

YIELD MANAGEMENT

STRATEGIES FOR THE SERVICE INDUSTRIES

Second Edition

Edited by
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and Ian Yeoman

Yield Management Strategies For The Service Industries



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Yield Management Strategies For The Service Industries:

Yield Management Ian Yeoman, Anthony Ingold, 1997 **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 **Managing Tourism and Hospitality Services** B. Prideaux, Gianna Moscardo, Eric Laws, 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

The SAGE Handbook of Hospitality Management Roy C Wood, Bob Brotherton, 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 Festival and Events Management Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie, 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 **Mixed-Mode Modelling: Mixing Methodologies For Organisational Intervention** M.G. Nicholls, S.A. Clarke, B. Lehaney, 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 **Management Science in Hospitality and Tourism** Muzaffer Uysal, Zvi Schwartz, Ercan Sirakaya-Turk, 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 **Revenue Management with**

Flexible Products Michael Müller-Bungart, 2007-09-18 Remarkable features of revenue management RM problems in the cargo manufacturing and broadcasting industries are so called flexible products Flexibility means that the actual mode of production is not defined at the time of purchase but can be chosen later on by the service provider This book is among the first to analyze RM problems with flexible products and RM in broadcasting companies The implications of flexibility are explicitly taken into account in the models and methods presented As an aside the book contains descriptions of algorithms to generate stochastic demand data streams for general RM problems An implementation as a Microsoft Windows executable file is available which can directly be used both by theoreticians and practitioners in their own simulation studies This book will be of great value for researchers managers and students interested in RM with flexible products in general and broadcasting companies in particular [The Routledge Handbook of Business Events](#) Charles Arcodia, 2022-09-08 A timely and up to date go to reference work for business events The Routledge Handbook of Business Events explores and critically evaluates the key debates and controversies inherent to this rapidly expanding subject of study and industry The volume brings together leading specialists from a range of disciplinary backgrounds and geographical regions to provide state of the art theoretical reflection and empirical research on management aspects as well as economic social and environmental impacts and external factors such as transportation The book incorporates the varied expertise of some 30 expert authors to provide a definitive collection of statements in this field accompanied by illustrative and engaging case studies embodying real life scenarios and examples on an international scale This book is an excellent resource for students researchers and academics of Events as well as those of related studies in particular Tourism Hospitality Sport Leisure Marketing Business and Development Studies *Designing and Evaluating Value Added Services in Manufacturing E-Market Places* Giovanni Perrone, Manfredi Bruccoleri, Paolo Renna, 2005-06-23 The extended enterprise is a new emerging paradigm in the manufacturing arena Indeed global competition is pushing manufacturing enterprises in several industries either to split geographically the production capacity or to work together in supply chain organizations involving several independent entities This dynamic is involving both big companies whose organisation is always more and more decentralised and

geographically distributed and Small and Medium Enterprises SMEs that are embracing new organisation forms such as the Virtual Enterprise VE one The extended enterprise allows gaining agility reactive ness even p activeness and of course efficiency in the highly dynamic markets of the mass customisation and knowledge based economy era However the extended enterprise paradigm scales management complexity both at the strategic and operational level up This requires new tools for managing the complexity of the extended enterprise The Information and Communication Technology ICT enables the possibility to create new and innovative tools for managing the extended enterprise This book addresses the above introduced issue of the tools for the extended enterprise More specifically it presents the results of a research developed under a two years program titled Distributed process and production planning in manufacturing enterprise networks and funded by the Italian Ministry of Education University and Research MIUR under the program PRIN2001 *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 **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 Conferences and Conventions 3rd edition Tony Rogers,2013-01-04 Conferences and Conventions A Global

Industry 3rd edition provides a comprehensive introduction to the key elements of the global conference convention and meetings industry. It examines the industry's origins, structure, economic, social, and environmental impacts, education, training, and career opportunities, and the industry's future development. It also explores its links with the wider tourism industry and suggests that there should be a realignment of these links, putting a greater focus on designing, executing, and measuring meeting and convention contents so that they have a purposeful impact on participants, thus creating greater value for stakeholders. It suggests that there should be greater emphasis on the role that meetings play in economic, professional, and educational development, promoting the benefits they provide in knowledge exchange, scientific research, technology transfer, networking, and motivation, and showing clearly what such business events actually accomplish. This revised 3rd edition has been updated to reflect current trends and emerging topics and achieve a more international approach. This edition has also been updated with the following features: New content on social media, web-based marketing, the use of technology, experiential marketing, and events; the role of trade shows in conventions; issues of sustainability and moves to create a profession for event management. Fully integrated and updated case studies to highlight current issues and demonstrate theory in practice. Also contains new case studies on the growth markets of Asia, Brazil, and the Middle East. A detailed meetings and events industry lexicon. This book is written in an accessible and engaging style and structured logically with useful features throughout to aid students' learning and understanding. This book is an invaluable resource to students following Events Management, Hospitality, and Tourism courses.

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.

Cruise Operations Management Philip Gibson, Richard Parkman, 2018-09-21 Cruise Operations Management: Hospitality Perspectives offers a comprehensive and contextualised overview of hospitality services for the cruise industry. As well as providing a background to the cruise industry, it also looks deeper into the management issues, providing a practical guide for students and professionals alike. Since the last edition of this book was published, there have been many important developments in the industry. This third edition has been updated to include: New content on health, safety, and security; sustainability; environmental impacts of cruise operations; changing and emerging markets; professionalism and talent management; innovation and digital technologies. A new chapter on Leadership in the cruise industry. New international case studies throughout to provide a real world insight into the industry. Additional online resources including PowerPoint slides for instructors and student quizzes to test knowledge. This comprehensive, accessible, and engaging text is essential reading for all those seeking to study cruise operations management, whether for academic or vocational reasons.

The Economics of Tourism Destinations Norbert Vanhove, 2022-06-19 Revised and updated, the fourth edition of *The Economics of Tourism Destinations* provides a guide to the economic aspects of tourism for students.

and practitioners to decipher the methods of measurement of supply demand trends and impacts as well as the role of tourism in development strategy for destinations and regional development Each chapter combines theory and practice and international case studies are provided New to this edition Three brand new chapters on overtourism terrorism and pandemics and sustainable development covering the importance of risk management and sustainable strategy in relation to tourism management New content on climate change Airbnb the impact of events and sustainable tourism development Pedagogical features new case studies discussion questions and student activities to show theory in practice and encourage reflection on the content Updated data throughout and reference to important new literature Combining macro and micro aspects of economics to the tourism destination this book is an invaluable resource for students studying this topic

Tourism Management Clare Inkson,Lynn Minnaert,2012-04-04 This text provides concise introduction to all the core topics of tourism management Covering both key theory and practice it introduces students to general management issues across the whole tourism sector in an accessible and manageable way It integrates the themes of sustainability internationalism technology and globalization throughout to provide a thoroughly modern approach to the study of tourism

Revenue Management Ronald J. Huefner,2011 This book describes the emerging field of revenue management and its applications across a broad spectrum of business activity It recounts the history and development of revenue management and addresses the analytical tools needed to integrate revenue management into management generally and financial and accounting practice in particular The book discusses and assesses various pricing practices and other revenue management techniques It gives particular attention to the role of capacity analysis and the connection of revenue management to the theory of constraints While revenue management originated in the service industries it is now practiced across a broad spectrum of business and not for profit organizations This book will be a useful guide to managers at all levels who wish to give greater consideration to the importance of revenue management in their organizations *Revenue Management*

Ronald Huefner,2011-05-20 This book will present the topic of revenue management from a managerial accounting and financial management perspective Its audience includes finance and accounting executives and managers CPAs and consultants and MBA and EMBA students and faculty interested in managerial accounting and financial management It adds a field of parallel interest to the well established field of cost management The topic is important as individuals in the above mentioned audience need to analyze revenue management decisions from an accounting finance perspective Thus an accounting finance dimension is added to the existing marketing modeling and industry specific literatures Only a handful of references exist in the accounting finance literatures at this time The reader will benefit from a comprehensive understanding of the field of revenue management its history and applications and its extensions to a variety of business types as reflected in the various literatures of this field These will be then integrated with managerial accounting and finance concepts so that the reader has a framework for the analysis of revenue management decisions The Business and

Management of Ocean Cruises Michael Vogel, Alexis Papathanassis and Ben Wolber, 2012 This book is divided into six parts which are organized to guide the reader step by step from the macro level of the cruise industry to the micro level of operations management on board cruise ships Part I chapters 1-4 sets the scene for the book by characterizing the conditions under which cruise lines operate Part II chapters 5-8 includes four chapters that address issues of significance for corporate managers in the cruise sector Part III chapters 9-11 deal with aspects of the marketing mix employed by cruise lines to attract passengers and fill their ships Part IV chapters 12-15 is concerned with managerial functions related directly to the cruise product Part V chapters 16-19 focuses on operational management functions on board cruise ships The final Part VI chapter 20 looks at future development possibilities for the cruise sector

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