

Cornell University  
School of Hotel Administration



旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute for Tourism Studies

## EXECUTIVE DEVELOPMENT PROGRAMME

# Demand Management: Growing Tourism – Macau

「需求管理：澳門的旅遊發展」高級管理課程

27 – 28 October 2015

Course Leader

**Dr. William Carroll**

Clinical Professor

School of Hotel Administration, Cornell University

# Executive Development Programme

## Demand Management: Growing Tourism – Macau

### 「需求管理：澳門的旅遊發展」高級管理課程

---

#### Course Description:

The overall focus of the programme will be an “informed strategy” session on how the Macau hotel properties can act collectively and individually to: (i) resolve what the programme participants believe are the critical issues they will face when growing the market and (ii) exploit potential opportunities for improvement in their individual and collective performance. We will inform the discussion and strategy development by presenting a set of major consumer, distribution, socio-economic, and political trends likely to impact Macau and the hotel market. A follow on discussion will involve what individual properties can do to enhance their own performance in view of the trends and collective strategy considerations and actions developed by the group.

#### Key Benefits:

Participants will be able to share their views on the major issues facing the hotel segment in a cooperative and collaborative class environment. They will be able to develop a collective strategy with associated action items. Participants will be exposed to major trends affecting tourism and hospitality in Macau. Given the groups strategic planning for collective action, they will learn both how and what could be done for individual property performance.

#### Topics include:

- Major trends in global tourism (*Presentation*)
  - Regional trends – socio-economic, political, market (*Presentation*)
  - Major issues facing Macau tourism (*Group Discussion*)
  - Major opportunities and competition for Macau tourism (*Group Discussion*)
  - Potential areas for collective action (*Group Discussion*)
  - Framework for individual and collective action (*Presentations*):
    - Demand management
    - Role of intermediaries
    - Search, social and mobile trends
    - Reputation management
    - Group (Event) decision making
    - Game theory for decision making
  - Integration and execution of individual action coordinated with collective action (*Work Groups*)
  - Takeaways from the sessions (*Presentation*)
-

## Language

English

## Venue

Institute for Tourism Studies  
Colina de Mong-Ha, Macau, China

## Programme fee

Macau ID-holders: MOP8,650  
Non-Macau ID-holders: MOP14,840

## Registration Period

**10 August – 17 September 2015**  
(on first-come-first-served basis)

## Registration Form & Website

<http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284>

## For further information or enquiry

Tel: (853) 8598 1250  
Fax: (853) 8598 1283  
Email: [edp@ift.edu.mo](mailto:edp@ift.edu.mo)



## Disclaimer

We reserve the right to postpone or cancel the course. In the case of cancellation, participants will NOT be subject to any charge or compensation.

## About the Organisers



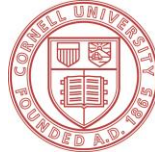
Cornell University  
School of Hotel Administration

[www.hotelschool.cornell.edu](http://www.hotelschool.cornell.edu)



旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute for Tourism Studies

[www.ift.edu.mo](http://www.ift.edu.mo)



# William Carroll

Dr. Carroll is a Clinical Professor at the School of Hotel Administration. He teaches courses in economics, pricing and marketing distribution. He is also CEO of Marketing Economics, a consulting firm specialising in travel industry pricing, distribution, yield management and strategic planning. Dr. Carroll holds a B.A. degree in economics from Rutgers, an M.S. in labour studies from the University of Massachusetts, and a Ph.D. in economics from Penn State.



For over 25 years Dr. Carroll held a variety of senior positions in the travel industry. He was the Division Vice President for Global Marketing Planning at Hertz where he was responsible for global pricing, yield management, marketing information systems, and counter sales. He implemented the first decentralised yield management system in the car rental industry and a comprehensive Executive Information System (EIS) that gained national recognition. Following Hertz, Dr. Carroll served as the Global Vice President for Reed Elsevier's Travel Group which included responsibility for the *Travel Weekly*, the *Hotel and Travel Index*, the *Official Hotel Guide*, and the *Official Meetings and Facilities Guide*. He was also responsible for production and database systems and the migration of information products to electronic distribution.

As CEO of Marketing Economics, Dr. Carroll works with a variety of clients across the travel industry including global distribution systems, hotel service companies and travel intermediaries. He also works closely with PhoCusWright, Inc., a travel industry research, consulting and publishing company, where he has written a number of reports and articles. A recent report covered the evolution of hotel distribution and its impact on major chains and intermediaries.

Prior to his work in the travel industry, Dr. Carroll was an Assistant Professor of Economics at Drew University where he taught courses in econometrics, public finance, labour and environmental economics. He also served as a member of the economics staff at AT&T where he was an expert witness before state regulatory bodies and prepared filings on pricing and forecasting with the Federal Communications Commission.

Dr. Carroll has written numerous academic and popular-press articles on economics and travel industry topics.

In addition to his business and academic career, Dr. Carroll is a retired U.S. Army Lieutenant Colonel and was a university lacrosse coach for over 10 years.