



HOTEL SUNRISE





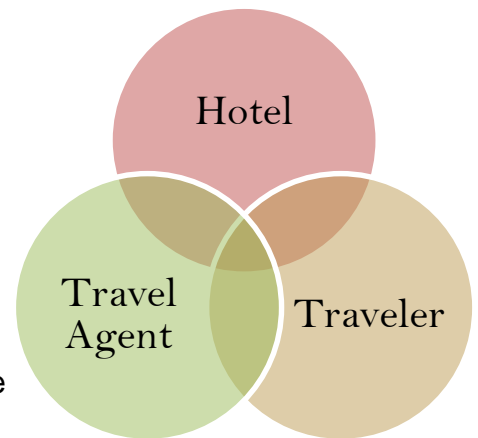
HOTEL SUNRISE

Hotel industry has evolved from a traditional “Room & Board” to a much more competitive service industry. The change was fuel by fragmented customer needs, diverse customer segmentation, emerging indirect competitors, and growing number of stakeholders in tourism industry.

In order to cope with such change, hotel management team to be able to provide “value proposition” to its customer, and stay ahead of competition, the course is designed for participants to practice managing simulated hotels and stakeholders within the industry.

LEARNING OUTCOMES

1. Improve strategic thinking skills
2. Encourage teamwork
3. Seeing the big-picture of hotel business
4. Emphasize customer centric and service excellence



THE SIMULATION

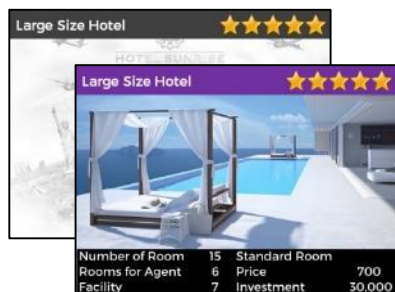
All players will be split into small teams of Hotel and Traveler.

“Hotel teams have to balance the revenue proportion from traveler and travel agent while maintaining price competitiveness, continuous facility investment, and provide tour packages that are attractive to travelers. In a limited budget situation, absence of customer centric and service excellence may result in unfavorable financial performance. Every strategic investment in new location is crucial.”

“Travelers must complete their “Destination List” under time pressure and limited traveling budget. They may choose to pursue their goal individually, or strategize their team effort, or occasionally form partnership with another competing team. Strategic choice is numerous, as there’s no “one strategy” that is best to every scenarios.”

In light of changing consumer behavior and fragmented demand, we face new challenges every day. As such, it is critical that employees can adapt to increase competition, maintain a leading position, and grow Loyal Customer portfolio. To achieve those goals, employees must have certain key competencies that can consistently delight customers, namely; Strategic Planning, Consumer Insight, and sharp Execution skills. The most effective way to do is through “learning by doing” or as we generally know as “On the job learning”

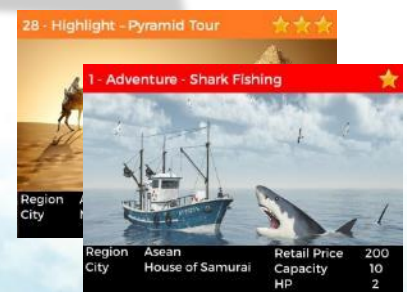
SAMPLE EQUIPMENT PICTURES



HOTEL CARD



FACILITY CARD



TOUR CARD



We, Ingenious Simulation, are proud to present a proven “Simulation Process” that we have revised and improved for the past 5 years, and successfully produce more than 30 business game in such time for thousands of participants from corporate clients.

In the course of simulation, participants will have to work together to maximize team outcome while trying to balance the benefit of all stakeholders, including themselves. The economic system is designed to penalized teams that do not provide enough value to stakeholders, insufficient planning, poor communication and lack of team work.

There will be opportunity for participants to showcase their strategic planning, negotiate a mutual benefit deals with other teams, and manage fluctuation in demand-supply of tourism industry.



Towards the end of the simulations, the course will focus more on overall big-picture of hotel business;

1. Achieve commercial goal – maximize profit and customer satisfaction
2. Establish a healthy and sustainable business relationship with other stakeholders

Program	1 day
Target Audience:	Staff, Supervisor, Managers
Class room size:	30 – 35 participants

