



Area

Hospitality - Services

Level

2, 3

Topics

Introduction to business management
Marketing Service

Modality

Non-Competitive

Versions

Version I: Level 2

Version II: Level 3

Time

Between 8 and 16 hours

HotelVirtual offers the possibility of managing four different types of hotel. It is developed for people who start in business management or the use of simulators. The simulator is "non-competitive", although the results obtained are positioned in a ranking, which allows comparing the result obtained with other users.

Each of the hotels has a different level of difficulty, so that it gradually becomes familiar with the different business management variables.

The simulator has two training areas of great value for the consolidation of knowledge:

- **Understand:** allows different activities to practice different concepts and decision areas.
- **Planing:** allows you to evaluate the impact of decision making in three different scenarios.



Participants must make decisions related to:

Prices

Price level per service.

Marca y Comercialización

Promotion budget by markets.

Service level

Percentage of variable cost per service.

Equipment Investment

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

Organization

Spending on improving the capabilities of the organization.

Financing

Long term loan application. Only in the Level

Strategic projects

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