



# RUSSELL PARTNERSHIP

COLLECTION



## RP CONSULTING

global food consultants who create, guide and mobilise transformational food strategies.

SERVICES



## RP TECHNOLOGY

global technology developers and educators who design, build and deliver hospitality programmes.

PRODUCTS



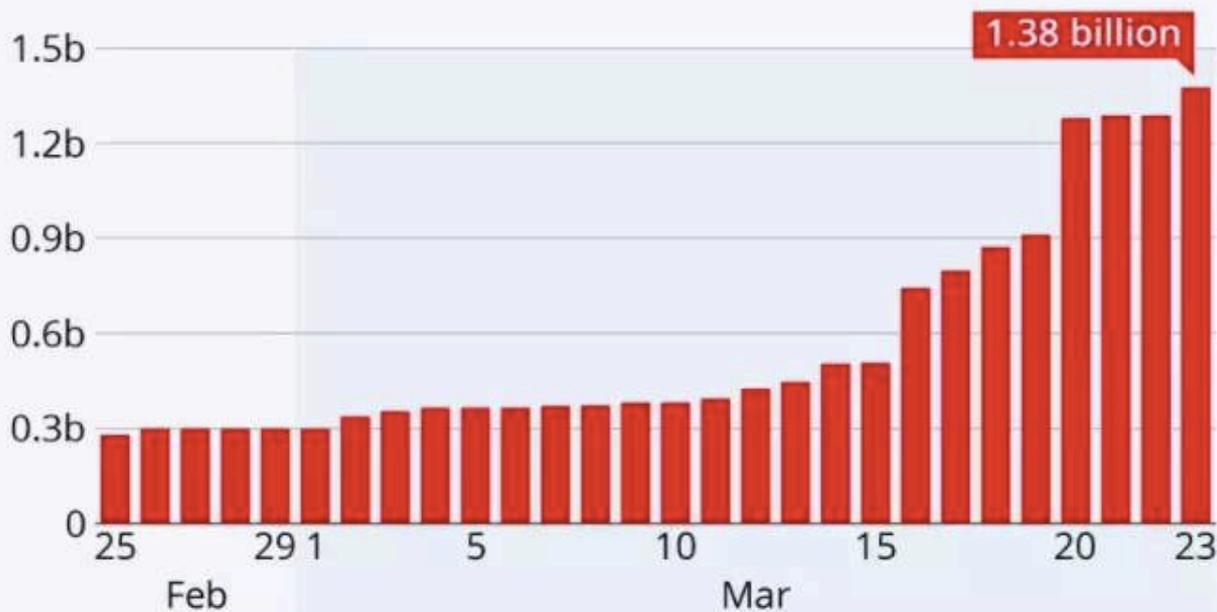
## RP FOUNDATION

the collection's philanthropic heart who nurture, donate and facilitate global well-being, technological access and charitable initiatives.

SUPPORT

# COVID-19's Staggering Impact On Global Education

Number of learners impacted by national school closures worldwide



Figures refer to learners enrolled at pre-primary, primary, lower-secondary, and upper-secondary levels of education, as well as at tertiary education levels.

Source: UNESCO



**The worldwide e-learning market is projected to be worth \$325 Billion in 2025.**

*(Source: Forbes)*

**e-learning increases learning retention rates by between 25% and 60%.**

*(Source: SH!FT)*

**81% of US college students agreed that digital learning technology was helping them improve their grades.**

*(Source: Statista)*

Research shows that on average, students retain 25-60% more material when learning online compared to only 8-10% in a classroom.

This is mostly due to the students being able to learn faster online; e-learning requires 40-60% less time to learn than in a traditional classroom setting because students can learn at their own pace, going back and re-reading, skipping, or accelerating through concepts as they choose.

In his book, *21 Lessons for the 21st Century*, scholar Yuval Noah Harari outlines how schools continue to focus on traditional academic skills and rote learning, rather than on skills such as critical thinking and adaptability, which will be more important for success in the future.

Could the move to online learning be the catalyst to create a new, more effective method of educating students?



Collaborative Online International Learning

## CASE STUDY:

Dr. Nicholas Thomas, DePaul University

Educators from China (Jinan) and the United States (Chicago) developed and implemented a series of Collaborative Online International Learning (COIL) modules into their undergraduate-level hospitality and tourism management courses.

Between the two schools, more than 200 students have participated in these four to five week fully-online synchronous and asynchronous learning experiences.

From the perspective of the Chinese students, the goals of these two COIL experiences were to:

- (a) increase general knowledge of the rapidly evolving global hospitality and tourism industry, and
- (b) enhance soft skills among future hospitality and tourism industry workers.

The Chinese hospitality and tourism industry is experiencing remarkable growth when compared to its regional and global counterparts, which underscores the urgent need for a well-qualified workforce who can have an immediate positive impact across a variety of industry segments (lodging, food and beverage, airlines, rail, meeting and events, and private clubs).

One of the many ways to help ensure a qualified workforce is to focus on enhancing hospitality and tourism management courses within higher education.



Internships

[www.Socrative.com](http://www.Socrative.com)

Review student understanding

<https://kahoot.com>

Learning games

<https://www.mentimeter.com>

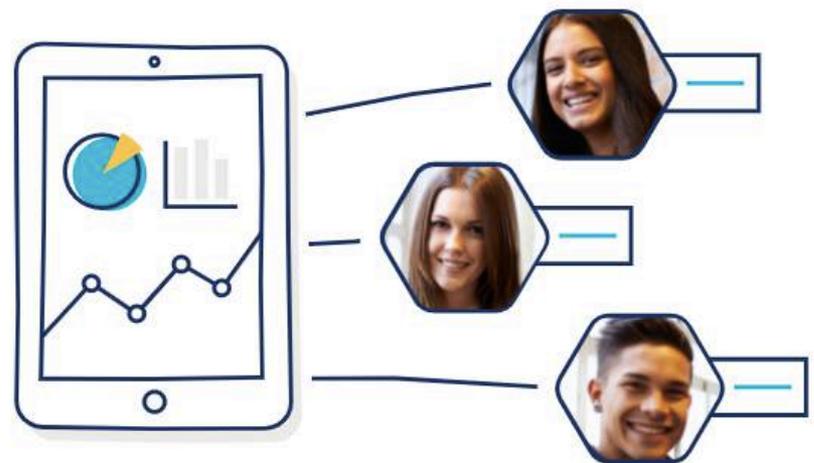
Create interactive presentations

<https://www.panopto.com>

Creating managing and sharing videos. Live stream too

# Turn every lecture into a two-way exchange with the app that gives you immediate insights about your teaching.

Quizzes, surveys, team activities, and content from educators around the world – all in one easy-to-use assessment tool. Best of all, the Socrative app is free for all students to use.



## How Kahoot! is used to make learning awesome in higher education

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### Make lectures interactive

Combine quiz, polls, word cloud and other question types with slides to instruct in a more engaging way remotely or in class.



### Instruct remotely

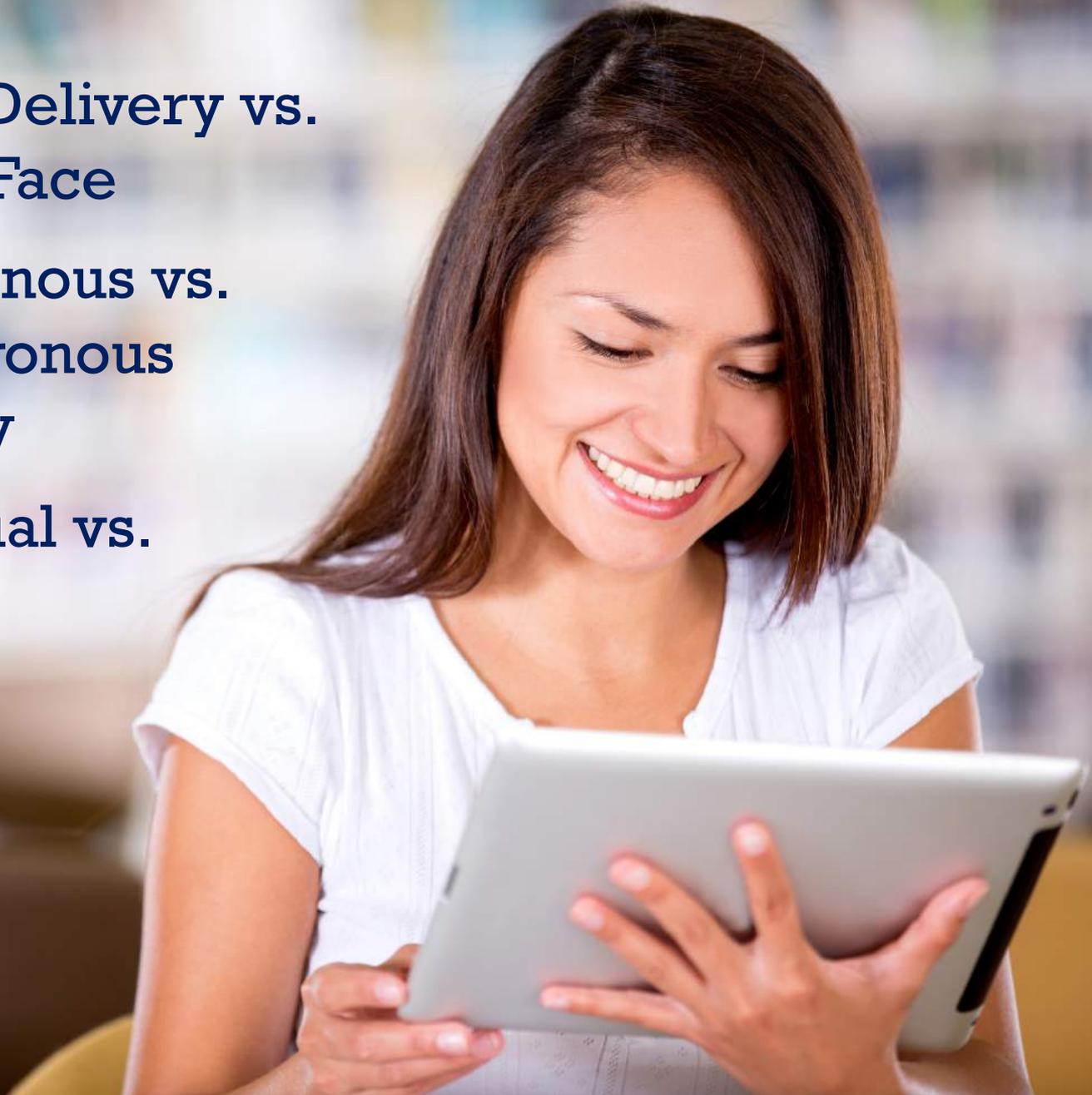
Host games live via videoconferencing or send self-paced games to engage students in distance learning.

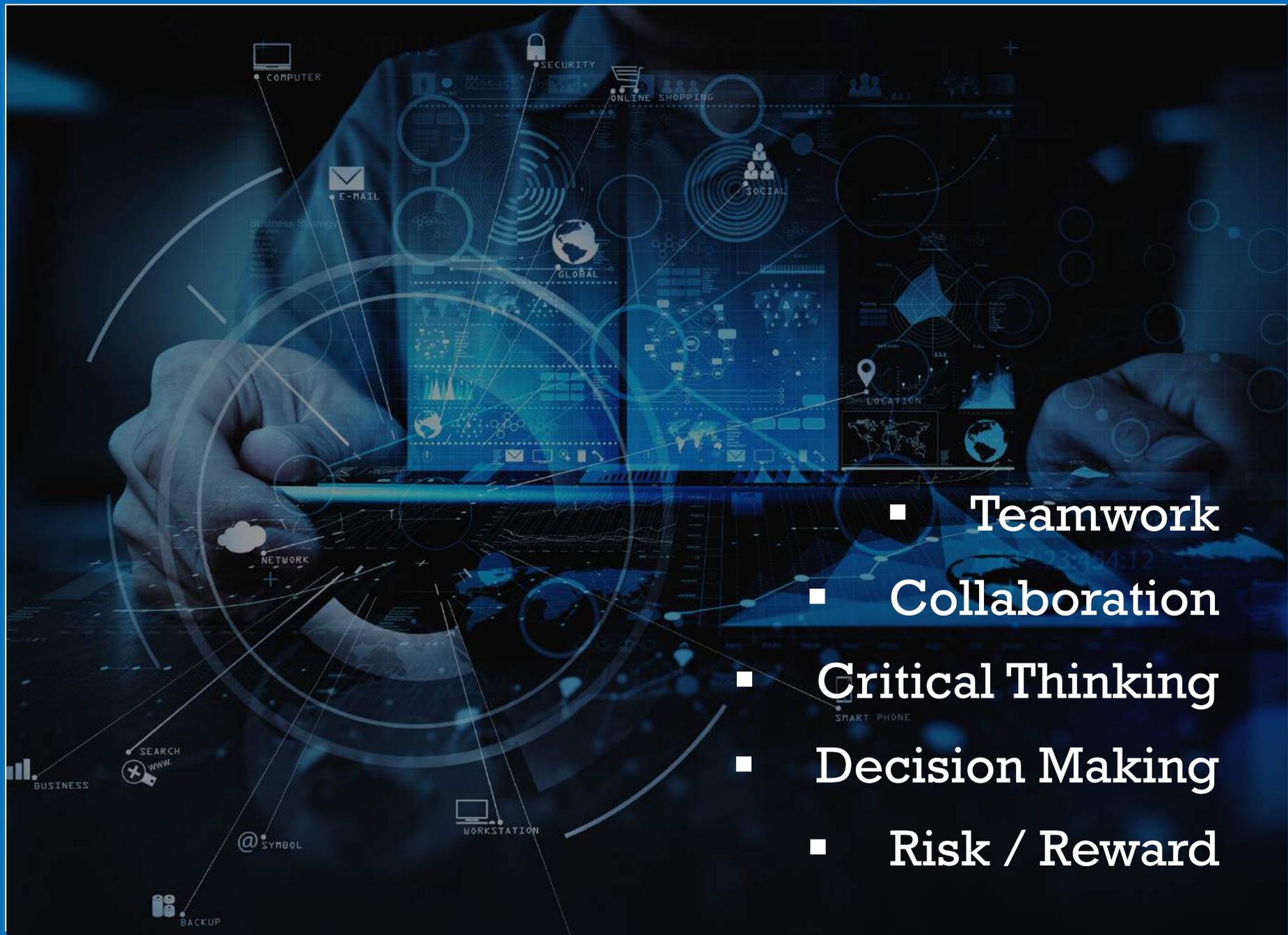


### Engage hundreds

Engage hundreds of students via video conferencing or in class to make your lecture memorable.

- **Online Delivery vs.  
Face to Face**
- **Synchronous vs.  
Asynchronous  
Delivery**
- **Individual vs.  
Group**





- Teamwork
- Collaboration
- Critical Thinking
- Decision Making
- Risk / Reward

# Curriculum Integration



- 
- A close-up photograph of a person's hands holding a white tablet. The person is wearing a light-colored, long-sleeved shirt. The background is softly blurred, showing what appears to be a desk with papers. Overlaid on the left side of the image is a list of four items, each preceded by a small square bullet point. The text is in a dark blue, serif font.
- Resources Available
  - Train the Trainer
  - Student Onboarding
  - Scenarios Available



< Go to Dashboard

# HOTS Instructor - Train the Trainer

15% complete

Search by lesson title

General 2/3

HOTS Simulation Introduction

VIDEO - 34 MIN

HOTS Simulation - Orientation

VIDEO - 6 MIN

Using Social Media

VIDEO - 3 MIN

Administration 0/10

Rates and Revenue 0/0

DRAFT

Food and Beverage 0/0

DRAFT

## HOTS Simulation Introduction

### The STAR Report: by STR

Monthly Performance at a glance - My property vs competitive set



Team 1 December

	December								
	Occupancy			ADR			RevPAR		
	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index
Current Month	22.5	22.5	100.0	87.94	87.94	100.0	19.76	19.76	100.0
Year to Date	25.9	25.9	100.0	88.71	88.71	100.0	22.98	22.98	100.0
Running 3 Month	23.5	23.5	100.0	93.86	93.86	100.0	22.01	22.01	100.0
Running 12 Month	25.9	25.9	100.0	88.71	88.71	100.0	22.98	22.98	100.0

	December Year 1 vs December Year 0 (% change)								
	Occupancy			ADR			RevPAR		
	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index
Current Month	3.8	3.8	0.0	-1.5	-1.5	0.0	2.3	2.3	0.0
Year to Date	10.8	10.8	0.0	-3.4	-3.4	0.0	7.0	7.0	0.0
Running 3 Month	14.3	14.3	0.0	-4.0	-4.0	0.0	9.7	9.7	0.0
Running 12 Month	10.8	10.8	0.0	-3.4	-3.4	0.0	7.0	7.0	0.0

Exit



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[Go to Dashboard](#)

## REVsIm User Training

0% complete

Search by lesson title

Introduction

0 / 5

Welcome

TEXT

REVsIm Introduction

VIDEO · 9 MIN

Where to Start

VIDEO · 4 MIN

How to make decisions

VIDEO · 9 MIN

How to read and understand reports

VIDEO · 13 MIN

Decision Areas

0 / 10

### Welcome

Welcome to the world of REVsIm. This online module will guide you through all that you need to know to begin utilizing the simulation.

You should watch all of the videos within this first section before proceeding.

All of the following videos will guide you through the various decision areas within the program.

If the quality for any of the videos appears to be poor, please view in fullscreen mode to solve this.

Thank you and enjoy REVsIm.



COMPLETE & CONTINUE →



# HOTS

## business management simulation

HOTS is a business management simulation based on the operation, redevelopment and management of a large service-based business. The HOTS simulation program places participants into the simulated position of managing a service industry business in a virtual environment that mirrors the real world.



# RevSim

## revenue management simulation

Hotels compete in real time within the realistic market dynamics of a competitive set of hotels. The simulation delivers skills in anticipating demand, optimising availability and pricing in order to deliver commercially sustainable results.



# AssetSim

## asset management simulation

Teams operate as Asset Managers of a full-service property owned by a publicly-traded real estate investment trust. As Asset Managers, they are responsible for directing the investment, operational costs, legal and third-party management contract aspects.



# F&BSim

## food and beverage management simulation

Teams operate as Director of Food and Beverage for their hotel, competing in the competitive set for both residential and non-residential food and beverage demand. Virtual environments reflect real time market dynamics.

# Simulation Setup

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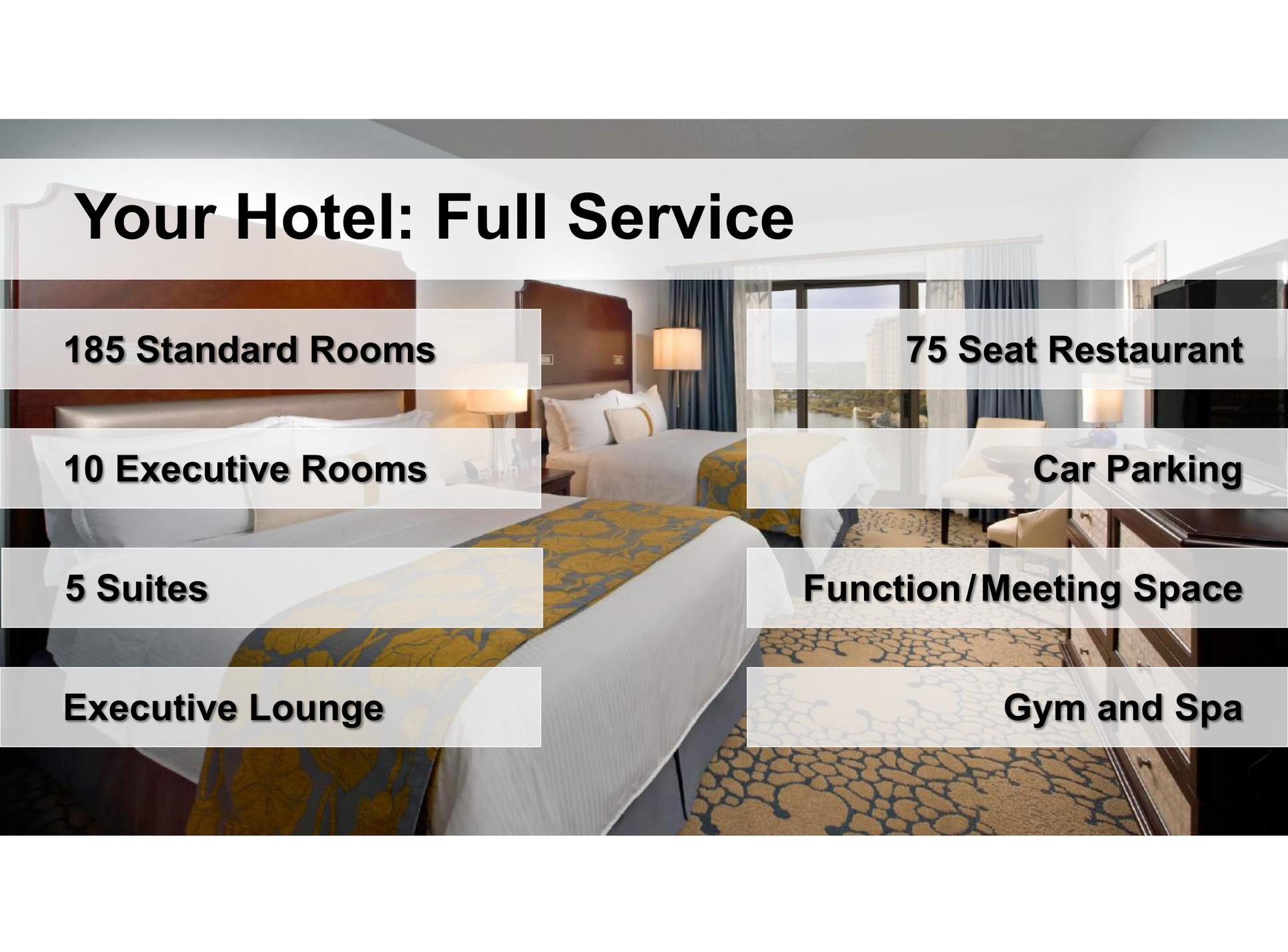
- Competing businesses
- Direct Competition
- Developing Market
- Goal: Best Scorecard at end of Trading Period
- Balanced end of



# Balanced Scorecard

	TEAM1		TEAM2		TEAM3		TEAM4		TEAM5		TEAM6	
	Hotel La Mer		The Brine		Millennium Falcon		Waters Edge		Bora Bora		D.M.C Plaza	
	Average	Rank	Average	Rank	Average	Rank	Average	Rank	Average	Rank	Average	Rank
<b>OPERATIONS:</b>												
REVPAR \$	26.98	2	21.13	6	26.82	3	26.73	4	23.48	5	39.32	1
Gross Operating Profit (IBFC %)	9.79	4	23.05	2	12.38	3	-22.20	6	26.12	1	-17.79	5
Rooms Market Share %	2.96		2.53		3.53		3.44		2.84		5.05	
Relative Market Share %	14.5	4	12.4	6	17.3	2	16.9	3	14.0	5	24.8	1
<b>OWNER:</b>												
ROCE % - Pretax profit/Capital Employed	-0.78	4	-0.14	2	-0.37	3	-2.68	6	0.24	1	-2.66	5
<b>GUEST:</b>												
Guest Satisfaction Survey(%)	66	2	64	5	65	3	65	4	63	6	73	1
<b>STAFF:</b>												
Staff Satisfaction survey (%)	81	4	96	1	55	5	96	1	49	6	86	3
OVERALL RANKING		3		4		2		5		5		1

# Your Hotel: Full Service

A photograph of a modern hotel room. The room features two beds with white linens and a patterned runner. A desk with a chair is visible on the right. A large window with blue curtains provides a view of a city and a body of water. The room is well-lit with warm lamps.

**185 Standard Rooms**

**10 Executive Rooms**

**5 Suites**

**Executive Lounge**

**75 Seat Restaurant**

**Car Parking**

**Function/Meeting Space**

**Gym and Spa**

## Bliss Resorts



### HOTSReviewer Popularity Index Traveller Rating



8 Reviews

## Reviews you can trust

### All Reviews



User

### Potential to be a great hotel

This hotel has the potential to be very good but they need to get their customer service right. Unfortunately, despite the spacious rooms, lovely location and good restaurant and leisure facilities it falls down on the all-important customer service. On the positive side, the restaurant is good and has some very efficient and personable staff who do their jobs well. However, the front of house staff definitely need to step up their game and realise they are supposed to be working in a service industry and are there to ensure the best possible experience for their guests. Be warned - if you arrive by car, it is highly possible you will fail to find a parking space, especially if there is any kind of wedding/function taking place.

### Details

#### Property Details

Number of rooms:250

Built in the 1950's this hotel boasts air-conditioned guest rooms throughout, all with private bathrooms. All rooms are able to accommodate singles, couples or families. The hotel is situated on the seafront, only a short distance from the main shopping centre. The hotel is less than 30 minutes from the nearest airport, and there are good road, rail and bus links to major cities and other resorts.

*This description is based on information provided by the hotel.*

#### Property Amenities

Restaurant

Concierge

Room/Lounge Service

Room Mini-Bar

Internet access data point

Quick Check In\_Out

Enter comment



Post

### Samantha Wills

Just spent a 5 day family break at the hotel. I really cannot praise it enough, the surroundings, restaurant, food and most particularly the staff and service were faultless. We were lucky enough to enjoy lovely weather and so the outside pool was fab. The staff were excellent and we will certainly make a return visit.

### David Humphreys

A very pleasant hotel in a quiet location with friendly staff who provided great service. Our room was huge, although too warm as we could not adjust the heating. Breakfast was more than adequate and even though the hotel was very busy, the staff still managed to seat all 6 of us quickly and serve us efficiently. We will be returning next year!

### Wendy Fenton

My husband and I stayed here with a group of friends. We had a lovely time, the staff the food and the hotel were all great. Location was superb, and close enough to bus and train stations too. We had a marvelous time. I could not recommend this hotel highly enough. It was clean and warm with plenty of choice for food.

### Emily Gordon

We have stayed at this hotel twice now and would have no hesitation in returning. It is a large hotel with friendly staff. The rooms are fine with everything you might need. Breakfast is buffet style with staff serving the cooked items. Everything is well cooked and tasty. Although the hotel was full during our visit over the bank holiday weekend, everything was well organised and we only had to wait about a minute before being shown to a free table. We managed to find a parking space in the car park which circles the hotel although I am not sure there would be room for everyone when the hotel is full. The price is reasonable for 2 nights for 2 people.

[edit profile](#)

# Bliss Resorts

*Where all guest dreams come true.*

*Are you looking to escape,  
relax, and be pampered?*

*Look no further- Bliss Resorts  
offer the highest quality service*

*We guarantee an unforgettable  
stay.*



*Guest Comfort is our primary  
goal: you ask for it we supply  
it!*

## The STAR Report: by STR Global

Monthly Performance at a glance - My property vs competitive set

Bliss Resorts January



### January

	Occupancy			ADR			RevPAR		
	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index
Current Month	19.9	18.1	110.4	99.76	95.91	104.0	19.88	17.40	114.3
Year to Date	19.9	18.1	110.4	99.76	95.91	104.0	19.88	17.40	114.3
Running 3 Month	26.4	23.6	111.8	96.68	92.19	104.9	25.55	21.85	116.9
Running 12 Month	41.1	36.1	113.9	85.95	84.22	102.1	35.32	30.32	116.5

### January Year 2 vs January Year 1 (% change)

	Occupancy			ADR			RevPAR		
	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index	My prop.	Comp.Set	Index
Current Month	33.5	21.2	12.3	6.4	0.4	6.0	42.0	22.9	19.1
Year to Date	33.5	21.2	12.3	6.4	0.4	6.0	42.0	22.9	19.1
Running 3 Month	69.6	51.9	17.7	1.1	-4.0	5.1	71.5	46.2	25.3
Running 12 Month	75.4	53.9	21.4	-5.0	-7.0	2.0	66.6	42.9	23.7



# Revenue Management App

revenue management application

Individuals take on the role of a Hotel Revenue Manager and are tasked with making the revenue decisions for a one-month period. All with the goal of generating the optimum results in profitability and hotel occupancy.

# Current Day: 10 of 32

Restart

## Preset Constants:

Show

## Decisions:

### Room Price - 10th September

\$ 200

Comp set average price today: 202

### Direct Advertising per Day

\$ 50

### Hours of Social Media

2.5 hours

Distribution Channels		%
Expedia	<input checked="" type="checkbox"/>	18
Priceline	<input checked="" type="checkbox"/>	20
Trivago	<input checked="" type="checkbox"/>	15
Orbitz	<input type="checkbox"/>	
Hotel Tonight	<input type="checkbox"/>	

Offers...

Submit Decision for Day 11

You have stored results of this simulation. View Results

## Results:

Description	Value
Bookings / Occupancy - 10th September:	349 of 500 (69.80%)
Direct Bookings:	120
Total OTA commission costs:	\$ 2034
Total account revenue:	\$ 0
Total account costs:	\$ 0
Expedia Bookings:	53
Priceline Bookings:	36
Trivago Bookings:	24
Orbitz Bookings:	0
Hotel Tonight Bookings:	0
<b>Revenue and Expenses:</b>	
Current Revenue	\$ 68,839
Current Marginal Costs	\$ 12,836

## RPT

Current Day: 11 of 31

### Preset Constants:

### Decisions:

Room Price - 11th September

\$

Comp set average price today:  
204

Direct Advertising per Day

\$

Hours of Social Media

hours

### Offers

**Ultero Corporation**  
Ultero Corporation would like to book 5 rooms for a price of \$216 per room. Group makes extensive use of in-house facilities, restaurant and bar  
The offer will expire in 3 day(s).

Accept

Reject

Done

Distribution Channels		%
Expedia	<input checked="" type="checkbox"/>	18
Priceline	<input checked="" type="checkbox"/>	20
Trivago	<input checked="" type="checkbox"/>	15
Orbitz	<input type="checkbox"/>	
Hotel Tonight	<input type="checkbox"/>	

	Value
Bookings / Occupancy - 11th September:	356 of 500 (71.20%)
Direct Bookings:	121
Total OTA commission costs:	\$ 2146
Total account revenue:	\$ 0
Total account costs:	\$ 0
Expedia Bookings:	57
Priceline Bookings:	38
Trivago Bookings:	24
Orbitz Bookings:	0

Offers...

Submit Decision for Day 12

Restart



# Hospitality Business Acumen

online program teaching hospitality business acumen

The HBA (Hospitality Business Acumen) program is a four module online training course. The course delivers the theory required to drive learning and development forward for both industry professionals and the leaders of tomorrow.



[Go to Dashboard](#)

# Hospitality Business Acumen (HOSCO)

0% complete

Search by lesson title

○ Welcome 0 / 10 ^

● Welcome to HBA  
📄 TEXT · PREREQUISITE

○ Course Overview  
📺 VIDEO · < 1 MIN · PREREQUISITE

○ How to use the LMS  
📺 VIDEO · 2 MIN · PREREQUISITE

## Welcome to HBA

Hello and welcome to the Hospitality Business Acumen Course

This introduction will walk you through all that you need to know ahead of starting the HBA learning modules. Complete this introduction module first to learn about the course overview, how to utilise the LMS and what is included within each module.



COMPLETE & CONTINUE →

VIDEO · 1 MIN · PREREQUISITE

Summary Income Statement

DOWNLOAD · PREREQUISITE

Summary Income Statement -- Money In

TEXT · PREREQUISITE

**Summary Income Statement -- Money Out**

TEXT · PREREQUISITE

Summary Income Statement -- More Money Out

TEXT · PREREQUISITE

Summary Income Statement -- Net Operating Income

TEXT · PREREQUISITE

Summary Income Statement

TEXT · PREREQUISITE

Departmental Income Statement

TEXT · PREREQUISITE

Departmental Income Statement

## Summary Income Statement -- Money Out

Departmental Expenses		
Rooms	\$181,795	13.33%
Food & Beverage	\$230,724	42.9%
Other Departments	\$31,199	33.33%
<b>Total Expenses</b>	<b>\$443,718</b>	<b>22.24%</b>
<b>Total Departmental Profit</b>	<b>\$1,551,865</b>	<b>77.76%</b>

### Department Expenses and Department Profit

Department expenses include all of the materials and wages controlled by the departments, and needed to produce the departments products and services. For example, the Food & Beverage expenses would include the cost of food, beverages,

COMPLETE & CONTINUE →

## (HOSCO)

0% complete

Search by lesson title

- Welcome 0 / 10 ▾
- CHBA Module 1 0 / 28 ▾
- Module 2 0 / 16 ▾
- Module 3 0 / 13 ▾
- Module 4 0 / 8 ▾
- Exam 0 / 1 ▲

### HBA Exam

 QUIZ · 50 QUESTIONS · PREREQUISITE

## HBA Exam

QUESTION 1 OF 50

**The hotel's Gross Operating Profit (GOP) is sometimes also called the House Profit. It is found on which financial statement?**

Choose only ONE best answer.

- A Balance Sheet
- B Cash Flow Statement
- C Departmental Income Statement
- D Summary Income Statement

CONFIRM

