



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	064507 - Revenue Management in Tourism		
Year	4º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	67 hours
Thematic Area	Marketing and Commercialization	Course Type	Core Subject

### BRIEF COURSE DESCRIPTION

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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

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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

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GS02- Have business vision.

### SPECIFIC SKILLS

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

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.



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### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

### ASSESSMENT SYSTEM

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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.