

## “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 which experiences very high fixed costs and we have to think of ways in which we can cover these expenses, no matter how lean we have to make ourselves. Strategic Revenue and Reputation Management is the use of revenue management optimization methodologies and marketing tactics, to try and boost revenues in these industries, to try and drive revenue and increase the company's profitability.

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.

More holistically, the module focuses on various aspects that impact hotels revenue significantly. Each week's activities will focus around a core idea or principal.

## About This Module

- This module is about enabling students to identify how marketing and revenue management is becoming an interrelated role.
- Combining revenue management and marketing to better serve this business's strategy.
- Providing knowledge about the cutting-edge technology in strategic revenue and reputation management and distribution landscape.
- Learning about other tourism and hospitality companies strategies and what they have done to boost their revenues.

## Examination

At the end of the module present a revenue infrastructure for a brand new hotel opening in Cape Town. You will also be required to complete an STR exam - which once completed successfully, you will be awarded with an additional certificate in hotel analytics awarded by STR. Student Led Seminars and Design Based Education also contribute to your final mark.