

Degree programme	Type	Course
Hotel Management	OP	4

Contact lecturer

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Prerequisites

No previous requirement is necessary to study this subject.

Group languages

You can consult this information at the [end](#) of the document.

Objectives

The subject will help the students to know the basic aspects to consider to a correct revenue management application in different type of business. The students also know how to create different rates and how to segment the demand to achieve the maximum business profitability at any moment.

Learning objectives:

- To learn about the origins and the principles of Revenue and Yield management
- To train the forecast capability after analyzing the different reports obtained by the hospitality companies
- To create different demand calendars and assign the appropriate dynamic rates depending on the different elements to consider: markets, segmentations, holiday periods, distribution channels, etc.
- To calculate the suitability of prices depending on occupancy rates to obtain the higher profit
- To know when to accept or reject a group as per the Revenue Management principles
- To know when apply the Revenue and Yield Management technics and which techniques are the most suitable for each kind of tourism business
- Teamwork based on respect for diversity and plurality of ideas, people and situations.
- To develop the analysis capability

Learning outcomes

1. Develop a capacity for independent learning.
2. Manage communication techniques at all levels.
3. Manage and organise time.
4. Work in teams.
5. Plan and manage activities based on quality and sustainability.
6. Be able to search efficiently for the necessary information.
7. Analyse, summarise and evaluate information.
8. Distinguish, identify and apply the concepts of commercialisation in the hotel and catering industry.
9. Distinguish and identify the different forms and channels of commercialisation in the hotel and catering industry, both on a local and an international scale.
10. Interpret and apply general company or organisation plans and turn them into actions of information and

commercialisation.

11. Know how to coordinate operative and strategic commercial objectives and policies.
12. Understand the relationship between information systems and commercialisation in the hotel sector.
13. Be capable of carrying out corrective actions in the commercialisation of the service in accordance with existing relations.
14. Identify tools related to communication of strategic action and market on an internal and external level in the specific environment of the hotel and catering industry.
15. Apply tools for research and obtaining commercial information in the specific area of the hotel and catering industry.
16. Analyse and implement a marketing system appropriate to the need of the hotel and catering sector.
17. Detect areas for improvement in current commercialisation processes by showing new hotel management techniques, with special emphasis on revenue management (yield), client management and distribution channel management.
18. Adapt and apply commercialisation techniques to the different local and international environments.
19. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the consequences of them in the short-, medium- and long term, especially the most immediate ones.
20. Demonstrate an orientation and culture of customer service.
21. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.

Contents

1. Introduction to Revenue Management
2. Internal Revenue management
3. External Revenue management
4. Ancillary services

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Practical activities	6	0.24	2, 3, 4, 5, 7, 11, 13, 17, 18, 19, 21
Study	17	0.68	1, 2, 3, 4, 5, 6, 7, 8, 9
Lectures and practical sessions	12	0.48	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21
Test	2	0.08	2, 3, 5, 7, 8, 9, 10, 11, 13, 16, 18, 19, 20, 21
Practical activities	10	0.4	1, 2, 3, 4, 5, 6, 7, 8, 11

Teaching language: English

The teaching methodology of the subject combines the master classes that are applied for the teaching of some key concepts with the practical classes where to apply all the covered aspects to the master classes through class exercises and activities.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Analysis practical activities	30% of final mark	13	0.52	1, 2, 3, 5, 6, 7, 8, 13, 16, 17, 19, 21
Continuous assessment test	40% of final mark	2	0.08	2, 3, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 19, 20, 21
Class exercises	30% of final mark	13	0.52	3, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 16, 17, 18, 19, 21

The evaluation of this subject follows two models:

a) Continuous assessment. The final grade of the subject will be calculated as follows: performance of class exercises and practical activities and quests (60% of final mark) and exam (40% of final mark).

b) Unique evaluation. Students who choose the unique evaluation system will have to submit a portfolio with practical activities and class exercises (60% of the final grade), complete the subject questionnaires, and take an exam (40% of the final grade).

\"The resit of the subject through unique evaluation will follow the same procedure as for the rest of the students, and to be eligible for re-evaluation, it will be necessary for the student to have obtained a minimum of 3.5 in the set of evidences that comprise the unique evaluation.\"

Re-evaluation. For students who have not passed the unique evaluation exam and have obtained a grade between 3.5 and 4.9, there will be a re-evaluation exam. The maximum grade to be obtained in this exam is 5 out of 10.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

In the event of a student committing any irregularity that may lead to a significant variation in the grade awarded to an assessment activity, the student will be given a zero for this activity, regardless of any disciplinary process that may take place. In the event of several irregularities in assessment activities of the same subject, the student will be given a zero as the final grade for this subject.

This subject entirely prohibits the use of AI technologies in all its activities. Any submitted work that contains content generated using AI will be considered academic dishonesty; the corresponding grade will be awarded a zero, without the possibility of reassessment. In cases of greater infringement, more serious action may be taken.

Bibliography

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Talluri, Kalyan T., and Garrett Van Ryzin. The Theory and Practice of Revenue Management / Kalyan T. Talluri, Garrett J. van Ryzin. 1st ed. 2004. Boston, Massachusetts: Kluwer Academic Publishers, 2004. Web.

Talón, Pilar, Lydia. González, and Mónica. Segovia Pérez. Yield revenue management en el sector hotelero : estrategias e implantación / Pilar Talón Ballesterro, Lydia González Serrano, Mónica Segovia Pérez. Collado Villaba, Madrid: Delta, 2012. Print.

Software

No specific software is used

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	English	second semester	morning-mixed