



arena4|finance

Hotel Management - Professional Development Seminars

## arena4finance is now able to offer workshops and training seminars based on the newly revised HOTS simulation



HOTS is a web-based business management simulation in which participants are responsible for the redevelopment and management of a large hotel. Participants will develop their knowledge of business strategy, finance, revenue management, operations and personnel by creating a business plan and implementing it through a series of decisions over a simulated period of up to five years. Through the simulation of realistic business situations, an opportunity is provided to analyse the cause and effect of the decision-making process with realistic balanced scorecard style financial reports focusing on recognised hotel measures of performance.





## What is HOTS?

HOTS stands for Hotel Operations, Tactics and Strategy. HOTS is a web-based business management simulation in which participants are responsible for the redevelopment and management of a large hotel. The tool has been designed so that participants have the opportunity to make decisions concerning:

- Strategy Planning
- Finance Operations
- Revenue Management
- Sales & Marketing
- Human Resources
- Customer Care
- Environmental Management

As this requires participants to make decisions whilst considering the complexities and service sensibilities of a hotel scenario, the program has become a preferred training choice in many service sectors, including hotel management, tourism, retail, banking and insurance.

## Who is HOTS for?

HOTS is a powerful tool which encourages experiential learning in a financially safe environment. HOTS is ideal for those at Head of Department level seeking to gain a better understanding of strategic decision-making in a hotel environment and the impact on financial performance. It can be used as a teaching aid in schools and colleges, run as a training workshop or be used as a team building activity. The simulation can also be used very effectively at undergraduate level for hospitality students seeking to learn more about managing a hotel business operation and the interpretation of financial information.

## What will participants gain from using HOTS?

Whilst working with leading subject matter experts, the participants will develop their knowledge of managing

a large scale hotel operation over up to five years. The performance of the hotel is evaluated throughout using financial and non financial factors in a balanced scorecard format, giving participants the opportunity to analyse the cause and effects of the decision-making process in a financially safe environment.

### Participants will have the opportunity to:

- Identify the current problems in the hotel and devise strategies to tackle them
- Develop and implement a business plan to achieve the targets set for the hotel by your company
- Set policies and allocate resources on a monthly basis to ensure that the hotel's targets and goals are met
- React appropriately to events in the market place

Extensive market research, as well as sales and financial reports passed on by the previous management, are available within the simulation to help participants in their decision-making and to provide an idea of the patterns of trade the hotel has recently experienced.

## Course Delivery

HOTS can be delivered in-house over one or two days or more depending on the needs of your organisation. The latest version of HOTS will be used, which, unlike previous versions, has additional revenue management features and environmental management decisions. The simulation is accompanied by workbooks with additional exercises, readings and resources to develop knowledge and understanding in the core functional areas.



## Who is delivering this course?

The seminars and workshops are delivered by experienced facilitators who have extensive knowledge of the hotel sector including the latest revenue management and financial analysis strategies.

## For more information

To find out more about the workshops and seminars available and to discuss how we can help your organisation contact:

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