



**IASTH**  
International Association  
of Students of Tourism  
and Hospitality

# **Turizmijada Case Study Challenge**

## **11th International Congress of Faculties of Tourism and Hospitality**

### **Budva, 02.05. – 06.05.2018.**

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Dear Sir / Madam,

We would like to invite you to participate in the Turizmijada Case Study Challenge as a part of **11th International Congress of Faculties of Tourism and Hospitality**. The topic of 2018 Turizmijada Case Study Challenge is **“Improve the hotel business in the MICE segment”**

Taking the example from their region, students will challenge new ideas on how could a local hotel increase sales numbers using the. Planning a MICE event or any event involves different teams working on different functions. Depending on the type of organization, these teams can be entire departments or committees. Regardless of organizational background, each team must perform its specific function.

For your challenge you have to develop and present following segments:

- Sales segment ..... 20%  
make the structure of the SALES department in the hotel. Profiles segment and determine: priority market, secondary market and tertiary market. For each of the markets, it is necessary to determine: the channel of communication and distribution, how to adapt hotel products to their requirements, how the new clients turn into permanent clients.
- Daily delegate rate or congress product ..... 20%  
Determine what we offer to the client, or what is urgent to offer that we can offer congress services
- How to keep guests in the hotel ..... 20%  
The guests have to spend extra money on dinner, bar or wellness service
- Seminar, presentation .....40%  
Make it good; you have to impress the jury. The jury is your potential client whit which you will sign the big business for your hotel

Official language of challenge is English. Jury will be international and consist of Turizmijada organizers, professors from partner Universities and tourism experts from industry.

Prices will be awarded last day of the Congress. After the presentations, jury will take time to vote on the winners, and then the prize giving ceremony will take place. The first prizes will be awarded.

We hereby invite you to take place with your team in the Turizmijada Case Study challenge. Entry fee for the challenge is included in the price of Turizmijada. Team consists of 3 members and each higher education institution can enter up to one (1) team. For all additional information please contact us.

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