



REVAS
BUSINESS SIMULATION GAMES

Travel Agency Business Simulation



About Travel Agency

- You **run a travel agency** that organizes vacations, camps, trips
- You **compete with other travel agencies** in the same market – your decisions influence their results and vice versa



Scorecard – how to be a **good manager?**

Make **money**

Take care of **employee satisfaction**

Take care of **customer satisfaction**

Develop your business

Do not get in debt (too much)

ECONOMIC RESULT

-  Profits
-  Company value change

COMPANY'S DEVELOPMENT

-  Number of services
-  Number of employees
-  Value of equipment
-  Value of facilities for employees
-  Value of facilities for customers








DEBT RATIO

-  Debt level (emergency loan & credits)

EMPLOYEES' SATISFACTION

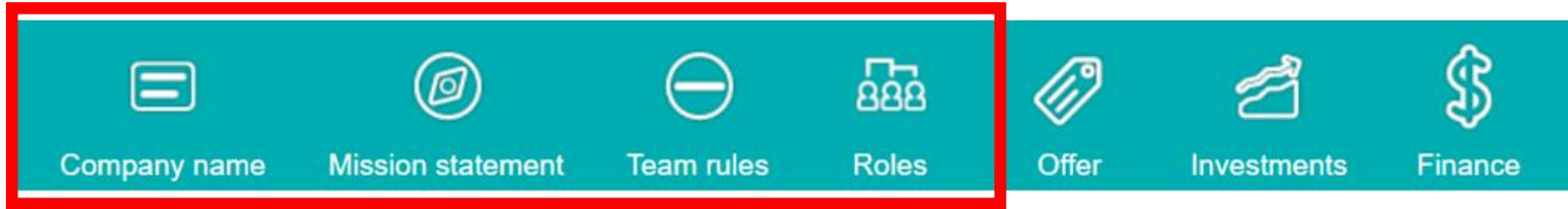
-  Form of employment
-  Salary
-  Training
-  Equipment quality
-  Facilities for employees

CUSTOMERS' SATISFACTION

-  Facilities
-  Quality
-  Price (compared with competition)
-  Lost sales
-  Service portfolio
-  Complaints
-  Employees' satisfaction



Round 1 - Organize your business (part 1/4)



1. Choose your **company name** (max. 12 characters) & add logo
2. Prepare **mission statement**
3. **Team rules** – choose the rules your team should follow
4. **Assign roles** to team members



Round 1 - Organize your business (part 2/4)

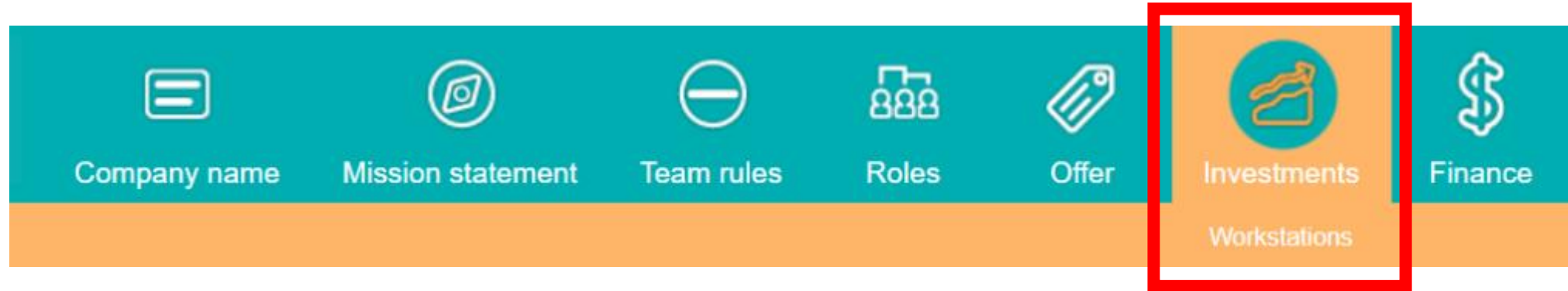


1. choose services (1, 2 or 3) you want to sell next round (February)
2. make a demand forecast for every service for February:

Monthly demand = annual demand/12 * seasonality index



Round 1 - Organize your business (part 3/4)



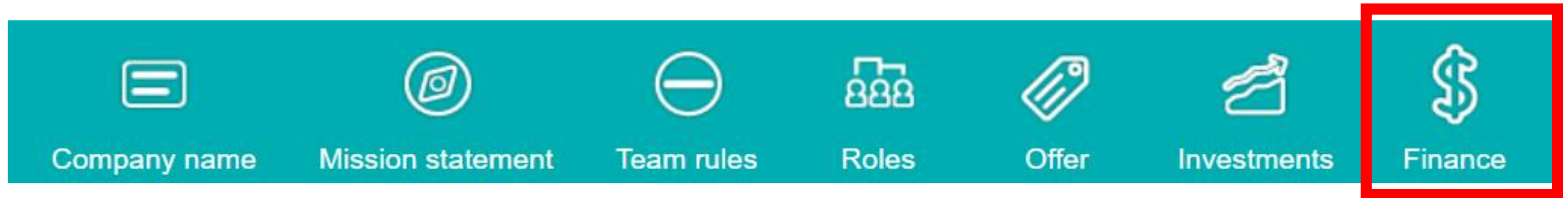
• Purchase workstations for your employees

- Tip! Assess how many employees you will need next month by calculating total number of manhours required to serve all forecasted customers. Compare the number with working time of an employee (160h) to check how many people you should hire and therefore how many workstations you need.

Total number of manhours for 3 services = demand for service 1 * manhours for service 1 +
+ demand for service 2 * manhours for service 2 + demand for service 3 * manhours for service 3



Round 1 - Organize your business (part 4/4)



1. **Bank** – choose the bank to open your corporate account
2. **Accounting** – choose the accounting office that will keep your books and select the package





Round 2 – Sell your offer (part 1/5)



- Check detailed requirements for all your selected services:
 - type of equipment
 - type of employee
 - resources

Croatia vacations (7 days)



Seasonality ?

Annual demand: ?	300
Expected price ?	2599 EUR
Man hours ?	2 h

Details

YES

Monthly demand forecast ?



Round 2 – Sell your offer (part 2/5)



1. Purchase necessary equipment to offer selected services
2. Choose quality of the equipment (quality affects employee satisfaction)



Round 2 – Sell your offer (part 3/5)

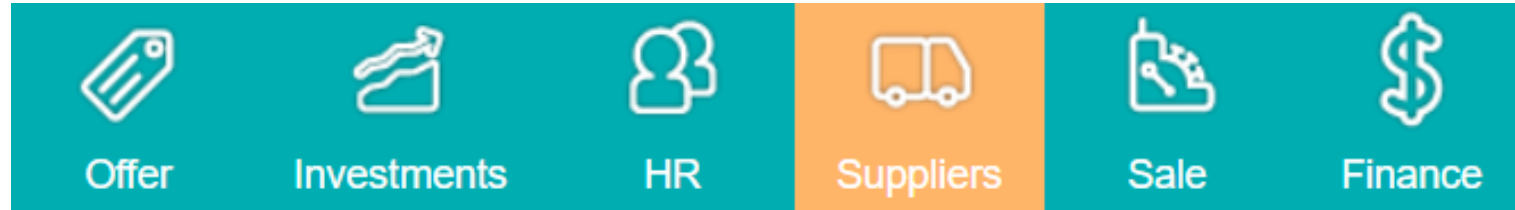


Hire employees necessary for selected services:

- choose candidate with proper profession
- set the salary (above minimum salary)
- choose type of contract (full-time vs temporary contract)



Round 2 – Sell your offer (part 4/5)



Buy resources necessary for selected services:

1. choose one/few suppliers and order necessary resources
2. remember to calculate the resources for predicted number of customers e.g.:
 - accommodation – number of customers x (trip length – 1)
 - daily meals – number of customers x trip length
 - insurance, plane seats – 1 per customer
 - shuttle bus, holiday representative – 1 per group
3. using `cart` button double check your order

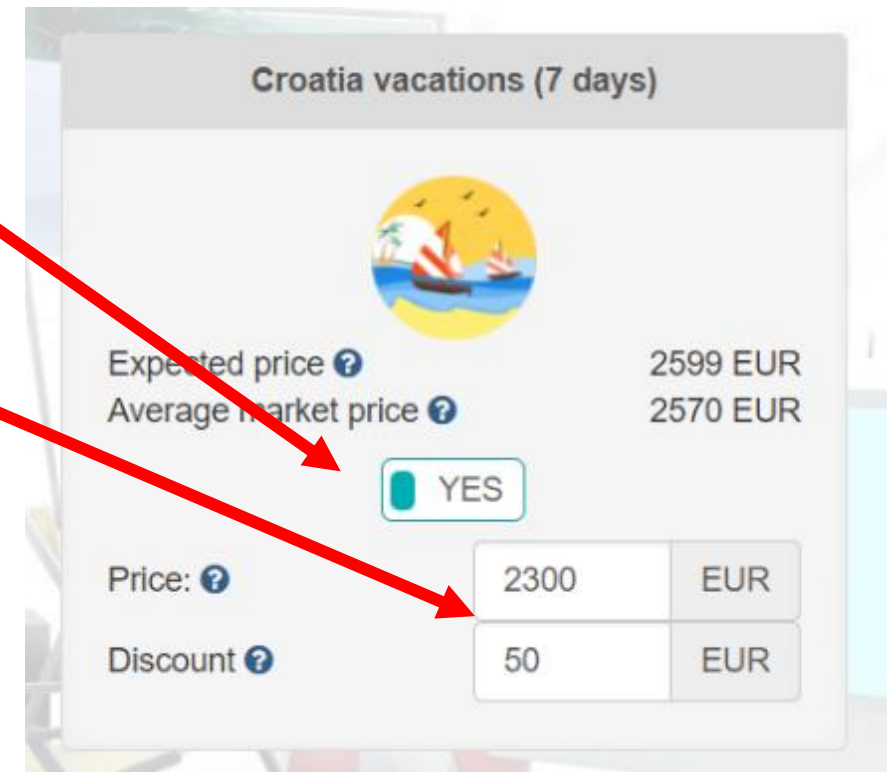


Round 2 – Sell your offer (part 5/5)



1. Choose services you want to offer
2. Set prices and discounts

Tip! The price can only be set if you have all necessary resources, employees and equipment. Should something be missing, the simulation will give you a hint what you still need to purchase.





Round 3 – First, understand what happened...

Scorecard

check your economic result, employee satisfaction, customer satisfaction, company development and debt ratio

Finance

check your income, revenues and costs

Sale/Results

see how many customers were attracted by your offer and how many of them you managed to serve; if there are any lost sales determine why (insufficient resources or employees/equipment?)

HR - Employment/Results

check your employees' time use and compare salaries with your competitors

Investment – Equipment/Results

check your equipment occupancy

Suppliers/Results

check how many of the resources you bought were used and how many were returned to the suppliers



Round 3 – Then, sell your offer again...

1. **Offer** – select up to 6 services to offer to your customers
2. **HR – Amenities** – purchase extra equipment for your employees
3. **Suppliers** – purchase necessary resources for selected services
(remember that all resources bought in previous round were all used/returned)
4. **Sale** – set prices and discounts



Round 4 – What's new?

1. **Offer** – select up to 9 services to offer to your customers
2. **Investment– Amenities** – purchase extra equipment for your customers



Round 5 – What's new?

1. **Offer** – select up to 12 services to offer to your customers
2. **Traditional marketing** – advertise your offer using traditional media (billboards, radio, leaflets, press)



Round 6 – What's new?

1. **Online marketing** – advertise your offer using the internet



Round 7 – What's new?

1. **HR – Training** – offer your employees various trainings to develop their skills and increase employee satisfaction

