

Course Title: **Revenue Management for the Hospitality, Tourism and Events Industries**

Course Code: **FINA708**

Descriptor Start Date: **01/01/2026**

POINTS: **15.00**

LEVEL: **7**

PREREQUISITE/S: **FINA502 or BUSS507 or any other Business Faculty Finance/Accounting courses**

COREQUISITE/S:

RESTRICTION/S:

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Investigating contemporary concepts of revenue management and their practical application, the course explores the approaches, tools and techniques required by the revenue management team in hospitality, tourism and events organisations.

LEARNING OUTCOMES

1. Define revenue management and discuss contemporary concepts and principles that contribute to successful revenue management in the hospitality, tourism and events business.
2. Demonstrate an understanding of the individual roles of different members of the hospitality/tourism/events revenue management team and how revenue management affects the performance and efficiency of the team.
3. Critically assess the advantages and disadvantages of applying revenue management systems in a hospitality, tourism or events context.
4. Propose and justify revenue management decisions to improve hospitality/tourism/events business performance.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

- Introduction to revenue management, its evolution and future
- How a revenue management system works - the revenue management team
- Market segmentation
- Consumer behavior - the customer in the revenue management process
- The significance of online reputation and reviews
- Internal assessment and competitive analysis
- Forecasting and budgeting
- Pricing and value
- Channel and inventory management

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, business simulations, workshops and online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Online Exam	40.00	1, 2, 3, 4
Group assessment	20.00	1, 2
Analysis and strategic plan	40.00	3, 4

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

- Obtain a final minimum C- grade overall in the course.

LEARNING RESOURCES

Tranter, K. A., Stuart-Hill, T., & Parker, J. (2013). Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World. Pearson New International Edition, NZ

For further information, contact: Te Ara Kete Aronui - Faculty of Culture & Society

Principal Programme: AK3708, Bachelor of International Hospitality Management

Related Programme/s: AK3004

Disclaimer: Course descriptors may be amended between teaching periods/semesters