

# Bachelor of Business Administration Program Innovation Management (Bilingual Program)

Innovation Management in Tourism and Service

College of Innovation and Management

Suan Sunandha Rajabhat University

# GENERAL EDUCATION

## The Royal Court of Suan Sunandha

History, origin, intellect, way of life of the royal court of Suan Sunandha, uniqueness and identity of Suan Sunandha Rajbhat University, personality, living one's life, love, and ties of the students

## Aesthetic Appreciation

Definition, the importance and scope of fine arts, the creation of perceptual experience and the insight into the value of beauty in nature and fine arts including visual, auditory and performing arts with literatures paying an emphasis on the insight into and the creation of aesthetic appreciation

## Thai Society in Global Context

Basic concept, social evolution, economy, politics, and law, relation and roles of Thailand in global context paying an emphasis on the benefits and the effects of being a part in global society, the procession of good conscious and attitude towards living together peacefully as world citizen

## Self Development

Basic principles of human behaviors, the insight into oneself and others, the pride of oneself, concept and theories of self-development, process and procedure of self-development, the creation of interpersonal relationship, skills of emotional quotient management, the prevention of risking one's life behavior, and living one's valuable and happy life

## Truth of Life

Definition, the importance, and principles of living one's life in all dimensions, goals and value of life based on religious guidelines and philosophical principles, strategies to encounter adulthood, sickness and death, methods of seeking sustainable happiness, living one's life with ethical value for peaceful coexistence in societies

## Life in Multicultural Society

Definition and scope of the meaning of multicultural society, the insight into society, politics, economy and education, the diversity of culture, races, social groups, genders and social status in living one's life, concept of positive thinking relating to human's coexistence with good attitudes of living with others in multicultural society

# GENERAL EDUCATION

## Good Citizenship

Definition and the importance of good citizenship, awareness of rights, roles, responsibilities and social commitment, acquisition of conscious mind, moral and ethics, including the creation of voluntarily contributions and public consciousness, possession of good attitudes about and value of society with an emphasis on being a good citizen based on democratic principles capable of following the standard and Thai tradition as well as customs

## Thai Consciousness

General characteristic and evolution of Thai society, way of life of Thai people from birth to death, customs, culture, local intellect, value, value raising, moral and ethics, politics, governance, uniqueness and identity of being Thai and direction of the social and cultural development

## Beautiful Thought

Knowledge about and the insight into concepts and empirical practice, analytical thinking, positive thinking, mind training to create emotional stability, true understanding of oneself, stress and stress management, awareness of self-adjustment and socializing with an emphasis on skills of sensible thought and problem solving

## Building Leadership

characteristic of responsibilities, controlling, decision making, communication, motivation, leadership, social responsibilities, the application of various situation for leadership development

## King's Philosophy

King's philosophy and sciences, new theory, sustainable economy, the royal's initiative projects, local intellect, communities' way of life with love, unity and the love of one's homeland with the purpose of raising sustainable local intellect

## Outside of the Box Thai Intellect

Concepts, roles, values, and guidelines on the alternative development of Thai intellect, the creation and the extension of Thai intellect, the application of Thai intellect to living one's life in modern society and adding value to Thai intellect

# GENERAL EDUCATION

## Inspiration of Life

The importance of thinking process, basic emotion and thought characteristic, paradigm of the integration of various concepts to thinking process, case studies from various sciences to create inspiration of life

## Color of Literatures

Definition and scope of literatures, evolution of contemporary literatures, the creation of humor, reading, analyzing, interpreting, and criticizing east and west literatures including those in Thailand, the awareness and the perception of the value of literatures

## Film Appreciation

Knowledge, forms, history, development of moving pictures in the eastern and western world including Thailand, elements of film production including structure, origin, types and presentation forms with the purposes of the development of knowledge and the insight into moving pictures as film viewers and the evaluation of film appreciation

## From Disappointment to a Dream Come True

Principles and concepts of coping with problems in life, the insight into oneself, self-adjustment when facing psychological, emotional, and social problems, awareness of various positive and negative experiences, and principles of living one's life for the creation of happiness in all dimensions

## Thai Usage

Thai language usage based on grammar for speaking, listening, speaking, reading and writing for communication and presentation, appropriate Thai usage in variety of situation and social manners

## Thai for Academic Purposes

Thai language study skills, expressing academic opinions, writing reports with citing references, information retrieval of printed and electronic materials for academic presentation

# GENERAL EDUCATION

## Thai for Career

Skills of Thai language usage for future career; completing application forms, writing resumes, writing official letters, taking notes, writing meeting minutes, self-introduction and Thai language usage on social network, oral presentation in public and/or mass communication

## English for Communication and Information Retrieval

English of daily life Communication in various situations; greeting and getting to know one another, giving description, talking about the past, talking on the phone, describing places, locations and directions, giving instructions, problem solving, giving advice, electronic information retrieval; citing references and learning from electronic databases as well as printed materials

## English for Study Skills

English for communication, including giving information, writing summary and expressing opinion; reading strategies; writing in daily life; citing references and using dictionary for reading and writing via Information system and electronic databases

## English for Academic Purposes

English for study skills; giving academic opinions, writing reports with citing references, electronic information retrieval using a variety of media including printed as well as electronic materials for academic presentation in various forms

## English for Career Development

Skills of English language usage for future career; completing application forms, writing resumes, writing official letters, taking notes, writing meeting minutes, self-introduction and English language usage on social network, oral presentation in public and/or mass communication

## English for Health Care

Basic English medical terminology relating to health, reading skills and communication for health care, ability to create the understanding of medicine usage and medical labels in English, information retrieval and further study of frequently found illnesses and the prevention of the diseases for the benefit of the individual and the family

# GENERAL EDUCATION

## Public Speaking and Presentation Skills in English

English Public speaking and presentation skill in the areas of defining audience, objectives of presentation, self-introduction, dynamic opening and closing, appropriate transition, organizing and developing ideas, preparing both mentally and physically, fighting fear, humor techniques, and selecting appropriate topics

## Discourse English for Communication

The importance and types of speaking, basic principles of speaking, utterance, listening, speaking, reading and writing practices for the application at work and real life with an emphasis on discussions, presentation, delivering speech, and debates

## Chinese Language

Chinese language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture

## Burmese Language

Burmese language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture

## Khmer Language

Khmer language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture

## Lao Language

Lao language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations/ simulation to build up language competence for daily communication with the insight into social, custom and culture

# GENERAL EDUCATION

## Vietnamese Language

Vietnamese language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture

## Malay Language

Malay language usage including listening, speaking, reading and writing for knowledge and idea exchanging, and communication in authentic situations simulation to build up language competence for daily communication with the insight into social, custom and culture

## Information Technology for Communication

Principles, the importance, and fundamental knowledge of information technology, computer systems, data communications and networking, database management, big data, internet usage, development of information technology to the digital world, cybercrime act, application of digital technology in various dimensions, and digital world revolution

## Science and Technology for Quality of Life

Definition, the importance, benefits, evolution, progress, roles of the development of science and technology based on the changing world resulting in living a quality life

## Science and Environments

Definition and importance Scientific relating to the effect of environmental behaviors on human and human behavior on environment, integrated ecosystem of natural resources, biological diversity, environmental conservation and pollution problems, environmental standard with the improvement of environment for suitable quality of life

## Digital Literacy

Information behavior, Digital Humanities, Digital skill, Digital Quotient, Integration of digital technology, Digital Ethics, Digital Citizenship, Digital Environment, Digital media literacy,

# GENERAL EDUCATION

## Recreation for Quality of Life

Concepts, theories, meaning and the importance of recreation, scope and types of recreation, recreation activity design, relaxation with recreation activities, mind training for health and soul

## Health Care for New Gen

Health care in the dimension of health promotion, health protection, treatment and rehabilitation in terms of life health factors of genders, ages, nutrition, health risk, including the application of holistic health science in daily life

## Miracle of Thought

Principles and concepts of nature of thought, human's systematic thinking process, systematic thinking, critical thinking, analytic thinking, the integration of thought and the story composition, the analysis of data and information with reasons for application in creative daily life problem solving

## Info Graphic

Thinking process, analysis based on concept of information, principles of design, presentation of identity, organization images including experience through information technology

## Digital for Life

Basic knowledge about digital, roles of digital as mega trends influencing the changes in Thai and Global societies in variety of forms, the invention of buildings, equipment and smart devices accompanied by the application of the Internet of Things, social network, consumption behavior via communication devices, law, online or social network enterprise, living one's life in and human adjustment to the fast growing digital technology with happy and secure life in each age group

## Sexual Health Promotion

Concepts of sexual health care, sexual change from teen to elder, preparation for marriage, happy and safe sex, family planning, sexually transmitted diseases and sexual problems, risks of infectious diseases to people in various age groups, human's immune system to prevent infectious diseases, preliminary prevention and self-care

# GENERAL EDUCATION

## Natural Therapy

Knowledge about natural therapy based on medical science, art in living one's life and secret of local intellect and herbs, results of the studies relating to causes of illnesses, mantra therapy, meditation therapy, food and exercising

## Financial Literacy

Theories relating to the value of money and financial state, principles and methods of study concerning finance and mathematic relevant to financial activities and daily business transaction, suitable financial management in present day; household debts, various acts and contracts on electronic devices or easy application

## Dancing

Theories, principles, fundamental knowledge of dancing, physical performance, dance movement skills, body's strength and flexibility, security, prevention of injuries and basic first aid

## Yoga

The importance and benefits of yoga practice, body preparation, joint and muscle stretching, muscle tightening and relaxing techniques, various practices of yoga figures, breath control, deep and secure relaxing practice

## Never Get Fat Again

Knowledge about health, roles and impacts of food providing energy leading to weight control, the correlation between suitable body weight and good health, food specification of energy and nutrition for weight reduction and exercising for weight control

## Science of Anti-Aging

Principles, knowledge concerning beauty and good health based on science, nutrition for beauty and anti-aging, products and beauty modification, tips for wise product choice

# GENERAL EDUCATION

## State of the Art of Royal Cuisine

Knowledge about royal cuisine, correlation between cuisine and healthy nutrition based on royal cuisine, roles of royal cuisine nowadays, social and culture relating to royal cuisine, the evaluation of cuisine recipes and nutrition value of royal cuisine

## Safe Sex

Awareness of nature of sex, roles, beliefs and culture relating to sex, evolution, deviance, and abnormality of sex, the prevention and problems concerning sexual intercourse, family planning, self-adjustment and living equally in the present society

## Entrepreneurship in Digital

Concepts, theories and process of being start-up entrepreneurs with an emphasis on innovative creation, business models, principles of administrative management for entrepreneurs, the application of innovation and technologies for commercial purposes, laws relating to business operation and the use of applications for commerce

# PROGRAM CORE COURSE

## Statistics and Business Research

Concepts, tools and techniques in business research, techniques for gathering and appraising information needed in business planning and controlling, research design, problem identification, research process, application of research findings, application of statistical methodologies to research, hypotheses testing, analysis of variance, simple and multiple regressions analysis, analyzing data by using computer software program

## Innovation Management

Principles and theories of innovation management, the impact of innovation management on business operation, types of innovation, the development of innovation management and its appropriate application in changing business environment

## Innovation Management of Human Resources

Principles and theories of innovation; the impact of innovation on human resource management; human resource management process; behavior, and importance of human resource in organization; appropriate application of innovation management in the digital era

## Organizational Management in The Digital Era

Principles of organization and management; evolution, theories, characteristics and components of organization in the digital era; change in the organization; risk in the organization; tools for modern organizational management; case studies for business organizational management

## Economics for Business Innovation

Application of business economic principles such as demand and supply in different markets, marketing research and business prediction, production planning, cost analysis, price control, decision making for investment, and macro-economic factors that affect business operation

## Strategic Management

Theories for strategic management; identity, vision, mission, and organizational strategies that correspond with the analyzed business environment; application of the strategies; strategic control for business competitiveness and maintenance in light of change in the digital era

# PROGRAM CORE COURSE

## Principles of Accounting

accounting; documents for recording accounts; recording of the lists in basic account books including general and specific account books; recording of the lists in classified statement accounts; improvement lists; making financial statements for service business and commercial business; and added-value tax accounting

## Digital Marketing

Principles and theories for digital marketing, knowledge about and trend of the market in the digital era, consumer demands and behavior, information searching and information management in marketing, sales promotion, advertising, decision making on sales procedure, the digital launching of products and services into the market

## Financial Innovation

Principles of finance in the digital era, financial evolution, cost, monetary value, break-even point analysis, monetary transaction, financial institution, currency exchange, digital currency, tools for digital finance, financial accounting of the international standard, system for financial report making

## Business Ethics and Law

Principles of civil and commercial law of legal contract, liability, collateral loan, investment incentive, partner, bill of exchange, insurance, consumer property law, law of reconstruction and dispute resolution, business ethics, implementing ethics in business organizations, code of ethics for executives and staff, good governance in business management, business responsibility for the community and the country

# PROGRAM SPECIFIC CORE COURSE

## **Innovation Management for Tourism**

Meanings and significance of management; goal analysis; competition atmosphere and situation; innovation management; product and service creation; place, time, and traveling style; traveling plan making; strategies and details for domestic and international tourism management

## **Innovation and Cross-culture Communication for Services**

Types, characteristics and trends of innovation for services; principles and theories of service innovation; sociology; application of cross-cultural communication in need analysis; demand and expectation of service receivers; personality development and communication skills for service providers; professional ethics in service business; case studies

## **Innovation Management for the Service Industry**

Types and features of innovation; knowledge about innovation; innovative creation process; strategic innovation management for service business; search and transfer of innovation; networking for innovation business development; commercialization of innovation; measurement of success for innovation management for service business

## **Innovation Management for Human Resource in Tourism and Service Industry**

Principles, theories, methods, and strategic human resource management in the tourism and service industry in the digital era; trends for human resource management in the global context; creative thinking society and cultural diversity; leadership for change in the tourism and service industry in the digital era; knowledge management for lifelong self-improvement; tourism and service innovation in the digital era; the impact of human resource on the development of the tourism and service industry; case studies

## **Economics for Tourism and Service**

Introduction of microeconomic and macroeconomic theories; political economics; demand-supply analysis in macroeconomics for tourism and service; capital inflow and outflow, world financial liquidity; labor market; income and income distribution from tourism and service; governmental intervention and taxation; development of tourism economy in developing countries

## **Digital for Tourism and Service Industry**

Basic knowledge about digital technology for the travel industry; IT system and database management for tourism management; development of global distribution system (GDS) in the tourism industry; computer software for the tourism industry; digital technology for tourism innovation; law and ethics for digital technology; case studies

# PROGRAM SPECIFIC CORE COURSE

## **Innovation Management for Logistics and Supply Chain in Tourism and Service**

Roles of logistics and supply chain in the economic system in the digital era; logistic procedure; customer service; ICT for logistics; transportation; inventory management; ordering; material management and forecasting; overseeing logistic procedure and global logistics; overall transport and instruction for present and future logistic practice; accommodations and facilitating factors for tourist attraction access and participation with an aim of “Tourism for All”

## **Digital Age Marketing for Tourism and Hospitality Business**

Meanings and significance of marketing as the main task of business; digital marketing; impacts of digital marketing on service and tourism; sales management and public relations for marketing in the digital age; principles and theories in digital age marketing; marketing techniques and strategies for planning and applications in business; service and tourism, case studies

## **Lodging and Food Service Business Innovation**

Types, characteristics, and products of innovation management for lodging and food service business; evolution and trends of innovation management for lodging and food service; administrative patterns and ways of practice in innovation management for lodging and food service; competition and collaboration on innovation management for lodging and food service at the national and international levels; field trip

## **Tourism and Hospitality Strategies**

Strategies for tourism and service; business planning; opportunity and funding; risk management; factor analysis; business opportunity; ethics and morality; survival of tourism and service businesses through customer relations and social responsibility; development of creative tourism for added economic value

# TOURISM INDUSTRY COURSE

## Global and Thai Cultural Tourism Resources

Meanings and types of tourism resources; distinct international and national tourist attractions and travelling routes; historical information; architecture; arts and culture of distinct international and national tourist attractions; sustainable treatment of tourism resources; principles and theories for message communication in tourism; field trip

## Tourist Behavior in the Digital Era

Meanings and significance of tourist behavior in the digital era; Thai and foreign tourist behavior; consumption and spending behavior of Thai and foreign tourists; accommodating factors and incentives for travelling; purposes of travelling in the digital era; activities for different purposes and groups of traveler; categorization and types of demand of Thai and foreign tourists by age, gender, profession, and income; consumption and spending behavior of domestic tourists in the digital era; pattern and behavior of diverse Thai and foreign tourists; social, cultural, and religious diversity of Thai and foreign tourists; human behavior and tourism in the digital era

## Creative Thinking for Communication Innovation

Theory and practice of creative thinking for communication innovation through assignments; elements of innovation creativity; error recognition; data gathering; perspective taking; brainstorming; learning from ideas, principles, inventive techniques and work of communication innovation in different contexts

## Branding for Tourism

Theories about branding in tourism business; image creation; identification of prominent features in the product or work; development of unique local products and services; quality improvement of tourism products and services in keeping with sustainable development; eliciting mental images for consumers; analysis of tourists' brand loyalty

## Tourist Behavior Analysis

Principles and theories about branding in the tourism industry; identity creation; bringing about prominent features of the work or product; eliciting mental images for consumers; analysis of tourists' brand loyalty

## Organization of Tours and Tour Guiding in the Digital Age

Principles, theories, patterns, and steps, of tour organization; planning for tour guiding; ICT researching for travelling route planning; contract and negotiation on goods prices among entrepreneurs; report writing for a guided tour; cost calculation; sales pricing; guided tour organization; problem solving, evaluation of tour guiding; professional ethics and responsibilities for tour guides; tour guiding management; tour guiding operation; coordination within and between organizations; training;

# TOURISM INDUSTRY COURSE

## Photography for Tourism

Principles and theories of photography, light, photo composition, photo editing; characteristics of photo for tourism purposes; message making; photography presentation for tourism promotion; communication of the Thai identity through creative media and communication innovation; researching and training in digital photography

## Tourism in Global Dynamics

Relationship between tourism and global dynamics; tourism in the creative economic system; global dynamics influence on tourism and tourism industry; tourism system; awareness-raising and realization about tourism resources conservation; Thai culture and local identity for sustainable development; component and structure of the tourism industry; influences of the tourism industry; stakeholders of sustainable tourism development; case studies

## Community Identity for Tourism Communication

Study and analyze concepts and techniques for communication of local identities to promote and support tourism; communicating unique Thai identities in the global arena; developing symbolic Thainess; creative community products and services; reflecting local identity and provincial brand; creative practice of communication innovation in the process of creating organization identity in the local context

## Print Media Design and Production for Tourism

Principles of design; basic design techniques for print media; practice of innovative creation of print media; developing skills for problem solving and working within communication limitations

## Social Responsibility and Tourism Industry

Study of ethics in the tourism industry; roles and responsibility in the tourism industry and the stakeholders in society; social demands in different sectors of the tourism industry; responsibility for the organization in support of sustainability of the tourism industry; ethics in operation in the tourism industry

## Innovation Management for Integrated Marketing Communication in Tourism and Service

Concepts about innovation marketing and marketing communication; operation and management of marketing communication tools; analysis of marketing communication strategies; influencing factors for operation in marketing communication; case studies for the application of marketing communication tools in modern communication innovations; creation of appropriate theoretical models of marketing innovation for the indicated innovation

# M.I.C.E INDUSTRY COURSE

## Communication to Meetings, Incentive Travels, Conferences and Events for Tourism

Approaches to organization patterns of meetings, parties, and exhibitions; creative ways and procedures of meetings, parties, and tourism exhibitions

## Convention and Exhibition Management

Meanings, significance, an influencing factors of meeting organization at local, national, and international levels; types and styles of meeting organization; product exhibition; planning; organization management; marketing; after-job evaluation; techniques for workplace coordination; problems and solutions

## Creative Experience Design for Event Exhibitions and Conferences

Knowledge about event exhibition business; meeting and exhibition organization; roles of businesses; patterns and types of service; designs of event exhibition involving risk management for the exhibition organization; job training in the industry

## Seminar of Service Design for Tourism Industry in Digital Age

Presentation and discussion on hot topics about the tourism industry development; workshop on the direction of service innovation; plan for meeting organization using thinking innovation and technology

## Exhibition Innovative and Trade Fair Administration

Application of different types of innovation such as computer technology and mixed media in exhibition and trade fair; use of innovation management to increase efficiency and save time and energy in an environmentally friendly way

## MICE Management

Basics on management and design of meeting organization; incentives for exhibition organization; participation in seminars for the improvement of project management skills including design, development, and job evaluation; important issues and methods for successful human resource management and carrying out of small- and large-scale meetings and seminars

# M.I.C.E INDUSTRY COURSE

## **Innovation and Creativity Workshop**

Forms of design thinking; creative problem solving in service and team management; strategies for conflict resolution in operation; hands-on involvement in projects

## **Introduction to Meeting, Incentive Travel, Convention, Exhibition and Event Businesses**

Types, characteristics, and products of incentive travel, meeting, convention, exhibition and event businesses; current events; trends of incentive travel, meeting, convention, exhibition and event businesses; influencing factors for incentive travel, meeting, convention, exhibition and event businesses; organizations that support incentive travel, meeting, convention, exhibition and event businesses and special activities at national and international levels; operation of incentive travel, meeting, convention, exhibition and event businesses; project creation; international standards and social responsibilities of incentive travel, meeting, convention, exhibition and event businesses; field trip

## **Special Event Management**

Integrative knowledge for operation; financial management; human resource management; marketing and transportation; planning; operational management; evaluation for sales activities targeting at regular and non-regular customers; legal perspectives on the management of activities; product development; marketing service and sales; planning; recruitment; training; analysis of activities' consequences; financial success analysis for special event businesses

## **International Convention Management**

Meanings, significance, and characteristics of convention; forms of international convention; elements of international convention organization; project planning and implementation of international convention; strategies for self-nomination as an international convention host; diplomatic ceremony arrangement for international convention organization; design for social activities in international convention organization; budget planning and cost control in operation; project evaluation; training; field trip

# HOSPITALITY COURSE

## Green Accommodation Management

Backgrounds and concepts for green accommodation management; quality standards of green accommodation firms; management of physical environment; geographical layout; trash management; local wisdom; participation in local development; green activities for tourism promotion

## Professional Ethics and Laws for Tourism and Hotel Business

Ethics and morality for tourism profession; relevant legal principles for the tourism and hotel industry; customer protection; case studies; interdisciplinary studies

## Economics for Tourism and Service

Introduction of microeconomic and macroeconomic theories; political economics; demand-supply analysis in macroeconomics for tourism and service; capital inflow and outflow, world financial liquidity; labor market; income and income distribution from tourism and service; governmental intervention and taxation; development of tourism economy in developing countries

## Management for Tourism and Creative Lodging

Meanings, significance, characteristics, trends for the current tourism activities; contemporary lodging business nowadays and in the future; styles of creative lodging; selection of location; interior and exterior design; environmental impact; internal management; sales promotion plan

## Room Styling Innovation and Operations

Principles and procedures of room service; coordination within the organization; cleaning; laundry service; linen room operation; service provision; hygiene and safety; innovation for room design and decoration

## Design Innovation for Hotel Service and Management

Design innovation for hotel, resort, spa, and provision of special service facilities; characteristic and ambient design

# HOSPITALITY COURSE

## Art Design Innovation for Usability in Hotels

Application of art design innovation for interior design for hotels, hotel rooms, restaurants, ballrooms, and lobbies; food decoration; flower arrangement for special occasions; use of light, sound, and odor as characteristic of the hotel's identity

## Marketing and Hotel Identity Creation

Use of design innovation to create hotel identity; marketing; management to control sensory perception and increase competitiveness

## Homestay Management

Background, theory, principles, procedures, tools, and patterns of homestay management by community organizations for tourism purposes; community enterprise; homestay management; homestay standard; service; ethics; improvement and support of homestay marketing

## Hotel Front Office

Organizational structure of hotel front office and management of room service; room reservation, reception, registration and relevant jobs; relationship between hotel front and maid service; tour guiding service and tourist agent; field trip

## Hotel Revenue Management

Sales pricing techniques for optimal revenue in management; prediction; over-limit room reservation situation; decision making in selling to international and domestic clients; issues in management; hotel business marketing; tools and software programs for sales management and digital revenue management