



university of
applied sciences

THERE'S A WORLD TO EXPLORE

A graphic showing a map of Africa with the text 'GRAND TOUR' written across it in a yellow banner. The map is set against a blue background representing the ocean.

GRAND TOUR

Strategic Revenue Management

Location: South Africa

Contact person: Clare du Plessis

Belongs to: NHL Stenden HMS, offered in South Africa

Period: MP2 & MP4

The minor is about

- Exploring how marketing and revenue management are becoming more intertwined.
- Combining revenue management and revenue management are becoming more intertwined
- Providing knowledge about the cutting-edge technology in strategic revenue and reputation management and distribution landscape
- Learning about best practices the cutting-edge technology in strategic revenue and reputation management

Student Testimonial

"I did the Strategic Revenue Management Minor and I found it to be very insightful, interesting and it gave me a whole different view on hospitality. I will definitely take this knowledge gained into the future, both as a student and in my career."

Sihle Eyles

Examination

- Assessed presentation of revenue infrastructure and strategy
- Students Led Seminars and Design Based Education
- STR Exam - once completed successfully students are awarded a certificate

#AWORLDTOEXPLORE

Strategic Revenue Management—Aligning you with the future!

All industries are competitive, however, the hospitality and tourism industry is said to be a lot more competitive than most. We are in an industry with very high fixed costs and fluctuating demand.

Strategic Revenue Management is the use of optimization methods and marketing tactics, to boost revenues.

The nature of the tourism industry supply chain is changing quickly with online distribution being one of the key drivers of this change. Online Travel Agents have come to dominate the market of hotel bookings and have grown into Global Companies, demanding high commissions, which are used for strategic marketing advantages in Search Engine Optimization.

The available tools to optimize distribution, rate setting, promotions, and other marketing tactics are growing and changing rapidly and the gap between hotels that actively practice revenue management and those who don't as well.

