|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE DESCRIPTION | | | | | | | | | | | | | |
| **Course instructor** | | | Yordi Comas, Ph.D., Assistant Professor, University of Girona, Sandra Janković, Ph.D., Full Professor with tenure, Faculty of Tourism and Hospitality Management | | | | | | | | | | |
| Name of the course | | | **Revenue and Yield Management** | | | | | | | | | | |
| Study programme | | | **Master in Sustainable Outdoor Hospitality Resort Management** | | | | | | | | | | |
| Status of the course | | | Compulsory | | | | | | | | | | |
| Year of study | | | Year 2, Semester 3 | | | | | | | | | | |
| ECTS credits and manner of instruction | | | ECTS credits | | | | 3 | | | | | | |
| Number of class hours (L+E+S) | | | | 30 (15+0+15) | | | | | | |
|  | | | | | | | | | | | | | |
| *1. Course objectives* | | | | | | | | | | | | | |
| Knowledge on segmentation, dynamic pricing, and channel management for the lodging industry, understanding a practical approach to Revenue and Yield Management systems, both from the point of view of business models and technological schemes. | | | | | | | | | | | | | |
| *2. Course enrolment requirements* | | | | | | | | | | | | | |
| None. | | | | | | | | | | | | | |
| *3. Expected learning outcomes* | | | | | | | | | | | | |
| 1. Advanced knowledge and understanding of the tourism phenomenon, and the political, social, economic and technological contexts that influence tourism and its future. 2. respond to strategic issues by making decisions in complex and unpredictable situations. 3. demonstrate confidence and competence in the use of information technologies, including working effectively in an online environment; 4. prepare and present academic and professional reports. 5. demonstrate self-direction and originality in assessing and solving problems by formulating, implementing and reviewing personal research agendas. | | | | | | | | | | | | |
| *4. Course content* | | | | | | | | | | | | |
| 1. Fundamentals of Revenue & Yield management  2. Techniques and conditioning factors of Revenue and Yield management  3. Technological tools for Revenue and Yield management | | | | | | | | | | | | |
| *5. Manner of instruction* | | | | lectures  seminars and workshops  exercises  distance learning  fieldwork | | | individual assignments  multimedia and network  laboratories  mentorship  other Case study | | | | | |
| *6. Comments* | | | |  | | | | | | | | |
| *7. Student responsibilities* | | | | | | | | | | | | |
| Independent work and group work, attend classes | | | | | | | | | | | | |
| *8. Monitoring of student work* | | | | | | | | | | | | |
| Class attendance | *1* | Class participation | | |  | Seminar paper | |  | | Experimental work | |  |
| Written exam | *0,5* | Oral exam | | |  | Essay | |  | | Research | |  |
| Project | *0,9* | Continuous assessment | | | *0,6* | Report | |  | | Practical work | |  |
| Portfolio |  | Case study | | |  |  | |  | |  | |  |
| *9. Assessment of learning outcomes in class and at the final exam (procedure and examples)* | | | | | | | | | | | | |
| Group Project  Written document (80%) and oral presentation (20%) 40%  Exam Theoretical and practical exam. 60% | | | | | | | | | | | | |
| *10. Mandatory literature (at the time of submission of study programme proposal)* | | | | | | | | | | | | |
| * Forgacs, Gador (2010). *Revenue Management*. American Hotel & Lodging Educational Institut. * Hayes, David K. (2010). *Revenue management for the hospitality industy*. Hoboken: John Wiley & Sons. * International Hotel Association. (1992). *Yield / revenue management*. [Paris]: International Hotel Association. | | | | | | | | | | | | |
| *11. 1Optional/additional literature (at the time of submission of the study programme proposal)* | | | | | | | | | | | | |
| * Yeoman, Ian. McMahon-Beattie, Una. (2004). *Revenue management and pricing:*. London: Thomson Learning. | | | | | | | | | | | | |
| *12. Number of assigned reading copies in relation to the number of students currently attending the course* | | | | | | | | | | | | |
| *Title* | | | | | | | | | *Number of copies* | | *Number of students* | |
| * Forgacs, Gador (2010). *Revenue Management*. American Hotel & Lodging Educational Institut. | | | | | | | | | *5* | | *30* | |
| * Hayes, David K. (2010). *Revenue management for the hospitality industy*. Hoboken: John Wiley & Sons. | | | | | | | | | *8* | | *30* | |
| * International Hotel Association. (1992). *Yield / revenue management*. [Paris]: International Hotel Association. | | | | | | | | | *10* | | *30* | |
| *13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences* | | | | | | | | | | | | |
| The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of University of Girona and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management. | | | | | | | | | | | | |