Pedagogy On-The-Go

EURO CHRIE Federation

Active learning at the heart of the curriculum: Integrating REVsim and Simr Simulation Tools in Hospitality Education at the University of West London ✈

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The integration of the simulation software systems, REVsim (Russell Partnership) and Simr, in the undergraduate and postgraduate teaching at the University of West London enhances students' learning by bridging the gap between theory and practice. These simulation tools provide a dynamic, hands-on experience, allowing students to apply revenue management and strategic decision-making principles in a realistic hospitality and restaurant environment. Students gain deeper insights into pricing strategies, demand forecasting, and operational efficiency. By working with real-world scenarios, students develop critical analytical and problem-solving skills, enabling them to assess complex situations, interpret data, and make informed decisions. This experiential approach strengthens their professional skills and prepares them for industry challenges. Ultimately, REVsim and Simr foster a practical understanding of theoretical concepts, equipping students with the skills needed for successful hospitality careers.

Advantages for Academics:
- Enhanced Engagement: Simulations make complex concepts more interactive and engaging for students.
- Real-Time Assessment: Academics can evaluate students' decision-making and analytical skills in practical scenarios and use the software as an assessment tool.
- Application of Theory: Helps academics demonstrate how theoretical concepts translate into industry practices.

Advantages for Students:
- Practical Experience: Provides hands-on exposure to revenue management and operational strategies.
- Stronger Analytical and Problem-Solving Skills: Encourages data-driven decision-making and strategic thinking.
- Industry Readiness: Prepares students for real-world hospitality challenges by simulating business environments.