



## HOSPITALITY MANAGEMENT COMPETITION

### Competition details

#### Objective

- Demonstrate general Hospitality Management knowledge
- Demonstrate Hospitality Management knowledge and skills, by playing a business simulator
- Make a team presentation regarding the strategy, decision making, results (previewed and actual) and other subjects concerning the simulator use.

#### Teams & Language

##### Teams:

Teams will consist of two students from different schools and countries drawn by the head judge.

It is possible to exist a team of three students in one of the following cases:

- The final number of candidates is unpaired.
- Disqualification of one of the competitors during the competition.
- Competitors last minute abandonment.

##### Competition Language

- English (oral and written) is the compulsory language at all the competition phases: briefings, work plan (written), communication with teammates and judges during the different tasks. Minimum level of English: B2 (according to AQF).
- Immediately after the announcement of the teams' constitution, team members should check whether correct communication in English within the team is possible. If there is serious doubt, the team should report this to the head judge immediately. Complaints about language problems will not be accepted after written test is launched.

#### RESPONSIBLES & TASKS

- **Head Judge (Paulo Morais Vaz & Kevin Hemsworth)**  
In charge of the overall coordination of the competition, decision maker in case of any misunderstanding or non-conformity.  
Responsible for sending to the participants, by mail, all info about the assessment process and the presentation mode and create conditions for the online phase along with local coordinator.  
In charge of managing judges and all their needs in terms of the competition.
- **Professional jury (by Erica Cecchinato suggestion)**  
Chosen within local professionals (general manager, revenue manager or front office manager)  
If possible, should be present at Briefing (1st day) to meet the students. It would be fantastic if he/she could do a short Talk presenting him/herself and giving his/her vision over the industry, either at the Briefing or at the Presentation Day.
- **CESIM Presentation (Andrés Velasquez & Paulo Morais Vaz & Kevin Hemsworth)**  
Presentation of the simulator game allowing students to be familiarised with the assigned Project (Hotel profile, marketing details, sustainability, HR, F&B outlets, sales reports, timetables, number of plays, deadline for conclusion, etc.)



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2<sup>nd</sup> – 7<sup>th</sup> November 2026  
Ferrara, Italy



### Important notes

- Participants should have their own laptop and a USB drive.
- Competitors must wear their full professional attire.
- All rules and regulations must be adhered including the General AEHT Competition Rules.
- Teams will be assessed by the jury, for a maximum classification of 100 points, according to the following criteria:
  - Online Written test: 20 points (max)  
Based upon
    - Mr. Robert Bosma Masterclass and general knowledge on Hospitality Management
    - Pitch: 30 points by the jury  
Evaluation criteria assessed during the presentation: Team engagement and professional attitude, Adopted strategy, Presentation support, Fluency and Communication skills, Q&A
    - Simulator Results: 35 points  
These criteria will be the result, not only of the financial results (meaning the best profitability) achieved, but the overall results considering the following KPIs <sup>(1)</sup> that are evaluated by the simulator:  
Cumulative Earnings / Clients Satisfaction Index / ESG / GOPPAR / Hotel EBITDA / Market Penetration Index / Restaurant EBITDA / RevPAR / Staff Satisfaction Index
    - Other Teams assessment: 15 points given by other teams based on each team Pitch
- Team members must observe all competition schedules and attend the Masterclass “Mind Your Guest” presented by Mr. Robert Bosma (place and time to be announced).
- **Each team will have up to 20 minutes to present their strategy, decisions and appraise the results of the Simulator and justify its decisions and business options, in front of a jury.**  
The final length of each pitch will be defined based on number of participating teams and will be fully informed in time.
- The presentation should show evidence of research, teamwork, and hospitality management knowledge.
- The jury will then appraise the results of each team and will question teams about them and decisions taken.
- If a judge has a participant from his own school, his evaluation will be the average evaluation of other judges (no one will be allowed to judge his own student)
- The jury decision is final. In case of any conflict, the Head Judge will have the final decision.
- The briefing and the final presentations are both open to the public, as well as the feedback exchange.
- Research is limited to students’ own textbooks and personal notes. No books will be supplied.

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<sup>1</sup> ESG – Environment / Sustainability / Governance  
EBITDA – Earnings Before Interest Taxes Depreciation and Amortization  
GOPPAR – Gross Operating Profit per Available Room  
RevPAR – Revenue per Available Room



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**Launching Day – online (24<sup>th</sup> September)**

- Head Judge and Local Coordinator Presentation
- Competitors Presentation
- General briefing & announcement of the teams by Head Judge.
- Immediately after the announcement of the teams, team members check whether correct communication in English within the team is possible. If there is serious doubt, the team should report this to the Head Judge immediately. Complaints about language problems will not be accepted later.
- CESIM Presentation & training session
- Game launching

**Briefing Day - on site (3<sup>rd</sup> November) – After Robert Bosma Seminar**

- Short presentation\* by the Professional Jury on his professional experience and local industry scenario
- Written Test (online)
- On site competition

\*It can happen either in this moment or in Presentation Day

**COMPETITION SCHEDULE**

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Date	Day	Activity
24/09	Thursday	Online Game launching!
28/09 TO 04/10		3 Test Rounds
05/10 TO 30/10		Online gaming 8 rounds
03/11	Tuesday	On site! Welcome Session Test & 9 <sup>th</sup> Round
4/11	Wednesday	On site! 10 <sup>th</sup> & Last Round
5/11	Thursday	On site! Final Presentations