



“STRATEGIC THINKING for tomorrow’s HOSPITALITY”

Competition details

Objective

- Demonstrate general knowledge about strategic choices within the Hospitality industry, through a written test within a group.
- Demonstrate general knowledge about strategic choices within the Hospitality industry, by making a case study within a group
- Make a team presentation on ‘*Strategic Thinking for tomorrow’s Hospitality*’ with a clear focus on innovation, sustainability and digitalisation and launch a marketing plan after rebranding.

Teams & Language

Teams:

Teams will consist of three students from different schools and different countries and drawn by the jury.

If the number of registered participants so requires, teams of 2 students will be formed.

It is also possible in one of the following cases:

- Disqualification of one of the competitors.
- Competitors last minute abandonment.

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/quiz is launched.

Important notes

Participants can prepare themselves before the conference by research on the topics of innovation, sustainability, digitalisation, and marketing.

- Participants should bring their own laptop and a USB stick as backup in case of technical difficulties.
- Competitors must wear their full professional uniform.
- All rules and regulations must be adhered including the General AEHT Competition Rules.



ASSESSMENT

- Teams will be assessed by the jury, for a maximum classification of 100 points, according to the following guidelines:
- **Group written test: 20 points (max)** Based upon Mr. Robert Bosma Masterclasses and general knowledge about strategic choices within the Hospitality industry.
- **Pitch & Teamwork: 40 points** by the jury plus 10 points by the other teams based on the following evaluation criteria:
 - Team engagement.
 - Professional attitude.
 - Adopted strategy.
 - Presentation support.
 - Fluency and Communication skills.
 - Q&A
- **Case study: 30 points**
- Team members must observe all competition schedules and attend the Masterclasses held by Mr. Robert Bosma (place and time to be announced)
 - **Each team gets the opportunity to make a reservation for private consulting (Mr. Bosma – Mind your Guest) and the hotel manager/sales manager of the assigned hotel.**
 - **Each team will have up to 15 minutes to present their strategic thinking about innovation, sustainability and digitalisation and launch a marketing plan after rebranding, in front of a jury.**
- The presentation should show evidence of research, teamwork and use knowledge about strategy in hospitality. ○ The jury will then appraise the results of each team and will classify them according with the best strategic results.
- The jury decision is final. In case of any conflict, the Head Judge will have the final decision.
- Both the briefing and the final presentations are open to the public.

RESPONSIBLES & TASKS

- **Head judge (responsible for the team of judges)**
In charge of the overall coordination of the competition, decision maker in case of any misunderstanding or non-conformity.
Responsible for the organization of Mr. Robert Bosma Masterclasses.
- **Judges**
Chosen within local professionals (general manager, revenue manager or F.O. manager) If possible, should be present at Briefing (1st day) to meet the students. On presentation day (last day) it would be fantastic if he/she could do a short talk presenting him/herself and giving his/her vision over the future industry, Teacher(s) from (one of) the member schools.



COMPETITION SCHEDULE

Tuesday 05/11/2024

Briefing & masterclasses Written test	14h00-18h00	Strategic thinking for tomorrows Hospitality Teams
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Wednesday 06/11/2024

Meeting with hotel manager/ sales manager of the assigned hotels) Free consultancy with the key-note speaker Sending written report (maximum 8 pages text, maximum 12 pages including illustrations and diagrams) to the judges at 20h00 at the latest	09h00-12h00	Strategic thinking for tomorrows Hospitality Teams
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Thursday 07/11/2024

Presentations	08h30-12h30	Strategic thinking for tomorrows Hospitality Teams
Final feedback	15h00-16h00	Jury & students

Day of the briefing

- Competitors briefing & announcement of the teams by the 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 on.
- Research is limited to students' own textbooks, internet and personal notes. No books will be supplied. Competitors must have a memory stick.
- Competitors will be allowed to familiarize themselves with the competition area.