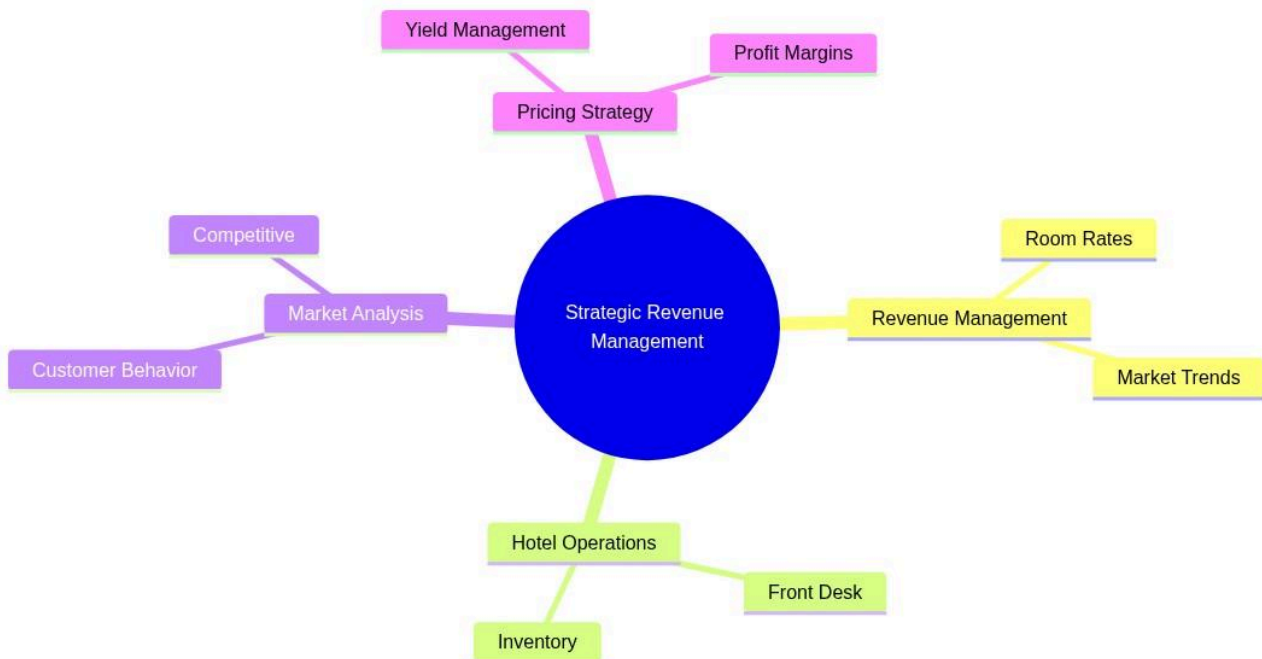


Professional Certificate in Hotel Operations (Advanced)

Strategic Revenue Management



```
mindmap
  root((Strategic Revenue Management))
    Revenue Management
      Room Rates
      Market Trends
    Hotel Operations
      Front Desk
      Inventory
    Market Analysis
      Customer Behavior
      Competitive
    Pricing Strategy
      Yield Management
      Profit Margins
```