Module Title	Hotel Revenue Management
Module Code	ACC300

Module Type	Compulsory	ECTS	6

Year / Semester	Year 2/Semester 3
Module Purpose and Objectives	This module introduces the student to the basics of Revenue Management (RM), including the measurement of RM Performance, guest arrival and pricing forecasts, and managing overbookings. The techniques and practices are integral tools for all supervisory roles.
Learning Outcomes	By the end of this module, students will be able to: • Understand revenue management components and pricing strategies. • Explain the benefits of revenue management techniques. • Analyse historical price/demand data to target customer segments effectively. • Develop and assess demand and revenue forecasts. • Apply revenue management tools and techniques in practical scenarios.
Module Content	The module topics include an introduction to Revenue Management principles tailored for hoteliers, strategic pricing considerations, the relationship between value and price, and differential pricing strategies. Additionally, the module covers the role of the Revenue Manager, demand forecasting techniques, inventory and price management, distribution channel management, and revenue optimization in food and beverage services. The module concludes with practical applications through guest lectures and case studies.
Teaching Methodology	The module is delivered over a combination of lectures, videos, group discussions, audio visual aids, seminars, tutorials, workshops, case studies, hotel visits. All lecture material and additional information will be available through our Moodle platform.
Assessment	Assessments will be a practical assignment and final examination, with the final grade including semester attendance and participation.