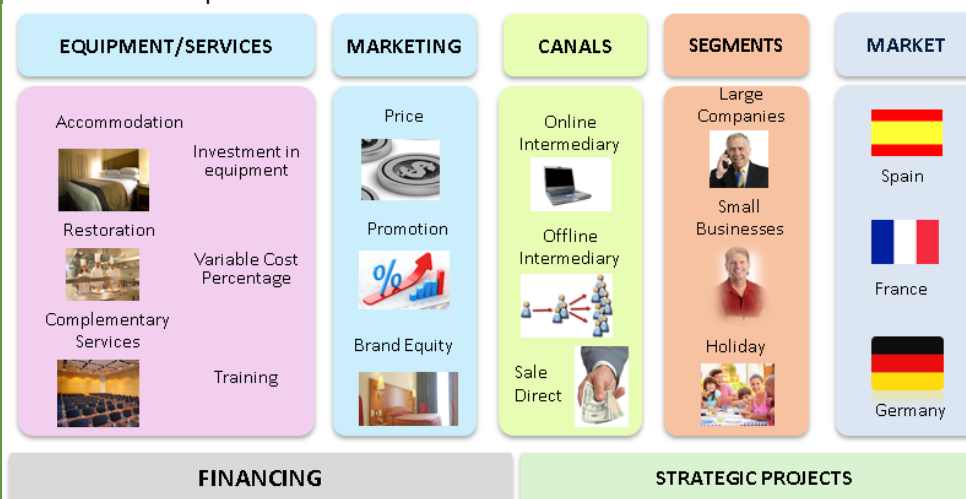


InnovaHotel reproduces the competitive scenario of various urban hotels located in a Mediterranean city that compete with each other. The hotel has 100 double rooms, a restaurant, a cafeteria and four conference rooms.

The environment is defined based on three markets, three demand segments in each of them and three marketing channels (direct, offline intermediary and online intermediary). The hotel's services are organized into three areas:

- Accommodation
- Food & Beverage
- Complementary services.

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



Participants will need to make decisions related to:

Prices

Price level per service.

Brand

Prioritization of demand segments and promotion by market.

Marketing

% commission to intermediaries.

Service Level

Variable cost percentage per service.

Investment in Equipment

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

Financing

Long-term loan application.

Human resources

Expenditure on improving the organization's capabilities.

Strategic projects

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

In addition, participants will have to 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 e-business.

