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IDEaS Provides Shanghai Institute of Tourism with an Edge in Revenue Management Education

Shanghai, CHINA – APRIL 17, 2013 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Shanghai Institute of Tourism (SIT) has joined [IDEaS Academic Partner Program](#). This three-year comprehensive co-operation will enable SIT to offer students world class revenue management teachings through enhanced teaching resources, personnel and curriculum.

According to the agreement, IDEaS Revenue Management System (RMS) and IDEaS Learning System training will be available to the teaching staff and students. SIT will also have access to global webinars and a suite of IDEaS training resources to ensure they are kept up-to-date with the latest revenue management technology, and operational trends and developments. In addition, IDEaS will provide training to the teaching staff and students, as well as involvement in course design.

Established in 1979, SIT is part of the Shanghai Normal University and currently has approximately 6,000 students. The school is highly acclaimed for its profound history and versatility in training talents for the Chinese tourism industry.

“IDEaS would like to express our gratitude to SIT for granting us an opportunity to facilitate the development of the China hotel industry. Revenue management is an evolving and fast-growing discipline of hospitality. With our wealth of expertise and experience worldwide, IDEaS is well

poised to help future hotel executives in China grasp the evolving technologies of revenue management,” said Michael Yin, Head of Sales for Greater China of IDEaS.

“Revenue management has become an integral part of hotel operation nowadays. As an IDEaS’ Academic Partner, we will be able to cultivate our students with the right mind set and help them be equipped with the knowhow of using the state-of-the-art revenue management solutions,” said Wang Peilai, Deputy Dean of Hotel Management Department of SIT.

About IDEaS Academic Partner Program

IDEaS Academic Partner Program is a worldwide network with more than 23 academic partners. By leveraging IDEaS tools and knowledge resources, IDEaS’ partners can enhance the learning and understanding of the Revenue Management discipline in the classroom.

About Shanghai Institute of Tourism (www.sitsh.edu.cn)

Founded in 1979, Shanghai Institute of Tourism (SIT) incorporated with Urban Science and Tourism College of Shanghai Normal University in 2003. It is the oldest tourism education institution in China and its curriculum covers a variety of facets of travel and tourism management. SIT has more than 50,000 graduates for the past three decades.

About IDEaS

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with a global technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.