

Revenue Management A Practical Pricing Perspective

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Pricing Perspectives - Sandra Rothenberger 2008-11-03

The world of pricing has been changing at a fast pace. There has been a development of new dynamic pricing strategies, an explosion of new pricing tactics, and a focus on smarter buyers. This book focuses on those developments and highlights new perspectives for pricing strategies.

Revenue Management Integration: The Financial Performance Contribution of an Integrated Revenue

Management Process for Hotels - Malte Rucker 2012-01-19

Inhaltsangabe: Introduction: An integrated approach to Revenue Management (RM), which spans over various disciplines, has frequently been proposed for tourism companies providing perishable products of fixed capacity, such as hotel chains, to fully capture the potential of total profit optimization. Kimes and Wagner (2001) defined the general strategy of revenue

management as the practice used by service firms with fixed capacity to match the supply of a perishable commodity with forecasted demand via strategies that manipulate price and time of consumption. Furthermore, revenue management and pricing programs have commonly been praised to have the potential to increase revenues by 3 to 8 % which can in turn result in 50 to 100 % profit improvements. This thesis proposes a departmental and functional integration of various activities to arrive at an integrated revenue management approach that is viewed as the necessary reaction to changing market environment conditions. Information and communication technologies (ICTs) have been changing the tourism industry structure globally, while developing many new opportunities and threats. In this new environment, revenue management becomes as important and challenging as never before and to operate effectively, skills are required

to combine several knowledge areas steadily and creatively to make profit from the process. Consequently, it is proposed that particularly due to the modern tourism environment, companies have to make use of strategic integrated revenue management to offset the threats and take advantage of opportunities that the modern tourism environment represents. An integrated approach to revenue management spans the disciplines of yield management, pricing, marketing, sales and e-commerce distribution and seeks to identify linkages to effectively and efficiently coordinate activities in the different areas to arrive at total profit optimization. The thesis is designed to illustrate how Revenue Management Integration (RMI) could be achieved, and the research part aims to assess whether hotel chains that embrace a higher degree of Revenue Management Integration operate at higher profitability. 1.1. Research

Questions This thesis is designed to evaluate whether an integrated revenue management process provides benefits in terms of financial performance to tourism companies selling perishable inventory such as hotel chains, in particular in a changed and more competitive tourism environment. [...]

Strategic Perspectives in Destination Marketing -

Camilleri, Mark Anthony

2018-08-17

The marketing of a destination necessitates effective strategic planning, decision making and organization. Notwithstanding, the destination managers should possess relevant knowledge and understanding on traditional and contemporary marketing channels to better engage with prospective visitors. Strategic Perspectives in Destination Marketing is a collection of innovative research on the methods and applications of branding in the tourism, travel, and hospitality industry sectors. This book provides students and practitioners with

a good understanding of the tourism marketing environment, destination branding, pricing of tourism products, tourism distribution channels, e-tourism, as well as on sustainable and responsible tourism practices, among other topics. It explores the socio-economic, environmental, and technological impacts of tourism through various regional-focused empirical studies and contemporary discussions. This book is ideally designed for managers, travel agents, tourism professionals, executives, marketing agencies, academicians, researchers, and graduate-level students seeking current research on the applications of branding strategies in the tourism sector.

Family Tourism - Heike Schanzel 2012

This cutting-edge international book brings together leading experts? latest research in the field of family tourism by adding to its underdeveloped knowledge base. Family Tourism: Multidisciplinary Perspectives underlines the

infancy of academic family tourism research that belies its market importance and directs towards future implications and theoretical debates about the place of families within tourism.

Pricing and Revenue

Optimization - Robert Phillips
2005-08-05

This is the first comprehensive introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of "yield management" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. With methods proven in the MBA courses taught by the author at

Columbia and Stanford Business Schools, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition, managers will find the practical approach to the issue of pricing and revenue optimization invaluable. Solutions to the end-of-chapter exercises are available to instructors who are using this book in their courses. For access to the solutions manual, please contact

marketing@www.sup.org.

Airline Revenue Management -
Curt Cramer 2021-11-10

The book provides a comprehensive overview of current practices and future directions in airline revenue management. It explains state-of-the-art revenue management approaches and outlines how these will be augmented and enhanced through modern data science and machine learning methods in the future. Several practical examples and applications will make the

reader familiar with the relevance of the corresponding ideas and concepts for an airline commercial organization. The book is ideal for both students in the field of airline and tourism management as well as for practitioners and industry experts seeking to refresh their knowledge about current and future revenue management approaches, as well as to get an introductory understanding of data science and machine learning methods. Each chapter closes with a checkpoint, allowing the reader to deepen the understanding of the contents covered. This textbook has been recommended and developed for university courses in Germany, Austria and Switzerland.

EBOOK: Principles of Services Marketing - Adrian Palmer
2013-01-16

Now in its seventh edition, Principles of Services Marketing has been revised and updated throughout to reflect the most recent developments in this fast-

moving and exciting sector. With a stronger emphasis on emerging and global economies, it's been restructured to give clearer focus on key issues of efficiency, accessibility and customer experience. This authoritative text develops an indispensable framework for understanding services, their effective marketing and how this drives value creation.

Key Features

- Opening vignettes introduce a chapter's key themes with short examples that present topics in familiar, everyday scenarios students can relate to
- Longer case studies feature well-known companies and provide an opportunity to analyse real-life scenarios and apply understanding
- 'In Practice' vignettes drawn from services organizations from around the world and how services are delivered and experienced by customers
- 'Thinking Around the Subject' boxes examine the operational challenges of putting theory in to practice
- 'Summary & links to other chapters' reinforce the main

topics covered and how they fit within the wider context of services marketing to improve overall understanding of the subject • Expanded coverage of key topics such as service dominant logic, servicescapes and the use of social media explore the latest theory and practice • Reflects the importance of marketing for public services and not-for-profit organizations • Includes new chapters on service systems and the experiential aspects of service consumption.

Integrated Uncertainty in Knowledge Modelling and Decision Making - Van-Nam Huynh 2020-11-02

This book constitutes the refereed proceedings of the 8th International Symposium on Integrated Uncertainty in Knowledge Modelling and Decision Making, IUKM 2020, held in Phuket, Thailand, in November 2020.* The 35 full papers presented were carefully reviewed and selected from 55 submissions. The papers deal with all aspects of uncertainty modelling and

management and are organized in topical sections on uncertainty management and decision support; machine learning; machine learning applications; econometric applications; and statistical methods. * The conference was held virtually due to the COVID-19 pandemic.

The SAGE Handbook of Tourism Management - Chris Cooper 2021-08-04

The SAGE Handbook of Tourism Management is a critical, authoritative review of tourism management, written by leading international thinkers and academics in the field. Arranged over two volumes, the chapters are framed as critical synoptic pieces covering key developments, current issues and debates, and emerging trends and future considerations for the field. The two volumes focus in turn on the theories, concepts and disciplines that underpin tourism management in volume one, followed by examinations of how those ideas and concepts have been applied in

the second volume. Chapters are structured around twelve key themes: Volume One Part One: Researching Tourism Part Two: Social Analysis Part Three: Economic Analysis Part Four: Technological Analysis Part Five: Environmental Analysis Part Six: Political Analysis Volume Two Part One: Approaching Tourism Part Two: Destination Applications Part Three: Marketing Applications Part Four: Tourism Product Markets Part Five: Technological Applications Part Six: Environmental Applications This handbook offers a fresh, contemporary and definitive look at tourism management, making it an essential resource for academics, researchers and students.

The Routledge Handbook of Tourism Marketing - Scott McCabe 2014-01-03

Tourism has often been described as being about 'selling dreams', tourist experiences being conceptualized as purely a marketing confection, a socially constructed need.

However, the reality is that travel for leisure, business, meetings, sports or visiting loved ones has grown to be a very real sector of the global economy, requiring sophisticated business and marketing practices. The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical, methodological and practical processes of marketing within this complex and multi-sector industry. It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical research on this complex relationship. The Handbook is divided in to nine inter-related sections: Part 1 deals with shifts in the context of marketing practice and our understanding of what constitutes value for tourists; Part 2 explores macromarketing and tourism; Part 3 deals with strategic issues; Part 4 addresses recent

advances in research; Part 5 focuses on developments in tourist consumer behaviour; Part 6 looks at micromarketing; Part 7 moves on to destination marketing and branding issues; Part 8 looks at the influence of technological change on tourism marketing; and Part 9 explores future directions. This timely book offers the reader a comprehensive synthesis of this sub-discipline, conveying the latest thinking and research. It will provide an invaluable resource for all those with an interest in tourism and marketing, encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for Tourism students, researchers and academics as well as those of Marketing, Business, Events Management and Hospitality Management.

Revenue Management - Ronald Huefner 2011

Revenue Management

Hotel Pricing in a Social World - Kelly A. McGuire

2015-10-26

Take control of revenue management in the new hotel

economy Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy is an insightful resource that provides guidance on improving organizational decision making to keep your hotel relevant, from a pricing standpoint, in the often chaotic hotel landscape. This groundbreaking book clearly showcases the current environment of the hotel industry, and describes new and emerging trends that can impact your revenue management tactics. This essential text prepares you to survive and thrive in today's highly competitive market, and outlines the best approach to building profitable pricing strategies that follow both tactical and strategic best practices. Revenue management has become a key activity in the highly social environment of today's hotel industry, thanks to mobile technology and social media. Though relatively new, revenue management is a quickly-evolving discipline that

requires precision if you want to maintain your hotel's relevance in the market. Leverage original research, case studies, and industry examples to understand the practical application of key concepts Explore current market conditions that have an impact on revenue management Consider how advances in data management, analytics, and data visualization can impact revenue management practices Identify how revenue management can help you take advantage of market opportunities and overcome challenges Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy is an essential text for hotel CFOs, CMOs, revenue managers, and operations managers who want to leverage revenue management techniques to keep their hotel competitive.

Operations Research and Enterprise Systems - Greg H. Parlier 2019-03-14

This book constitutes revised selected papers from the 7th

International Conference on Operations Research and Enterprise Systems, ICORES 2018, held in Funchal, Madeira, Portugal, in January 2018. The 12 papers presented in this volume were carefully reviewed and selected from a total of 59 submissions. They are organized in topical sections named: methodologies and technologies; and applications.

Hospitality Marketing - Francis Buttle 2016-10-04

This introductory textbook shows you how to apply the principles of marketing within the hospitality industry. Written specifically for students taking marketing modules within a hospitality course, it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. It emphasizes topical issues such as sustainable marketing, corporate social responsibility and relationship marketing. It also describes the impact that the internet has had on both marketing and hospitality,

using a variety of tools including a wide range of internet learning activities. This 3rd Edition has been updated to include: Coverage of hot topics such as use of technology and social media, power of the consumer and effect on decision making, innovations in product design and packaging, ethical marketing and sustainability marketing Updated online resources including: power point slides, test bank of questions, web links and additional case studies New and updated international case studies looking at a broad range of hospitality settings such as restaurants, cafes and hotels New discussion questions to consolidate student learning at the end of each chapter.

Consumption Motives in Luxury Marketing

- Laura Helena Hartmann 2015-07-10
This dissertation is devoted to attitudes of consumers toward luxury in two agricultural markets, horse sports and foods. Literature postulates a change of perceived luxury

definitions and motives for luxury consumption. Accordingly, personally-oriented luxury consumption has gained significance while socially-oriented motives have been pushed into the background. Based on this, the following studies were aimed to reveal how far it has affected the consumer behavior in both agricultural markets. The research results are used to define the target groups for different kinds of luxury marketing and to give recommendations for the design of accordant marketing strategies. The studies provide empirical evidence for the existence of a shift of motives for luxury consumption and luxury definitions away from prestige and conspicuousness toward self-realization, hedonism, intangible values, functionality, sustainability and authenticity. Moreover, the results imply that luxury consumption can be categorized in tangible luxury goods and luxury experience. Despite intersections by means of hedonism and self-

realization, the studies revealed differences in the consumption motives for both categories of luxury.

Pricing and Profitability Management - Julie Meehan
2011-06-28

The practical guide to using pricing and profitability management to build a better business. A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability. *Pricing and Profitability Management* explains how to determine the right approach, tools, and techniques for each of six key categories (pricing strategy, price execution, advanced analytics and optimization, organizational alignment and governance, pricing technology and data management, and tax and regulatory effectiveness). Exploring each category in detail, the book addresses how an integrated approach to pricing improvement can give a sustainable, competitive advantage to any organization.

The ultimate "how to" manual for any executive or manager interested in price management, the book presents a holistic, comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single-pronged approach. Presents a comprehensive framework for more effectively managing pricing and profitability. Identifies the six key categories of pricing and profitability management. Shows you how to gain a competitive edge by managing pricing and profitability. Taking a comprehensive view of pricing, companies can position themselves to tap a vast source of shareholder value—the ability to set and enforce profitable prices, not just once, but again and again in response to marketplace changes and evolving business needs—and this book will show you how.

Revenue Management and Pricing - Ian Yeoman 2004

Revenue management is the process of allocating the right inventory to the right kind of customer at the right price to maximise revenue. It applies particularly to the service sector. Covering numerous industries, these case studies demonstrate a variety of scenarios, problems and solutions.

Revenue Management - I.

Yeoman 2010-12-08

Pricing is about deciding your market position whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits. This book offers insights into research, theories, applications and innovations and how to make these work in different industries.

Fair Revenue Sharing Mechanisms for Strategic Passenger Airline Alliances -

Demet Çetiner 2013-04-03

A major problem arising in airline alliances is to design allocation mechanisms determining how the revenue of a product should be shared among the airlines. The

nucleolus is a concept of cooperative game theory that provides solutions for allocating the cost or benefit of a cooperation. This work provides fair revenue proportions for the airline alliances based on the nucleolus, which assumes a centralized decision making system. The proposed mechanism is used as a benchmark to evaluate the fairness of the revenue sharing mechanisms, where the alliance partners behave selfishly. Additionally, a new selfish revenue allocation rule is developed that improves the performance of the existing methods.

Pricing and Revenue

Optimization - Robert Lewis Phillips 2005-08-05

Written for MBA students and practitioners, this book is a comprehensive introduction to the theory and application of pricing and revenue optimization.

Strategic Managerial

Accounting - Tracy Jones 2012-09-28

This text explores the nature of

these industry sectors and how these impact on the strategic managerial accounting (SMA) tools used by decision makers in the industry. Formerly known as Managerial Accounting in the Hospitality Industry by Harris and Hazzard, this new edition builds on this successful and well known text.

Pricing and Revenue Optimization - Robert L. Phillips 2021-05-18

This book offers the first introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of "yield management" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely

inaccessible to students and the typical manager. With methods proven in the MBA courses taught by the author at Columbia and Stanford Business Schools, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition, managers will find the practical approach to the issue of pricing and revenue optimization invaluable. With updates to every chapter, this second edition covers topics such as estimation of price-response functions and machine-learning-based price optimization. New discussions of applications of dynamic pricing and revenue management by companies such as Amazon, Uber, and Disney, and in industries such as sports, theater, and electric power, are also included. In addition, the book provides current coverage of important applications such as revenue management, markdown management, customized

pricing, and the behavioral economics of pricing.

Revenue Management in the Lodging Industry - Ben Vinod
2022-12-02

This book provides an end-to-end view of revenue management in the hospitality industry. The book highlights the origins of hotel reservations systems and revenue management, challenges unique to hotels, revenue management models, new generation retailing, and personalization and steps required to remain competitive in the marketplace. This book is intended for practitioners to understand the basics and have a comprehensive view of the impacts of revenue management on product distribution, reservations, inventory control, including the latest advances in the field of attribute-based room pricing and inventory control. There are several aspects of revenue management that are not covered in books and journal articles such as hotel pricing, hotel fully allocated costs, content parity, impact of

Online Travel Agencies on hotels, competitive revenue management and attribute-based room pricing and inventory control which represents the last frontier in hotel revenue management with intelligent retailing. Leveraging emerging technologies, such as Artificial Intelligence and Blockchain and the future state of revenue management, are also addressed.

Yield Management - Anthony Ingold 2000

Defines and analyzes the concept of yield and revenue management with special reference to the airline and hotel industries.

Revenue Management for Hospitality and Tourism - Patrick Legohérel 2013

Written by leading academic and industry experts actively engaged in revenue management, research and teaching this is a new and original treatment of the whole field for students and professionals. The first part of the book provides academically rigorous challenging and

contemporary material to get to the core of the subject and to make the theory and practice lively, relevant and engaging. Throughout this, and the second section, numerous references to past and present good practice are used- giving insight into best practice in cutting-edge companies leading the revenue management agenda in markets all over the world. The second part of the book is authored by a range of academics and practitioners all currently engaged in revenue management practice, balancing the theory with the best overview possible of best real world practice. Drawn from the widest possible range of sectors including hospitality, car rental, airlines, tour operators, restaurants and advertising it gives an unrivalled industry perspective. The book is designed for students at many levels in universities, business schools, schools of tourism and hospitality studying marketing, pricing, distribution, selling and commercial issues in the

service industry. It will also be ideal for practitioners (consulting experts, revenue managers, pricing managers) studying part-time or on CPD programmes requiring a strong theoretical and practical orientation. It will be essential for those working in revenue management, reservations, operations and logistics and generic marketing.

The Theory and Practice of Revenue Management -

Kalyan T. Talluri 2005-02-23

Revenue management (RM) has emerged as one of the most important new business practices in recent times. This book is the first comprehensive reference book to be published in the field of RM. It unifies the field, drawing from industry sources as well as relevant research from disparate disciplines, as well as documenting industry practices and implementation details. Successful hardcover version published in April 2004.

Revenue Management -

Robert G. Cross 2011-04-27

From the man the Wall Street Journal hailed as "the guru of

Revenue Management" comes revolutionary ways to recover from the after effects of downsizing and refocus your business on growth. Whatever happened to growth? In Revenue Management, Robert G. Cross answers this question with his ground-breaking approach to revitalizing businesses: focusing on the revenue side of the ledger instead of the cost side. The antithesis of slash-and-burn methods that left companies with empty profits and dissatisfied stockholders, Revenue Management overturns conventional thinking on marketing strategies and offers the key to initiating and sustaining growth. Using case studies from a variety of industries, small businesses, and nonprofit organizations, Cross describes no-tech, low-tech, and high-tech methods that managers can use to increase revenue without increasing products or promotions; predict consumer behavior; tap into new markets; and deliver products and services to customers

effectively and efficiently. His proven tactics will help any business dramatically improve its bottom line by meeting the challenge of matching supply with demand.

Marketing for Tourism and Hospitality - Alan Fyall
2019-03-04

The marketing landscape has changed dramatically in recent years, especially for tourism and hospitality practitioners. Marketing for these industries is now a multi-dimensional, collaborative venture driven by technological change and the growing demand for authentic co-created experiences. *Marketing for Tourism and Hospitality* provides students with a contemporary, accessible and useful resource as they prepare to encounter the complexities and challenges of tourism and hospitality marketing globally. A clear articulation of the changing landscape, a comprehensive introduction to the three underpinning themes of collaboration, technology and experiences, and a plentiful supply of international

case material provide students with an enjoyable and digestible resource that is both academically rigorous and practice-oriented, helping them prepare for day-to-day problems in the dynamic world of marketing. This contemporary, challenging and highly applied text is an indispensable resource for all students of tourism and hospitality degree programmes.

Revenue Management - I.

Yeoman 2010-12-08

Pricing is about deciding your market position whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits. This book offers insights into research, theories, applications and innovations and how to make these work in different industries.

European Journal of Tourism Research - 2022-03-01

The European Journal of Tourism Research is an open-access academic journal in the field of tourism, published by Varna University of

Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as tourism management, tourism marketing, tourism sociology, psychology in tourism, tourism geography, political sciences in tourism, mathematics, tourism statistics, tourism anthropology, culture and tourism, heritage and tourism, national identity and tourism, information technologies in tourism and others are invited. Empirical studies need to have either a European context or clearly stated implications for the European tourism industry. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. The journal is indexed in Scopus and Clarivate Analytics' Emerging Sources Citation Index. There are no charges for publication. The editorial team welcomes your submissions to the European Journal of Tourism

Research.

Intelligent Transportation and Planning: Breakthroughs in Research and Practice -

Management Association,
Information Resources
2018-02-02

From driverless cars to vehicular networks, recent technological advances are being employed to increase road safety and improve driver satisfaction. As with any newly developed technology, researchers must take care to address all concerns, limitations, and dangers before widespread public adoption. *Intelligent Transportation and Planning: Breakthroughs in Research and Practice* is an innovative reference source for the latest academic material on the applications, management, and planning of intelligent transportation systems. Highlighting a range of topics, such as automatic control, infrastructure systems, and system architecture, this publication is ideally designed for engineers, academics, professionals, and practitioners actively involved in the

transportation planning sector. *Hospitality Revenue Management* - Peter Szende
2020-11-23

This new textbook, *Hospitality Revenue Management: Concepts and Practices*, provides a comprehensive, in-depth introduction to the basic concepts and best practices of hospitality revenue management. With a real-world, hands-on approach, the book places students in the role of a revenue manager striving to succeed in an ever-changing hospitality business environment. The book takes a unique multi-author, collaborative approach, with chapters from outstanding industry leaders who share their experience and provide the information necessary to arm students with the most up-to-date tools and methods they to be effective in the hospitality revenue management field. The chapters cover the important topics in hospitality revenue management, including hotel pricing, hotel segmentation, distribution channels, competitive analysis, hotel

forecasting, performance analysis, market data, supply and demand management, and more.

Segmentation, Revenue Management and Pricing Analytics - Tudor Bodea
2014-03-21

The practices of revenue management and pricing analytics have transformed the transportation and hospitality industries, and are increasingly important in industries as diverse as retail, telecommunications, banking, health care and manufacturing. *Segmentation, Revenue Management and Pricing Analytics* guides students and professionals on how to identify and exploit revenue management and pricing opportunities in different business contexts. Bodea and Ferguson introduce concepts and quantitative methods for improving profit through capacity allocation and pricing. Whereas most marketing textbooks cover more traditional, qualitative methods for determining customer segments and prices, this book

uses historical sales data with mathematical optimization to make those decisions. With hands-on practice and a fundamental understanding of some of the most common analytical models, readers will be able to make smarter business decisions and higher profits. This book will be a useful and enlightening read for MBA students in pricing and revenue management, marketing, and service operations.

Hotel Revenue Management: From Theory to Practice - Stanislav Ivanov
2014-03-15

This research monograph aims at developing an integrative framework of hotel revenue management. It elaborates the fundamental theoretical concepts in the field of hotel revenue management like the revenue management system, process, metrics, analysis, forecasting, segmentation and profiling, and ethical issues. Special attention is paid on the pricing and non-pricing revenue management tools used by hoteliers to maximise their revenues and gross

operating profit. The monograph investigates the revenue management practices of accommodation establishments in Bulgaria and provides recommendations for their improvement. The book is suitable for undergraduate and graduate students in tourism, hospitality, hotel management, services studies programmes, and researchers interested in revenue/yield management. The book may also be used by hotel general managers, marketing managers, revenue managers and other practitioners looking for ways to improve their knowledge in the field.

Hospitality Revenue Management - Peter Szende
2020-11-23

This new textbook, Hospitality Revenue Management: Concepts and Practices, provides a comprehensive, in-depth introduction to the basic concepts and best practices of hospitality revenue management. With a real-world, hands-on approach, the book places students in the role of a revenue manager

striving to succeed in an ever-changing hospitality business environment. The book takes a unique multi-author, collaborative approach, with chapters from outstanding industry leaders who share their experience and provide the information necessary to arm students with the most up-to-date tools and methods they to be effective in the hospitality revenue management field. The chapters cover the important topics in hospitality revenue management, including hotel pricing, hotel segmentation, distribution channels, competitive analysis, hotel forecasting, performance analysis, market data, supply and demand management, and more.

Kapferer on Luxury - Jean-Noël Kapferer 2015-03-03

This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and

original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, Kapferer on Luxury is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

The Pricing and Revenue Management of Services -

Irene C.L. Ng 2007-07-26

In a world of changing

lifestyles brought about by new services, technology and e-commerce, this book enters the arena of contemporary research with particular topicality. Integrating both theory and real world practices, Ng advances the latest concepts in pricing and revenue management for services in a language that is useful, prescriptive and ye
Pricing Perspectives - Florian Siems 2008-11-03

The world of pricing has been changing at a fast pace. There has been a development of new dynamic pricing strategies, an explosion of new pricing tactics, and a focus on smarter buyers. This book focuses on those developments and highlights new perspectives for pricing strategies.

Revenue Management for the Hospitality Industry -

David K. Hayes 2010-10-19

Revenue Management for the

Hospitality Industry is filled with practical examples and best practices on the topic of

revenue management, a critical aspect of the industry. Through numerous revenue

management examples from the hospitality industry and a running case example throughout the book, students will discover how they can incorporate revenue management principles and best practices. The core of revenue management of a hospitality organisation is to, as the authors explain, "charge the right price, to the right customer, for the right product, through the right channel, at the right time." The book is intended for students with prior knowledge and understanding of the hospitality industry, and will explain what they need to know and how to be successful.

Dynamic Capacity Control in Air Cargo Revenue

Management - Rainer Hoffmann 2014-05-12

This book studies air cargo capacity control problems. The focus is on analyzing decision models with intuitive optimal decisions as well as on developing efficient heuristics and bounds. Three different models are studied: First, a model for steering the availability of cargo space on single legs. Second, a model that simultaneously optimizes the availability of both seats and cargo capacity. Third, a decision model that controls the availability of cargo capacity on a network of flights.