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COMPLEXITY



## TOPSIM® – DESTINATIONS MANAGEMENT

What can a town, a region or a country do to become a more attractive travel destination? What measures lead to sustainable, successful development? Finding the right answers to those questions is the role of destination management. The management simulation TOPSIM – Destinations Management sets players the challenge of promoting tourism in the destination as a whole whilst allowing for the differing interests of all local service providers.

### ABOUT TOPSIM – DESTINATIONS MANAGEMENT

- ▶ The strategic simulation game TOPSIM – Destinations Management simulates a mountain resort in the Alps. The players manage various local tourist businesses. They can choose from four hotels, two mountain railways, three sports/events organisers and a tourism association. Each player is primarily responsible for ensuring the success of his own business and for meeting his own targets. At meetings of the tourism association, the players also decide together on strategies and projects that are to be implemented collectively to secure the future of the destination as a whole. Players must therefore effectively represent their own interests at the interface of collaboration and competition, but without losing sight of the bigger picture.

*Example: decisions in the hotel business*

MARKETING AND SALES	Summer	Winter	Year-Round
Day Pass (CHF)	30.00	52.00	
Weekly Pass (CHF)	80.00	250.00	
Discount/Reductions (%)	10.00	10.00	
Budget Web Marketing (CHF)			150,000
Budget Promotion (National) (CHF)	5,000	40,000	
Budget Promotion (Europe) (CHF)	7,000	40,000	
Budget Promotion (Overseas) (CHF)	5,000	110,000	
Budget Events (CHF)	14,000	110,000	
Season Length (Days)	200	130	
Contingent Bulk Buyer (% of Guest Days/Skier Days)	10.00	30.00	
Tourism Support Fee (%)			1.50
Marketing Contribution to TO (CHF)			0

### TOPICS COVERED

Fields: Tourism Management

- ▶ Mission statement development
- ▶ Market analysis and segmentation
- ▶ Marketing mix, including public relations and corporate identity
- ▶ Product/service range and depth
- ▶ Quality management, image and customer satisfaction
- ▶ Cost-benefit analysis / profit contribution margin analysis
- ▶ Investment and capacity planning
- ▶ Finance and cash flow planning

### GENERAL LEARNING OBJECTIVES OF TOPSIM – SIMULATION GAMES

- ▶ Recognize and consider internal and external conditions for business success in a dynamic competitive environment
- ▶ Select and implement strategies to achieve targets
- ▶ Evaluate business data
- ▶ Effective decision-making in a team
- ▶ Assess the implications of decisions

## LEARNING OBJECTIVES OF TOPSIM – DESTINATIONS MANAGEMENT

- ▶ Discuss the advantages and disadvantages of various measures to promote tourism
- ▶ Develop negotiation skills for representing your own interests
- ▶ Create a long-term competitive strategy for the destination as a whole
- ▶ Analyse and select tools from the marketing mix to meet the needs of the various target groups
- ▶ Calculate capacity utilisation to achieve required investment
- ▶ Conduct a cost-benefit analysis to determine the best season length
- ▶ Operational financial and liquidity planning

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## TARGET GROUPS

- ▶ Students studying Tourism Management
- ▶ Managers and employees in the tourism service sector
- ▶ Association representatives

## SIMULATION DETAILS

- ▶ Length: 1 - 4 days
- ▶ Max. of 8 periods with up to 40 decisions
- ▶ Number of players: 10 – 40 (5 – 10 groups of 2 – 4 people)
- ▶ Language: German and English
- ▶ Blended learning – available in the TOPSIM – Cloud

## HARDWARE/SOFTWARE

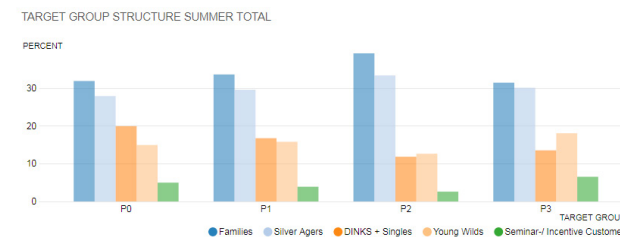
Local installation

- ▶ Standard PC or notebook
- ▶ Operating system: Windows XP/Vista/7/8

For use in the TOPSIM – Cloud

- ▶ Web browser: Google Chrome, Mozilla Firefox, Internet Explorer or Apple Safari
- ▶ Independent of operating system and devices

*Example: evaluation on the basis of the target group structure*



## WHY CHOOSE TOPSIM

- ▶ Market leader for computer-based business simulation
- ▶ More than 300 universities and 150 companies use our simulations
- ▶ More than 1800 certified TOPSIM games coordinators
- ▶ Regular training courses for seminar facilitators
- ▶ Annual user convention for training, development and exchange



## CONTACT

Are you interested in our simulation?  
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