ABSTRACT

Revenue management (RM) is a fundamental basis for evaluating and conducting the hotel’s marketing efforts, as it links its financial and marketing goals in addition, knowledge management (KM) system increases the yield through hotel marketing services and makes products more effectively by applying the knowledge available and using it in the continuous improvement and innovation of products and services.

In general, the study aims to know the impact of applying RM and KM systems on rooms division profitability in five star hotels in Cairo.

The study results emphasized that although all five-star hotels apply RM and KM system, there is no enough awareness of the importance of RMS and KMS. In addition, in applying RM concepts, hotel companies focus on rooms revenue only. The results also indicated that RMS tactics of high and low-demand are very important to achieve RMS successfully. Also, RMS tactics of high and low-demand are very important to achieve RMS successfully.

Besides, there are many obstacles facing RMS application as: there is no clear profit incentives for those applying the system, there is no sufficient management skills, lack of suitable distribution channels within the hotel, and unavailability of computerized revenue management system (CRMS). Finally, the results indicated that the application of RMS and KMS maximizing revenues and profits.