
China University Business Elite Challenge
Wynn Academy Cup —— 2021 Hotel Management Innovation Competition

Macau Region
General Guidelines

A. Introduction

The China University Business Elite Challenge – Wynn Academy Cup —— 2021 Hotel Management Innovation Competition is jointly organized by The China Council for the Promotion of International Trade (CCPIT), The China Chamber of International Commerce and The Commerce Economy Association of China (CCEA), co-organized by the Macau Greater Bay Area Human Resources Association, and title sponsored by Wynn Macau, Limited exclusively. The Competition has been held in China for over 10 years. The organizing committee has decided to hold the final stage of the competition in Macau this year and is excited to invite the universities in Macau to join the competition. Macau, being developed to be a world tourist destination, the competition is of great significance to the city for the nurturing and development of hotel management talents in the tourism industry.

B. Organizing Committee

Organizers: The China Council for the Promotion of International Trade (CCPIT)
 The China Chamber of International Commerce (CCOIC)
 The Commerce Economy Association of China (CCEA)

Co-organizers: The China Chamber of International Commerce Human Resource
 Management Committee
 Macau Greater Bay Area Human Resources Association

Exclusive Title Sponsor: Wynn Macau, Limited

C. Competition Objective

The competition aims to explore new ways of improvements and innovation for hotels and to allow participating students to leverage their management knowledge to produce bold and creative proposals.

D. Eligibility & Team Requirement

- i. University students majoring in Hotel Management, Tourism Management, Business Administration and/or other related disciplines currently enrolled in any university in Macau are eligible to join the Competition.
- ii. Team requirement: Contestants will have to form their own team to participate in the competition. Each team consists of 3-5 students and 1-2 instructors. (Contestants cannot join more than one team; instructors can guide multiple teams.) Each university must provide one faculty member to be the leader for their respective university for event coordination and communication.

E. Competition Category

There are 2 categories in the Competition: Research & Analysis and Strategic Planning

- i. **Research & Analysis:** Contestants may choose one or more hotels in Macau to conduct field research. Research directions may include hotel brand building, hotel customer satisfaction, target customers, etc. Contestants may use different research methods to conduct the research and to produce a research and analysis report. The aim of the research and analysis is to put forward suggestions for the actual improvement or to forecast the development prospects of the targeted hotel(s), etc. The research and analysis report should be including but not limited to these contents: title, table of contents, abstract, keywords, research background, profile of the research objects, status of the research, research data and problem analysis, research conclusions, reference literature, etc.
- ii. **Strategic Planning:** Contestants may choose one hotel in Macau and focus on any aspect of the hotel management (such as hotel brand positioning and development, hotel sales and marketing, hotel management and operations, etc.) to write a strategic project plan. The project plan is meant to effectively help the targeted hotel improve the existing operating conditions and improve the economic efficiency. Alternatively, contestants may also design and plan a totally new featured hotel based on the actual land and market resources in Macau. The project plan should be written based on the researches, and be emphasized on the strategic planning techniques.
- iii. **Written Proposal Submission Requirements:**
 - Word (.doc or .docx) document printed on A4-sized paper;
 - The main content (excluding the cover, reference materials and appendices) must not exceed 30 pages;
 - The cover design should include the names and contact information of the instructor, team leader and team members, but should not include the university name and other university information;
 - Chinese font size must be in Xinximingti 新細明體 12; English font size must be in Times New Roman 12;
 - Single line spacing;
 - Survey questionnaires, photos and other information must be appended at the end of the proposal after the main content for easy page counting.
 - Medium: Chinese or English

F. Competition Format

- i. The Preliminary Competition is a live contest. Contestants will compete in teams. The competing teams are required to present their proposals and go through a Q&A session by a panel of judges. The total available time for each team is 20 minutes which includes 15 minutes of PowerPoint presentation and 5 minutes of Q&A session by the panel.
- ii. Macau Final Competition is also a live contest. Winners from the Preliminary Competition will automatically enter the Final Competition. The finalists will go through another round of presentation on stage in front of a different panel of judges and an audience. The total available time is 20 minutes per team which includes 15 minutes of PowerPoint presentation and 5 minutes of Q&A session by the panel.
- iii. National Elite Challenge: Winners from the Final Competition in China and winners from the Final Competition in Macau will compete with each other in the National Elite Challenge in Macau. It is also in the form of a live presentation and Q&A session. Each team has 20 minutes with 15 minutes of PowerPoint presentation and 5 minutes of a Q&A session by the judges.
- iv. Presentation Language: Cantonese, Mandarin or English.

G. Scoring Scheme

i. Research & Analysis Category

Research & Analysis	Scores	Scoring Criteria
1. Written Proposal	50%	Main Body of Research Report, Research Methodology, Research Conclusion, Use of Data, Suggestion or Forecast
2. Presentation	30%	Overall Performance of the Presentation: Presentation techniques, Logic, Prominence, Expressiveness, Time Allocation and Degree of Team Collaboration
3. Q&A Session	20%	Ability to understand the judges' questions correctly, and answer questions relevantly, concisely, smoothly, and with convincing evidence.

ii. Strategic Planning Category

Strategic Planning	Score	Scoring Criteria
1. Written Proposal	50%	Practicality/Creativity, Overall Background Analysis, Project Plan Rationality and Enforceability, SWOT Analysis, Financial Budgeting, Execution and Solution
2. Presentation	30%	Overall Performance of the Presentation: Presentation techniques, Logic, Prominence, Expressiveness, Time Allocation and Degree of Team Collaboration
3. Q&A Session	20%	Ability to understand the judges' questions correctly, and answer questions relevantly, concisely, smoothly, and with convincing evidence.

H. Important Dates

- i. Registration Deadline: On/before June 10, 2021
- ii. Submission of the Written Proposal: On/before October 15, 2021
- iii. Preliminary Competition: Late November 2021 in Macau
- iv. Macau Final Competition: Mid-January 2022 in Macau
- v. National Elite Challenge: Mid-January 2022 in Macau
- vi. The organizer has the right to change the date of the competition. All participating teams will be notified in time should there be any changes. Due to the national preventive measures against COVID-19, the form of the events is also subject to change.

I. Prizes

i. Macau Final Competition

There are 1st, 2nd and 3rd prizes for each category: 1. Research & Analysis, 2. Strategic Planning. Medals and Certificates will be awarded to each Winning Team and each member of the winning teams.

ii. National Elite Challenge

There are Champion, First Runner-up and Second Runner-up for each category. Trophies, Certificates and cash rewards of MOP10,000, MOP5,000 and MOP2,500 will be awarded to the Champion, First Runner-up and Second Runner-up respectively.

- iii. There are also prizes for the participating universities and instructors namely the “Best Coordinating University Award” and the “Most Outstanding Instructor Award”.

J. Entry and Fee

- i. Participating teams have to fill in and submit the Registration Form to the Macau Greater Bay Area Human Resources Association via MacauGBAHR@gmail.com.
- ii. The non-refundable registration fee for each participating team is MOP2,000 which is mainly used to fund the miscellaneous expenses of the competition such as venues, marketing and promotion materials, and scoring administration. Please remit the registration fee to the designated account on/before September 25, 2021 and indicate “Hotel Management Innovation Competition”.

K. Others

- i. All works/proposals submitted must be original; any kind of plagiarism will lead to disqualification.
- ii. All personal data collected by the organizer or co-organizer will be used solely for the purpose of this competition.
- iii. The organizer reserves the right to the final interpretation of the General Guidelines.
- iv. More details about the competition and the remittance account information will be provided directly to the participating teams via email after the Registration.
- v. For enquiries, please contact Ms. Joe Iao, the Secretary of the Macau Greater Bay Area Human Resources Association
Email Address: MacauGBAHR@gmail.com
Address: Alameda Dr. Carlos d'Assumpção No. 335, Edifício "Hot Line", 21 andar J, Macau