



**Area:** Services  
**Level:** 3,4  
**Modality:** Individual non-competitive  
 Competitive Team  
**Time:** 16 hours

**Subject:**  
 Services Marketing  
 Economic-Financial Management  
 Human Resources Management

**Innovahotel** recreates the competitive scenario of several urban hotels in a Mediterranean city in mutual concurrence. The hotel owns 100 double rooms, a restaurant, a cafeteria and four conference-rooms. All the participants will be at the same competitive simulation starting point. The environment is defined by three markets, three market demand segments on each of them and three commercialization markets (direct, offline and online intermediary). The hotel services are organized in three areas: hospitality, food and complementary.



Participants will have to make decisions related to:

- **Prices:** Price range by service
- **Charges:** Charges' percentage by commercialization channel.
- **Promotion:** Prioritization of the market demand segments and the budget for advertising on different markets.
- **Service:** Variable expenses percentage by service.
- **Human resources:** Staff training.
- **Funding:** Long Term Loan.
- **Consulting:** Report purchase.
- Selection of strategic projects.



In addition, contestants will have to solve exercises that will help them understand the importance of: quality management, customer's satisfaction for the success in management as well as understanding the importance of electronic business.