HOTS

business management simulation

HOTS is a business management simulation based on the operation, redevelopment and management of a large service-based business. The HOTS simulation program places participants into the simulated position of managing a service industry business in a virtual environment that mirrors the real world.

Concept

Achievement focused and competency based learning.

Individuals or teams operate as members of the hotels executive committee with a leading focus on commercial optimisation. Hotels compete with each other in real time and within the realistic market dynamics of a competitive set of hotels. The competitive strategies and decisions of each hotel affect its own results and those of competitors. A hotel's market share, revenue, occupancy and financial results depend on its ability to construct, promote, and deliver a competitive price/value proposition to the market.

Process

Gather, understand, strategise, review.

1. Gather information about the competition, the market and your property
2. Create a competitive and operating strategy
3. Make decisions consistent with the strategy
4. Review results, refine, make new decisions and continue through a collection of simulated months

Key Learning

Strategy, tactics, management and revenue optimisation.

1. Optimise strategic thinking, planning and implementation with a holistic overview of key areas which influence a hotels success, including sales, marketing, HR, operations, yield management and finance
2. Develop business skills including business planning, market positioning, financials and the logistics of operating a hotel
3. Develop and utilise the necessary transferable skills needed to become a successful leader including team work, task delegation and team work.

"From the outset, the delivery team realised it's the relationships not just the product that contribute to strong sustainable business. we respect them as a global market leader"

- hosco. the hospitality network

helping you form a competitive and operating **strategy**, develop **decision making skills** and simulate **real world environments.**

HOTS