



Hotel & Restaurant Management Simulation

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



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.



CASE SCENARIO

Hotel with 140 rooms and attached restaurant. Each decision-making round represents two weeks of operations for the simulated company.



PARTICIPANT TASKS

The participants run their hotel and restaurant operations in competition with other teams. Decisions include revenue management, sales promotion, food & beverage, housekeeping, staff management and procurement. They can practice with different scenarios as well as analyze the outcomes of their decisions and benchmark against the competitors.

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. Revenue management and customer satisfaction are key success factors within the hotel operations.

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. Financial results are reported according to the Uniform System of Accounts for Restaurants and for the Lodging Industry.



EXPECTED OUTCOME

The simulation game develops the participants' capabilities in identifying, analyzing, and acting on the key operational & environmental variables that influence hotel and restaurant operations in competitive setting. 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 hospitality business simulation excites competitive spirits among participants and creates practical experience in teamwork and problem solving.



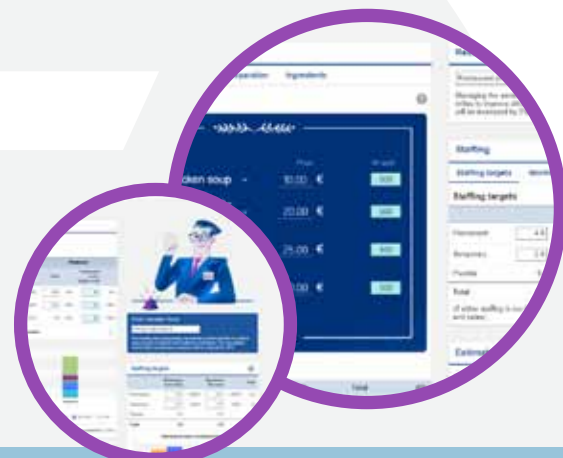
ADAPTABILITY

The hotel and restaurant simulation game is modular which allows instructors to choose whether learners' play with both accommodation 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, French, German, Italian, Mandarin Chinese, Portuguese, Spanish.



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



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



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



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

Industry Specific Simulations

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



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



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



Cesim Power 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.



Cesim Retail includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment.

Custom Business Simulations

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

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