

Yield Management Strategies For The Service Indust

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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.

Handbook of Hospitality Operations and IT - Peter Jones 2008-09-10

Handbook of Hospitality Operations and IT provides an authoritative resource for critical reviews of research into both operations and IT management. Internationally renowned scholars provide in-depth essays and explanations of case studies, to illustrate how practices and concepts can be applied to the hospitality industry. The depth and coverage of each topic is unprecedented. A must-read for hospitality researchers and educators, students and industry practitioners.

Economic Value and Revenue Management Systems -

Alessandro Capocchi
2018-12-30

Filling a gap in existing literature on revenue management systems, this book explores the use of business strategies which are

specifically designed to have a positive impact on economic and financial efficiency.

Focussing on services within the tourism industry, the author takes a new approach and identifies dynamic pricing and service differentiation as key components of strategic management. Providing fresh insights into an ever-expanding sector, this book will be a useful tool for those studying business strategy and management, as well as value creation theory, as it ultimately presents an integrated business management model which will ensure sustainability.

Informationsmanagement im Tourismus - Axel Schulz
2010-01-01

Ziel des Lehrbuches ist es, einen umfassenden Einblick in das gesamte Spektrum elektronischer Informations-, Kommunikations- und Reservierungssysteme im Tourismus zu geben. Das Lehrbuch umfasst die Inhalte der Vorlesungen mit Übungen an Hochschulen aller Ebenen.

Auktionen und Revenue

Management in der Automobilindustrie - Thomas

Ruhnau 2012-09-28

Obwohl Auktionen und Revenue Management in verschiedenen Branchen bereits weitreichende Anwendung zur Ertragsoptimierung finden, sind diese Instrumente in der Automobilindustrie bis dato nahezu unberücksichtigt. Auf Basis einer fundierten theoretischen Aufarbeitung des Themenfelds wird in der vorliegenden Arbeit ein hybrides Distributionsmodell aus Auktion und Revenue Management entwickelt, das unter Berücksichtigung automobilspezifischer Marketingaspekte auf Ertragsmaximierung für den Automobilhersteller abzielt. Die Reifegrade erfolgskritischer Prozesse werden ergänzend ebenso betrachtet wie spieltheoretische Aspekte der Auktion im Distributionsmodell.

Yield Management - Ian Yeoman 1997

This student text begins by

addressing the underpinning theory of yield management. It explains why the concept has been developed to manage capacity in the hospitality and tourism industries, and it details the underlying economic history behind yield management. Discussions of how yield management can be applied to various service industries, including the airline industry (from where the concept originated), the hotel industry, visitor attractions and conference facilities are also included.

Revenue Management -

Günter Fandel 2005-06-28

Dieses Special Issue enthält Beiträge zum Revenue Management sowie der hierzu erforderlichen Produktspezifizierung und Preisgestaltung. Hierbei geht es um die erlös- bzw. gewinnmaximale Vermarktung von Kapazitäten durch entsprechende Preisdifferenzierungen und Marktsegmentierungen, um dadurch die unterschiedlichen Zahlungsbereitschaften verschiedener

Nachfragergruppen abzuschöpfen und für das Unternehmen gewinnbringend zu nutzen. Die Möglichkeiten, dies auf gesicherterer informatorischer Basis zu tun, haben sich in der Praxis durch leistungsfähigere betriebliche IT-Systeme und mit Ausbreitung der Internetnutzung vermehrt.

Mixed-Mode Modelling: Mixing Methodologies For Organisational Intervention

- M.G. Nicholls 2013-12-01

The 1980s and 1990s have seen a growing interest in research and practice in the use of methodologies within problem contexts characterised by a primary focus on technology, human issues, or power. During the last five to ten years, this has given rise to challenges regarding the ability of a single methodology to address all such contexts, and the consequent development of approaches which aim to mix methodologies within a single problem situation. This has been particularly so where the situation has called for a mix of

technological (the so-called 'hard') and human centred (so-called 'soft') methods. The approach developed has been termed mixed-mode modelling. The area of mixed-mode modelling is relatively new, with the phrase being coined approximately four years ago by Brian Lehaney in a keynote paper published at the 1996 Annual Conference of the UK Operational Research Society. Mixed-mode modelling, as suggested above, is a new way of considering problem situations faced by organisations. Traditional technological approaches used in management science have suffered criticisms relating to their adequacy in the past few decades, and these hard approaches have been replaced by soft methods, which consider process more relevant than outcome. However, the sole use of human centred approaches to organisational problems has also proved to be inadequate. Mixed-mode modelling accepts the importance of both process and outcome, and provides

enabling mechanisms for hard and soft investigation to be undertaken.

The SAGE Handbook of Hospitality Management -

Roy C Wood 2008-06-05

At last, a comprehensive, systematically organized Handbook which gives a reliable and critical guide to all aspects of one of the world's leading industries: the hospitality industry. The book focuses on key aspects of the hospitality management curriculum, research and practice bringing together leading scholars throughout the world. Each essay examines a theme or functional aspect of hospitality management and offers a critical overview of the principle ideas and issues that have contributed, and continue to contribute, within it. Topics include: • The nature of hospitality and hospitality management • The relationship of hospitality management to tourism, leisure and education provision • The current state of development of the international hospitality

business • The core activities of food, beverage and accommodation management • Research strategies in hospitality management • Innovation and entrepreneurship trends • The role of information technology

The SAGE Handbook of Hospitality Management constitutes a single, comprehensive source of reference which will satisfy the information needs of both specialists in the field and non-specialists who require a contemporary introduction to the hospitality industry and its analysis. Bob Brotherton formerly taught students of Hospitality and Tourism at Manchester Metropolitan University. He has also taught Research Methods to Hospitality and Tourism students at a number of international institutions as a visiting lecturer; Roy C. Wood is based in the Oberoi Centre of Learning and Development, India

Tourism and Hospitality Management - Metin Kozak
2016-09-22

The book addresses topics such as tourism education and its development in the latter part of the twentieth century, taking "tourism" to be a broader field than "hospitality."

Handbuch

Dienstleistungsmarketing -

Manfred Bruhn 2019-04-01

Das Handbuch präsentiert den State of the Art der theoretischen, konzeptionellen, strategischen und operativen Aspekte des

Dienstleistungsmarketing. Der Mehrwert des Handbuchs - insbesondere im Vergleich zu ähnlich strukturierten

Lehrbüchern - besteht in einer sowohl tief als auch breit angelegten Aufarbeitung aller wichtigen Teilbereiche des Dienstleistungsmarketing.

Ergänzt werden die Inhalte durch einen Serviceteil, der den Lesern wertvolle Hinweise auf weitere

Informationsquellen rund um das Thema

Dienstleistungsmarketing gibt.

Dynamische

Kapazitätssteuerung bei

kundenindividueller

Auftragsproduktion in der

stahlverarbeitenden Industrie -

André Hintsches 2012-10-28

Hersteller kundenindividueller Erzeugnisse sehen sich

einerseits mit einer Vielzahl volatiler Kundenaufträge und andererseits einem weitgehend

inflexiblen Kapazitätsangebot in Produktions-netzwerken

konfrontiert. Aus diesem

Spannungsfeld erwächst die Notwendigkeit, die betriebswirtschaftliche

Vorteilhaftigkeit von

Kundenaufträgen im Kontext einer unsicheren, zukünftigen

Auftragslage zu ermitteln und bei der Auftragsannahme

geeignet zu berücksichtigen.

André Hintsches führt vor dem Hintergrund zahlreicher

Unsicherheitstreiber eine

Systematik zur dynamischen

Berechnung von Bid-Preisen

ein. Hieraus entwickelt er ein

Verfahren zur dynamischen

Kapazitätssteuerung bei

kundenindividueller

Auftragsproduktion und greift

damit einen Themenkomplex

auf, der von hoher praktischer

Bedeutung und Aktualität

gekennzeichnet ist.

EBOOK: Services Marketing:

*Integrating Customer Focus
Across the Firm* - Alan Wilson
2012-06-16

The Second European Edition of *Services Marketing: Integrating Customer Focus Across the Firm* by Wilson, Zeithaml, Bitner and Gremler uniquely focuses on the development of customer relationships through quality service. Reflecting the increasing importance of the service economy, *Services Marketing* is the only text that put the customer's experience of services at the centre of its approach. The core theories, concepts and frameworks are retained, and specifically the gaps model, a popular feature of the book. The text moves from the foundations of services marketing before introducing the gaps model and demonstrating its application to services marketing. In the second edition, the book takes on more European and International contexts to reflect the needs of courses, lecturers and students. The second edition builds on the wealth of European and International

examples, cases, and research in the first edition, offering more integration of European content. It has also be fully updated with the latest research to ensure that it continues to be seen as the text covering the very latest services marketing thinking. In addition, the cases section has been thoroughly examined and revised to offer a range of new case studies with a European and global focus. The online resources have also been fully revised and updated providing an excellent package of support for lecturers and students.

International Encyclopedia of Hospitality Management 2nd edition - Abraham Pizam
2012-06-25

The International Encyclopedia of Hospitality Management is the definitive reference work for any individual studying or working in the hospitality industry. There are 185 Hospitality Management degrees in the UK alone. This new edition updates and significantly revises twenty five per cent of the entries and has

an additional twenty new entries. New online material makes it the most up-to-date and accessible hospitality management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from a sectoral level (lodging, restaurants/food service, time-share, clubs and events) as well as a functional one (accounting and finance, marketing, strategic management, human resources, information technology and facilities management). Its unique, user-friendly structure enables readers to find exactly the information they require at a glance - whether they require broad detail that takes a more cross-sectional view across each subject field or more focused information that looks closely at specific topics and issues within the hospitality industry today.

Revenue Management - Robert Klein 2008-08-09

Das erste deutschsprachige Lehrbuch zum Thema Revenue Management erläutert die wesentlichen Grundkonzepte

und behandelt die zentralen Instrumente
Preisdifferenzierung,
Kapazitätssteuerung,
Überbuchungssteuerung sowie
Dynamic Pricing. Die jeweils
grundlegenden
mathematischen Modelle und
Methoden werden vorgestellt
und anhand vieler
Rechenbeispiele verdeutlicht.
Das Buch richtet sich an
Studenten der
Betriebswirtschaftslehre,
Wirtschaftsinformatiker sowie
Wirtschaftsingenieure und ist
auch zum Selbststudium
geeignet. Mit Übungen zur
Lernkontrolle.

*Managing Tourism and
Hospitality Services* - B.
Prideaux 2006-09-14

The aim of this book is to enhance theoretical and practical understanding of quality management in tourism and hospitality. It provides a benchmark of current knowledge, and examines the range of research methods being applied to further develop tourism and hospitality service management research. It is hoped that this book will

stimulate new research questions by highlighting tensions and challenges in the area.

Digitaler Tourismus - Uwe Weithöner 2022-09-01

Das Buch vermittelt die Tourismus- und Reisewirtschaft als eine globale Branche der angewandten

Wirtschaftsinformatik. Sie erfordert multimediale Informations- und Kommunikationssysteme, Management-, Vertriebs- und Verarbeitungssysteme im Rahmen IT-basierter Prozesse. Fachleute der Angewandten Informatik sollen die Strukturen und Anforderungen verstehen, um innovative Systeme entwickeln und bereitstellen zu können.

Fachleute des Tourismus- und Reisemanagements sollen innovative informationstechnologische Entwicklungen beurteilen sowie IT-Investitionen entscheiden können, um sie erfolgreich und resilient einzusetzen. Neben der umfassenden Aktualisierung erhalten die Mobilitätswende,

der Online-Handel, die Vernetzung in Sozialen Medien, Big Data, Künstliche Intelligenz, Mixed Reality u.a.m in dieser dritten Auflage einen erweiterten Fokus. Das Buch unterstützt die Lehre und Forschung sowie die Unternehmenspraxis.

Festival and Events

Management - Ian Yeoman 2012-06-14

Festival and Events Management: an international perspective is a unique text looking at the central role of events management in the cultural, tourism and arts industries. With international contributions from industry and academia, the text looks at the following: * Events & cultural environments * Managing the arts & leisure experience * Marketing, policies and strategies of art and leisure management Chapters include exercises, and additional teaching materials and solutions to questions are provided as part of an accompanying online resource.

Aktuelle Beiträge zur

Markenforschung - Marion Secka 2010-05-12

Der Tagungsband enthält 12 hochwertige Beiträge, die anlässlich des 3.

Internationalen Markentags präsentiert und von ReviewerInnen nach einem doppelt-blinden Verfahren begutachtet und für die Veröffentlichung empfohlen wurden. Diskutiert wurde u.a. über die optimale Gestaltung von Markenbeziehungen, den Beitrag des Country-of-Origin-Effekts zur Akzeptanz von Marken, den Nutzen der Collagentechnik sowie einer standardisierten Bilderskala zur Messung von Markenimages, den Einfluss der Präsenz von Markenartikeln in Sozialmärkten auf die Markenwahrnehmung und nicht zuletzt über den Einfluss des Marketing-Mix auf die Wiederkauftrate von Marken analysiert anhand von Paneldaten.

Kapazitätsmanagement bei Reiseveranstaltern - Jadwiga Xylander 2013-03-07

Jadwiga K. Xylander analysiert

das derzeitige Kapazitätsmanagement bei Reiseveranstaltern und untersucht, ob und mit welchen Modifikationen diese Yield Management zur Lösung der Kapazitätsproblematik einsetzen können. Darauf aufbauend erarbeitet sie mit Hilfe von Methoden des Operations Research Entscheidungsmodelle zur Kontingentierung der Kapazitätsverfügbarkeit.

Revenue-Management-Ansatz für eine Annahmesteuerung kundenspezifischer Regenerationsaufträge komplexer Investitionsgüter

- Felix Herde 2017-12-18

Felix Herde entwickelt eine Steuerung für die Annahme und Einplanung von unsicheren und heterogenen Aufträgen im Kontext der Regeneration komplexer Investitionsgüter. Diese ermöglicht es, die unflexiblen Kapazitäten des Regenerationsnetzwerks sowie die begrenzten Lagerbestände effizient zu nutzen. Dazu entwickelt der Autor mathematische

Entscheidungsmodelle, mit denen sich einerseits die Bid-Preise der Kapazitäten sowie der Lagerteile bestimmen lassen. Andererseits dienen die Modelle in den Steuerungsalgorithmen der simultanen Annahme- und Einplanungsentscheidung. Der Optimierungsansatz demonstriert eine hohe Lösungsgüte und gewährleistet, die anspruchsvollen Kundenanforderungen zu erfüllen.

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 MADE EASY, for Midscale and Limited-Service Hotels -

Ira Vouk

Everything you need to know about Revenue Management

practice in under 100 pages, in simple language, with clear and easy-to-understand examples. From the originator of the ARPAP performance index (#ARPAP). This book brings a fresh view on Revenue Management and describes the tools that are relevant and effective today. After you start applying these strategies - you'll start noticing the difference in less than a month, guaranteed. It contains both theoretical knowledge (using simple and clear explanations) and practical advice (including specific steps and examples) on how to Revenue Manage your hotel and significantly grow your RevPAR and your bottom line. You'll get insider tips, such as: how to properly implement dynamic pricing, how to look at your STR report to make sure your occupancy rates are balanced with your ADR, and the proper way to use overbooking to grow your revenue during periods of peak demand. Do this right and you'll be able to achieve great results in no time. So whether you are a professional certified

Revenue Manager, a GM looking to improve your hotel's RevPAR or a student searching for additional knowledge on this discipline - this book will help you become more knowledgeable and more successful.

Current Issues in Hospitality and Tourism - A. Zainal 2012-08-22

Globally the hospitality and tourism industry is evolving and undergoing radical changes. The past practices are now advancing through the rapid development of knowledge and skills acquired to adapt and create innovations in various ways. Hence, it is imperative that we have an understanding of the present issues so that we are able to remedy probl

Revenue Management aus der Kundenperspektive -

Torsten Tomczak 2014-01-29
Revenue Management bezeichnet ein - vor allem in der Dienstleistungs- und Sachgüterindustrie - eingesetztes Konzept zur effektiven Nutzung unflexibler Kapazitäten. Ziel ist es, diese

Kapazitäten in einem begrenzten Zeitraum möglichst effizient und gewinnoptimierend zu nutzen. Im operativen Bereich führt dies jedoch dazu, dass Unternehmen verschiedenen Kunden dieselbe Leistung zu unterschiedlichen Preisen anbieten (z. B. Luftfahrtindustrie, Hotellerie). Vielen Kunden gibt dies Anlass zur Unzufriedenheit. Vor diesem Hintergrund betrachten Experten aus Wissenschaft und Praxis Revenue Management aus der Perspektive des Kunden. Sie zeigen Erklärungsansätze für die kundenseitige Wahrnehmung und Reaktionen auf Revenue-Management-Praktiken auf und stellen Konfliktlösungsstrategien vor. Ein unverzichtbares Marketing-Handwerkszeug für ein professionell betriebenes Revenue Management. *Dienstleistungscontrolling* - Manfred Bruhn 2006-03-27
Im Forum Dienstleistungsmanagement 2006 beschäftigen sich renommierte Autoren mit

relevanten Aspekten des Dienstleistungscontrolling wie z.B. Value Based Management, Performance Management von Intangible Assets, Qualitätscontrolling im Dienstleistungsbereich, Produktivitätsmessung und -management bei interaktiven Dienstleistungen, Kostenmanagement bei Dienstleistungen, Kosten-Nutzen-Controlling im Customer Service, Controlling im internationalen Dienstleistungsmarketing u.a.m.

Luftverkehr - Wilhelm Pompl
2006-11-15

Aktuell und umfassend schildert der Autor in diesem "Standardwerk zum Luftverkehr" (Fachzeitschrift FVW International) die wirtschaftliche und politische Situation des Personenluftverkehrs. Im systematischen Überblick erläutert er die verkehrspolitischen Rahmenbedingungen ebenso wie die betriebswirtschaftlichen Hintergründe der Tarife,

Produkte und Vertriebsformen. Ob Studierende oder Praktiker, hier profitieren alle Leser. Die klare Darstellung macht das komplexe System schnell und leicht verständlich. Plus:

aktuelle Themen
(Umweltschutz, Geschäftsmodelle, Angebotsstrukturen), ausführliche Quellenangaben sowie englische Fachliteratur.

The Spread of Yield

Management Practices -

Fabiola Sfodera 2006-01-16

Yield management has always been considered a technique for large companies, whether these be airlines, railroad, car rental or hotel companies. Its application to the small and medium sized businesses that characterise the tourism industry in many countries, Italy in the first place, has never been totally excluded, but its implementation and subsequent actuation has always been considered too expensive for this type of business. In recent years all this has been changing. Technology and research have opened up new possibilities for

its application at costs, and following methods, that are acceptable even to those who cannot access sophisticated statistics or mathematics instruments. The evolution and the rapid changes in the reference scenarios both of the demand and the offer, have done the rest. It has become clear that to compete in a market as vast as the tourism one, one must apply the principles and techniques of marketing to produce and deliver a service that can satisfy the needs of the client better than the competition. In the same way, however, a deeper knowledge of the processes of the clientele's choice, acquisition and consumption permits the formulation of increasingly accurate forecasts of their behaviour and an understanding of the significance and importance that each client segment attaches to the purchase and consumption of a particular service. In this way the application of the yield management technique has

assumed a new and more important position as well as a greater and constant spread. Revenue Management with Flexible Products - Michael Müller-Bungart 2007-09-18 This book analyzes revenue management (RM) problems with flexible products and RM in broadcasting companies. It presents models and methods that explicitly take the implications of flexibility into account. In addition, it contains descriptions of algorithms to generate stochastic demand data streams for general RM problems. To help readers with their own simulation studies, it provides an implementation as a Microsoft Windows executable file. Tourism Supply Chain Management - Haiyan Song 2012-03-12 Fierce global competition in the tourism industry is now focused on integral parts of supply chains rather than on individual firms. The highly competitive environment has forced tourism firms to look for ways to enhance their competitive advantage.

Tourism products are often viewed by consumers as a value-added chain of different service components and identifying ways to effectively manage the interrelated tourism business operations will enable tourism firms to better meet customer needs and accomplish business goals thus maintaining competitive advantage over their equally efficient rivals. This significant and timely volume is the first to apply supply chain management theories and practices in the context of tourism. By doing so the book offers insight into the relationships between tourism enterprises, how coordination across organizations can be effectively achieved and how business performance can be improved. It provides comprehensive and systematic coverage of modern supply chain management concepts and methodologies applied to the tourism and hospitality industries. The text covers key issues and principles including: marketing and product development, demand

forecasting, supplier selection and management, distribution channels, capacity management, customer relationship management, tourism supply chain competition and coordination, and e-tourism. The book combines essential theory and comparative international examples based on primary research to show challenges and opportunities of effective tourism supply chain management. This text is essential for final year undergraduate and postgraduate students studying Tourism Management, Tourism Planning and Tourism Economics.

eTourismus: Prozesse und Systeme - Axel Schulz

2014-12-12

Das Lehrbuch gibt umfassend Einblick in das Spektrum elektronischer Informations-, Kommunikations- und Reservierungssysteme im Tourismus. Aktuelle Trends im E-Tourismus sowie wesentliche Systeme der Reisemittler (besonders globale Distributionssysteme) und

Leistungsanbieter (Flug, Hotel etc.) werden behandelt. Ein weitreichender Überblick zum Yield-, Vertriebskanal- und Kundenbeziehungsmanagement stellt wesentliche Prozesse ausführlich dar.

Dienstleistungsmarketing -

Heribert Meffert 2018-02-08

Die Autoren beschreiben in diesem Standardwerk umfassend, wie Herausforderungen und Probleme, die sich bei der Vermarktung von Dienstleistungen stellen, gelöst werden können. Zur Sicherung und Erhöhung der Kundenzufriedenheit und Kundenbindung steht die Bedeutung und Notwendigkeit eines professionellen Dienstleistungsmarketing sowohl für traditionelle Dienstleister als auch für industrielle Anbieter mit Serviceleistungen im Vordergrund. Zahlreiche Übungsfragen zu den einzelnen Kapiteln erleichtern es dem Leser, die Inhalte des Buches zu wiederholen und sein Verständnis zu überprüfen. In der 9. Auflage wurden alle

Kapitel überarbeitet. Ein Schwerpunkt wurde auf die zunehmende Digitalisierung von Dienstleistungen und deren Implikationen für die Instrumente des operativen Dienstleistungsmarketing gelegt. Der Inhalt Gegenstand und Besonderheiten des Dienstleistungsmarketing.- Konzepte und theoretische Grundlagen des Dienstleistungsmarketing.- Informationsgrundlagen des Dienstleistungsmarketing.- Strategisches und Operatives Dienstleistungsmarketing.- Qualitätsmanagement im Dienstleistungsbereich.- Implementierung des Dienstleistungsmarketing.- Controlling im Dienstleistungsmarketing. **Management Science in Hospitality and Tourism** - Muzaffer Uysal 2017-03-03 Management Science in Hospitality and Tourism is a timely and unique book focusing on management science applications. The first section of the book introduces the concept of management science application in

hospitality and tourism and related issues to set the stage for subsequent sections. Section II focuses on management science applications with conceptual pieces, empirical applications, and best practices with examples coming from different parts of the world and settings. The last section ends with a chapter focusing on challenges and future research directions. This book goes beyond revenue management topics and presents a broad range of topics in management science applications as they relate to hospitality and tourism cases. Researchers and students in hospitality and tourism will find this book very useful since it contains chapters on data analytics, e-commerce and technology, revenue and yield management, optimization methods, resource allocation, goal programming, dynamic programming, Markov chain models, trends analysis and detection, measuring potential and attractiveness in tourism development, performance

measures and use of indices in hospitality and tourism, and more. There is a heightened interest in these areas of business applications in today's data-driven business environment, and this book addresses that interest. This book is the only comprehensive text on management science applications in hospitality and tourism. It will help managers and hospitality and tourism students as future managers to develop an in-depth understanding of the importance of data analysis, interpretation, and generating information, and intelligence for decision making. It covers a broad range of applications representing different geographic regions of the world.

Pricing Services and Revenue Management - Jochen Wirtz
2017

Creating a viable service requires a business model that allows for the costs of creating and delivering the service, in addition to a margin for profits, to be recovered through realistic pricing and revenue

management strategies. However, the pricing of services is complicated. Pricing Services and Revenue Management explains how to set an effective pricing and revenue management strategy that fulfils the promise of the value proposition so that a value exchange takes place. This book is the fourth volume in the Winning in Service Markets Series by services marketing expert Jochen Wirtz. Scientifically grounded, accessible and practical, the Winning in Service Markets Series bridges the gap between cutting-edge academic research and industry practitioners, and features best practices and latest trends on services marketing and management from around the world.

Revenue Management -

Ronald Huefner 2011

Revenue Management

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 yet thought-provoking. The first part of the book discusses the buyer as an individual, presenting the concepts behind what motivates purchase and the role of price within the motivation. The second part discusses the buyer in aggregate, investigating advanced demand, price discrimination and segmentation in service. Ng's aim is to offer a strategic guide to increase revenue in services, drawing from various disciplines, whilst maintaining a strong marketing slant. Grounding the book on actual research in services, Ng is keen to highlight how the concepts and theories of pricing strategy can be combined and applied practically in a way that is easy

to read and stimulating. This book will be of much interest to professionals and academics alike, specifically for managers in the service industry and as a text for executive training programmes. It would also be a useful supplementary text for students engaged with marketing and revenue and operations management in services.

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 - 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.

The Economics of Tourism Destinations - Norbert Vanhove 2017-12-04

The measurement of tourism, for example analysing competitiveness and evaluating tourism projects, is not an easy

task. Now in its third edition, *The Economics of Tourism Destinations: Theory and Practice* provides a succinct guide to the economic aspects of tourism for students and practitioners alike to decipher the methods of measurement of supply, demand, trends and impacts. This new edition has been revised and updated to include: Three new chapters: Tourism as a development strategy, Tourism export-led growth, and a dedicated chapter on Macro-evaluation of tourism projects and events, including the travel cost method and the contingent valuation method. New case studies from emerging destinations in Asia, Australia and America to show theory in practice. New and updated data throughout. Each chapter combines theory and practice and is integrated with international case studies. Combining macro- and micro-aspects of economics to the tourism destination, this is an invaluable resource for students learning about this subject, as well as being aimed

at tourism researchers and policy-makers.

Fehlmengenverteilung im Demand Fulfillment - Oliver Klein 2009-05-26

Obwohl kundenorientierte Unternehmen die schnelle Zusage und zuverlässige Einhaltung von Lieferterminen zunehmend als wichtigen Wettbewerbsfaktor begreifen, wird eine effiziente und transparente Verteilung der bei der Annahme und Abwicklung von Kundenaufträgen auftretenden Fehlmengen oftmals vernachlässigt. Innerhalb der modular aufgebauten Advanced Planning & Scheduling-Systeme werden die Module des Demand Fulfillments von den Herstellern als Antwort auf die Herausforderungen der Terminbestimmung und Überwachung von Kundenaufträgen und damit auch der Fehlmengenverteilung propagiert. Vor diesem Hintergrund war es das Ziel

der vorliegenden Arbeit, die im Rahmen des Demand Fulfillments eingesetzten Verfahren zur Fehlmengenverteilung zu analysieren und eigene Ansätze zur Kompensation der identifizierten Defizite zu entwickeln. Die eigenen Ansätze konzentrierten sich auf die Fehlmengenverteilung bei Auftragsüberwachung und die Fehlmengenverteilung bei Auftragsannahme mit Antizipation. In diesem Zusammenhang wurde untersucht, in wieweit sich die in der Luftfahrtindustrie und dem Dienstleistungssektor zum Einsatz kommenden Verfahren des Revenue Managements zur Entscheidungsunterstützung bei Auftragsannahmeentscheidungen in Produktionsumgebungen eignen. Zur Quantifizierung der Vorteilhaftigkeit der entwickelten Verfahren wurden diese auf eine Fallstudie aus der Telekommunikationsindustrie angewendet.