



Article Title

Revenue Management in China's Hotel Industry

Citation

Li, W. (2011). Revenue Management in China's Hotel Industry. In *International Conference on E-Business, Management and Economics* (Vol. 3).

Abstract

China's accession to WTO has exposed the local hotel industry to greater competition from foreign companies. Revenue management is a highly suitable management tool to be used by China's hotel industry to survive in the changing market. This study aims to provide an exploratory study on the difficulties faced and strategies that China's hotel industry can use to implement revenue management. Based on the review of revenue management, the study discusses the key elements of revenue management in the hotel industry. Then, it explores the barriers to revenue management implementation in China. Finally, the study proposes some strategies that China's hotel industry can use to overcome these barriers and to implement revenue management effectively.