

Code-Course	064507 – Revenue Management in Tourism				
Year	4 th	Credits	4,5 cr ECTS		
Thematic Area	Marketing and Commercialization	Course Type	Core Subject		
In-class hours	36h	Teacher-led learning hours	36h	Individual work hours	40,5h

BRIEF COURSE DESCRIPTION

Revenue Management is a part of the operational stage of marketing. This subject aims to help students how to use, in an appropriate way, the tools that help organizations to respond to customer expectations, as well as attaining maximum business profitability. The subject prepares students to efficiently manage business and tourist destinations through the optimization of income resulting from the sale of inventory, focusing on demand control, efficient capacity management and price determination based on elasticity.

BASIC SKILLS

BS02– Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS02- Have business vision.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

CE14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

LEARNING OBJECTIVES



1. Know the processes of planning and organizing events and major events such as fairs and conferences
2. Use tourism marketing tools: Revenue Management, e-marketing, web 2.0.
3. Prepare reports assessing the trend of the results obtained and the evolution and expectations of service prices, according to internal economic information and market needs.

ACADEMIC CONTENTS

1. Introduction and fundamentals of Revenue Management in Tourism
 - 1.1. The definition of Revenue Management
 - 1.2. The origins of Revenue Management
 - 1.3. The fundamentals of Revenue Management
 - 1.4. The basics of Revenue Management
 - 1.5. In which sectors can we apply Revenue Management?
2. Competition
 - 2.1. Competitive set
 - 2.2. Competitive analysis
 - 2.3. Rate shopping
 - 2.4. Key metrics
3. Market segmentation
 - 3.1. The importance of market segmentation
 - 3.2. How to segment the market
 - 3.3. Market mix strategy
4. Forecasting demand
 - 4.1. The importance of forecasting
 - 4.2. How to build a forecast
5. Inventory management
 - 5.1. Demand generators
 - 5.2. Pick up and booking curve analysis
 - 5.3. Managing inventory
6. Pricing

6.1. Pricing fundamentals

6.2. Price discrimination

6.3. Dynamic pricing

6.4. Optimizing the products / services

6.5. Pricing strategies

7. Channel management

7.1. The importance of Distribution channels

7.2. Which are the channels used in different sectors?

7.3. Managing distribution channels

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Practical exercises
- Project-based learning
- Cooperative learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

Activities	Type	Continuou s	Single	Week deadline
Activity 1: Comp set and market segmentation	Individual	10%	7%	Week 8
Activity 2: Forecast and inventory	Individual	10%	7%	Week 11
Activity 3: Pricing and channel management	Individual	10%	7%	Week 16
Activity 4: Define your Revenue Management strategy	Group	30%	19%	Week 16
Individual Final Exam	Individual	40%	60%	At the end of the course
	TOTAL	100%	100%	

To pass the subject it is mandatory to obtain a minimum score of "5" in the final individual test/s.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

- Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.
- Students must have been awarded a final minimum grade of 4.0 in the overall course.



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UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

REFERENCES

Cross, Robert G. (1997). Revenue Management: Hard-Core Tactics for Market Domintation. Broadway Books.

Phillips, R. L. (2005). Pricing and revenue optimization. Stanford University Press.

Patterson, B. (2016). Revenue superstar! The simple rules of hotel revenue management. Johan Hammer

Talón, P., González, L., & Pérez, M. S. (2011). Yield Revenue Management en el sector hotelero: Estrategias e implantación. Delta.

López-Chicheri, Jaime (2012). eCommerce & Revenue Management integrados en una estrategia de Marketing Online. Circulo Rojo.