

Hotel Feasibility Studies

Lesson Outline

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| Goal | The goal of this lesson is to provide the learner with an understanding of the process of performing a hotel feasibility study, as well as the importance of such a task. |
| Objectives | <ul style="list-style-type: none"> • Define what is a Hotel Feasibility Study • Describe the two phases of a Hotel Feasibility Study • Describe the three major components of a Hotel Feasibility Study • Demonstrate knowledge of important financial determinants |
| Length | This lesson will take approximately 1 hour and 30 minutes to complete. |
| Content outline | <p>I. What is Hotel Feasibility Study</p> <p>II. Three major components</p> <ol style="list-style-type: none"> 1. Preparation of a market feasibility study for the project 2. Estimation of costs for all elements of the project 3. Determination of sources of financing <p>III. Two phases</p> <ol style="list-style-type: none"> 1. Market Feasibility 2. Economic Feasibility <p>IV. Important Financial Determinants</p> <ol style="list-style-type: none"> 1. Rule of Thumb |
| Learning Activities | <p>Learners will engage in the following activities during this lesson</p> <ul style="list-style-type: none"> • Class Discussion • Online Research/Case Studies |
| Evaluation Strategy | Students' mastery of this content may be evaluated through exams and quizzes. |