Name : Tourism Industry Revenue Management					
module/course code : PAR61004	Student workloads: 510 minutes/week	Credits (ECTS): 4.53 ECTS	Semester : 3	Frequency : Odd	Duration : 1 x per semester
	Types of courses : Tutorial/Lecture/Response	Contact hours : 150 minutes/week		Independent study : 360 minutes/week	Class size X students : 30 students

1	Prerequisites for participation : no prerequisites
2	Learning outcomes : 1. Be able to understand Strategic Pricing. 2. Be able to understand Value. 3. Be able to understand Differential Pricing. 4. Be able to understand the Revenue Manager's Role. 5. Be able to understand Forecasting Demand.
3	Description : This course provides an overview of Tourism Industry Revenue Management as practiced in the tourism industry.
4	Teaching methods: 17. project work 18. case studies 19. group work 20. lectures 21. discussions 22. seminars
5	Assessment methods: Presentation 10% Discussion 10% 3 Tasks 20% Quiz 10% MIDDLE SEMESTER EXAM 25% FINAL SEMESTER EXAM 25%
6	Other information e.g. bibliographical references: 1. Pendit, I Nyoman S., 2002, Ilmu Pariwisata Sebuah Pengantar Perdana, Jakarta, PT. Pradnya Paramita. 2. Mathieson, A. dan Wall, G. 1982. Tourism: Economic, Physical dan Social Impacts. Harlow: Longman 3. Hayes, David K., and Miller, Allisha A. 2011. Revenue management for the hospitality industry. John Wiley & Sons, Inc., Hoboken, New Jersey. 4. Huefner, Ronald J. 2015. Revenue Management: A Path to Increased Profts, Second Edition, Business Expert Press, LLC, New York

	5. Zatta, Danilo. 2016. Revenue Management in Manufacturing. State of the Art, Application and Profit Impact in the Process Industry . Springer International Publishing AG Switzerland
	6. Yeoman, Ian, and McMahon-Beattie, Una., Ed. 2011. Revenue management : a practical pricing perspective. Palgrave Macmillan
	7. Irene C.L. Ng. The Pricing and Revenue Management of Services: A strategic approach. Routledge