



COURSE DESCRIPTION REVENUE MANAGEMENT

SSD: ECONOMIA E GESTIONE DELLE IMPRESE (SECS-P/08)

DEGREE PROGRAMME: HOSPITALITY MANAGEMENT (P31)
ACADEMIC YEAR 2023/2024

COURSE DESCRIPTION

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GENERAL INFORMATION ABOUT THE COURSE

INTEGRATED COURSE: NOT APPLICABLE
MODULE: NOT APPLICABLE
TEACHING LANGUAGE: ITALIANO
CHANNEL:
YEAR OF THE DEGREE PROGRAMME: III
PERIOD IN WHICH THE COURSE IS DELIVERED: SEMESTER I
CFU: 6

REQUIRED PRELIMINARY COURSES

none

PREREQUISITES

The course has no particular prerequisites.

LEARNING GOALS

The course aims to provide the student with knowledge of tools and methodologies for the application of pricing policy in accommodations, in order to arrive at a clear vision of all the levers on which to act in order to increase sales and raise the occupancy indices of an accommodation facility. In particular, the course aims to make the student acquire the current application methodologies of revenue management.

EXPECTED LEARNING OUTCOMES (DUBLIN DESCRIPTORS)

Knowledge and understanding

The student must demonstrate knowledge and understanding of issues related to hotel pricing. He/she must demonstrate the ability to develop arguments concerning the links between segmentation and pricing. The course is intended to provide students with the basic knowledge and methodological tools needed to analyze hotel management and food and beverage management pricing policies

Applying knowledge and understanding

The student must demonstrate the ability to draw consequences from a set of information to determine hotel rates, implement a strategic hotel pricing plan. The training is geared toward conveying the methodological and operational skills and tools necessary to apply revenue management knowledge in practice

COURSE CONTENT/SYLLABUS

Industry Characteristics.

Introduction to Revenue Management Yield Management

Building a revenue management strategy

The stages of pricing

The factors that influence pricing

Strategic pricing

Operational pricing

The indicators of efficiency

The segmentation of demand

The maximization of revenues

Nesting and overbooking

Revenue management in the F&B division

READINGS/BIBLIOGRAPHY

Libro di testo: 1st Edition Hospitality Revenue Management Concepts and Practices, Peter Szende, 2021

TEACHING METHODS OF THE COURSE (OR MODULE)

written test 70%

discussion of project paper 30%

EXAMINATION/EVALUATION CRITERIA

a) Exam type

- Written
- Oral
- Project discussion
- Other

In case of a written exam, questions refer to

Multiple choice answers

Open answers

Numerical exercises

b) Evaluation pattern

multiple choice questions: score of 1.5

for each correct answer free-response questions: max 3 points

for each exercise answer: max 5 points