

## HTM 38110: Revenue Management in the Lodging Industry

### Course Description

This course will add to and build upon the knowledge acquired in HTM 18100- Lodging Management. The course will provide a theoretical perspective on service management and how service management concepts can be applied to the hospitality business. The course will also provide an understanding of revenue management's key concepts and applicability of revenue maximization strategies and their operational aspect. The components of effective revenue management will be analyzed and its effects on overall profitability. The course will also review the latest industry issues and trends affecting all aspects and segments of the lodging industry.

### Restrictions:

Must be enrolled in one of the following Majors:

Hospitality & Tourism Mgmt

### Prerequisites:

Undergraduate level HTM 18100 Minimum Grade of D- and Undergraduate level HTM 24100 Minimum Grade of D- [may be taken concurrently]

### Course Objectives

At the completion of the course, the student will be able to:

Describe the roles that service plays in the success of a hotel in regards to repeat patronage and overall profitability.

Analyze issues related to yield and revenue management and how sales and marketing, front office and reservations departments work together.

Identify important security issues in the hotel and related industry, especially as it affects the world situation today.

Explain and evaluate issues that hotels face in regard to the environment and community they are located in.

Demonstrate creative abilities in analyzing the effectiveness of new hotel concepts.