

HOTELVIRTUAL

Area: Services
Level: 1,2
Modality: Individual non-competitive
Time: 8 hours

Subject:
 Business Management for starters
 Services Marketing



HotelVirtual gives the possibility to manage four hotel types. It has been developed to be used by beginners in business management or on the use of simulators. The simulator is on “non-competitive” mode, even if the results obtained at the end of the simulation are recorded on a ranking which allows for comparison with the results obtained by other users. The different versions included in this simulator are:

Hotel Green (inland)
Hotel Beach (beach)

Hotel Valle (mountain)
Hotel Avant (city)

Participants will have to take decisions regarding the following aspects:

- **Prices:** prices level by service
- **Advertising:** Advertising budget by market
- **Service:** Price range by level of offered service
- **Equipment:** Investing on equipment
- **Human resources:** staff training
- **Funding:** Long Term Loan
- Strategic project selection



Each of the hotels has a different level of difficulty in order to allow the user to get comfortable with the multiple business management options progressively.