cesim Hospitality

Hotel & Restaurant Management Simulation

Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability in a hotel and/or restaurant management 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.

ESG MODULE
In addition to the regular hospitality business decisions and results, the simulation includes environmental, social, and governance (ESG) decisions and results. With fully integrated ESG decisions, teams can incorporate sustainable development goals into their strategy and operations while improving financial performance and delivering value for all stakeholders. Teams' performance along the ESG metrics influence their hotel's attractiveness to the clients, thus creating a potential competitive advantage.

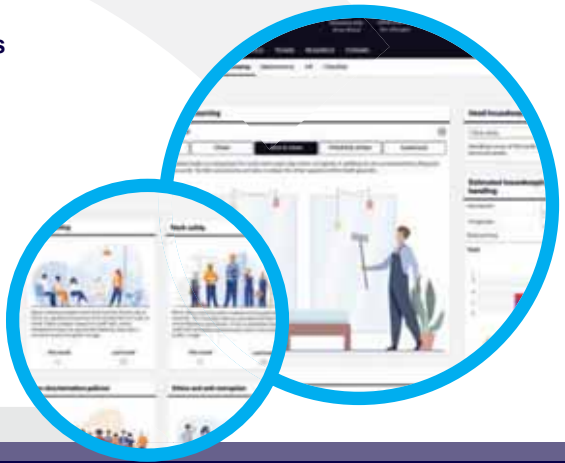
KEY LEARNING AREAS
Revenue management, sales promotion, menu engineering, housekeeping, staff management and procurement. Holistic understanding of the linkages between different functions and their impact on the bottom line.

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, Romanian, Russian, Spanish, Turkish.



www.cesim.com | sales@cesim.com | +358 9 406 660

cesim Practice makes profit

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.

cesim Global Challenge

Cesim Global Challenge improves the learners' understanding and capabilities of running global business operations of a firm in a dynamic, competitive environment.

cesim Service

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

cesim Project

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

cesim Firm

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

cesim Marketing

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

cesim Hospitality

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

cesim Bank

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

cesim Power

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

cesim Connect

Cesim Connect is a telecom simulation where teams manage mobile, broadband, and entertainment services for residential and corporate clients.

cesim Retail

Cesim Retail puts participants in charge of a store or a franchise with multiple stores in a seasonal environment.

cesim Dealership

Cesim Dealership provides an immersive learning experience in dealership operations, including new and pre-owned products, and after-sales services.

cesim Invest

Cesim Invest is a simulation focused on fund management, ESG integration, and strategic investment decisions in diversified portfolios.

cesim Stocks

Cesim Stocks is a simulation that teaches the fundamentals of investing through the management of stocks and bonds in a dynamic market.

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.