



Course Category	Business
Course Title	Hotel Revenue Management
Course Code	BS095
Medium of Instruction	Chinese/English
Duration	12.0 hour(s)
Course Fee	Macao Resident: MOP1,080 Non-Macao Resident: MOP1,080
Certificate	Students who have attended no less than 70% of the class sessions will be issued an attendance certificate by UTM.
Objective	Upon completion of the course, students will be able to <ul style="list-style-type: none">• explain the basic concepts of hotel revenue management• describe principles used in managing hotel revenue
Outline	<ul style="list-style-type: none">• Overview of hotel revenue management• Pricing strategies for hotel products• Differential pricing for hotel products• Market segmentation in the hospitality industry and demand forecasting• Hotel room pricing and inventory management• Room reservation and channel management• Assessment of room revenue management• Revenue management for restaurants and meetings• Hotel revenue management implementation
Teacher	Please refer to the schedule