

Practical Pricing and Revenue Management

A Practical Perspective

Edited by

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Revenue Management A Practical Pricing Perspective Book

Serkan BERTAN



Revenue Management A Practical Pricing Perspective Book:

Revenue Management I. Yeoman, U. McMahon-Beattie, 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 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 into 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

Hotel Revenue Management: From Theory to Practice Stanislav Ivanov, 2014-03-15 This research monograph aims at developing an integrative framework of hotel revenue management It elaborates the fundamental theoretical concepts in the field of hotel revenue management like the revenue management system process metrics analysis forecasting segmentation and profiling and ethical issues Special attention is paid on the pricing and non pricing revenue management tools used by hoteliers to maximise their revenues and gross operating profit The monograph investigates the revenue management practices of accommodation establishments in Bulgaria and provides recommendations for their improvement The book is suitable for undergraduate and graduate students in tourism hospitality hotel management services studies programmes and researchers interested in revenue yield management The book may also be used by hotel general managers marketing managers revenue managers and other practitioners looking for ways to improve their knowledge in the field

Family Tourism Heike Schanzel, Heike Schänzel, Ian Yeoman, Elisa Backer, 2012 This cutting edge international book brings together leading experts latest research in the field of

family tourism by adding to its underdeveloped knowledge base Family Tourism Multidisciplinary Perspectives underlines the infancy of academic family tourism research that belies its market importance and directs towards future implications and theoretical debates about the place of families within tourism

The SAGE Handbook of Tourism Management Chris Cooper, Serena Volo, William C. Gartner, Noel Scott, 2018-08-14 The SAGE Handbook of Tourism Management is a critical authoritative review of tourism management written by leading international thinkers and academics in the field Arranged over two volumes the chapters are framed as critical synoptic pieces covering key developments current issues and debates and emerging trends and future considerations for the field The two volumes focus in turn on the theories concepts and disciplines that underpin tourism management in volume one followed by examinations of how those ideas and concepts have been applied in the second volume Chapters are structured around twelve key themes Volume One Part One Researching Tourism Part Two Social Analysis Part Three Economic Analysis Part Four Technological Analysis Part Five Environmental Analysis Part Six Political Analysis Volume Two Part One Approaching Tourism Part Two Destination Applications Part Three Marketing Applications Part Four Tourism Product Markets Part Five Technological Applications Part Six Environmental Applications This handbook offers a fresh contemporary and definitive look at tourism management making it an essential resource for academics researchers and students

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 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

Digital Product Management, Technology and Practice: Interdisciplinary Perspectives Strader, Troy J., 2010-09-30 This book covers a wide range of digital product management issues and offers some insight into real world practice and research findings on the technical operational and strategic challenges that face digital product managers and researchers now and in the next several decades Provided by publisher

Revenue Management Theory And Practice: Theoretical And Empirical Research Hiroshi Obata, Fumiko Hiki, 2025-07-02 This book provides a broad overview of revenue management and examines this topic from different perspectives It is divided into three major parts The first part

deals with issues related to business model changes the second part deals with customer market and marketing issues and the third part examines revenue management and related issues from various other perspectives The book is dedicated to the theory and practice of revenue management Although cost management tends to focus on expenditure it is important to pay attention to revenue as well If a company is unable to generate sufficient revenues it will not be able to generate a profit no matter how hard it tries to reduce the costs thereby threatening its long term existence For this reason revenue management along with cost management is essential In addition to costs research on cost drivers has made progress in recent years However systematic research on revenue is still incomplete There is thus a need for theoretical and empirical research on various issues related to revenue management and to systematize them

Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities Bowen, Gordon, 2014-10-31 For years technology has been the impetus for progress in various processes systems and businesses it shows no sign of ceasing further development The application of technology driven processes in promotionally oriented environments has become more and more common in today's business world Computer Mediated Marketing Strategies Social Media and Online Brand Communities brings together marketing approaches and the application of current technology such as social networking arenas to show how this interaction creates a successful competitive advantage Focusing on qualitative research various technological tools and diverse Internet environments this book is a necessary reference source for academics management practitioners students and professionals interested in the application of technology in promotionally oriented processes

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

Theory and Practice in Hospitality and Tourism Research Salleh Mohd Radzi, Mohd Faez Saiful Bakhtiar, Zurinawati Mohi, Mohd Salehuddin Mohd Zahari, Norzuwana Sumarjan, C.T. Chik, Faiz Izwan Anuar, 2014-08-12 Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 Penang Malaysia 2-4 September 2014 and covers a comprehensive range of topics including Hospitality management Hospitality tourism marketing Tourism management Technology innovation

Tourism and the Implications of Climate Change Christian Schott, 2010-12-03 Provides a platform for knowledge exchange between different disciplines and for learning from both theory and practice in the context of tourism and climate change This book examines subjects as diverse as the European hotel sector the North American cruise tourism industry and

New Zealand youth hostels and campervans Visionary Pricing Gerald E. Smith, 2012-11-29 Presents the thinking from preeminent pricing thought leaders from North America Europe and Asia who originally came together many years ago to encourage the development of pricing In this book they assess the present and future destiny of pricing pricing innovation and pricing paradigms that are influencing the evolution of pricing *Ön Büro Yönetimi Yapay Zekâ, Teknoloji ve Dijitalleşme* Serkan BERTAN, 2025-08-28 **Hotel Pricing in a Social World** Kelly A. McGuire, 2015-10-27 Take control of revenue management in the new hotel economy Hotel Pricing in a Social World How to Drive Value in the New Hotel Economy is an insightful resource that provides guidance on improving organizational decision making to keep your hotel relevant from a pricing standpoint in the often chaotic hotel landscape This groundbreaking book clearly showcases the current environment of the hotel industry and describes new and emerging trends that can impact your revenue management tactics This essential text prepares you to survive and thrive in today's highly competitive market and outlines the best approach to building profitable pricing strategies that follow both tactical and strategic best practices Revenue management has become a key activity in the highly social environment of today's hotel industry thanks to mobile technology and social media Though relatively new revenue management is a quickly evolving discipline that requires precision if you want to maintain your hotel's relevance in the market Leverage original research case studies and industry examples to understand the practical application of key concepts Explore current market conditions that have an impact on revenue management Consider how advances in data management analytics and data visualization can impact revenue management practices Identify how revenue management can help you take advantage of market opportunities and overcome challenges Hotel Pricing in a Social World How to Drive Value in the New Hotel Economy is an essential text for hotel CFOs CMOs revenue managers and operations managers who want to leverage revenue management techniques to keep their hotel competitive

Nonprofit Management: Principles and Practice Michael J. Worth, 2014 Nonprofit Management Principles and Practice is a comprehensive textbook written for the Nonprofit Management course covering the scope and structure of the nonprofit sector leadership of nonprofits managing the nonprofit organization fundraising earned income strategies financial management nonprofit lobbying and advocacy managing international and global organizations and social entrepreneurship Written specifically for students this text integrates research theory and the practitioner literature and includes more than is found in the more prescriptive practitioner oriented alternatives Providing an overview suitable for students enrolled in their first course in the field the book also includes cases and discussions of advanced issues for those with experience Key Features Includes a chapter on Social Entrepreneurship which examines the theories behind this concept as well as the successful practices of high impact nonprofits around the world Takes a balanced approach to varied perspectives and controversial issues and encompasses traditional concepts as well as new approaches and thinking Integrates social sciences research management theory and practitioner literature Includes mini cases to enhance student understanding of the issues

involved in real world situations Chapter ending suggestions for further reading and questions for discussion at the end of each chapter help students apply chapter content to actual nonprofit organizations

Benchmarking Economic Efficiency Jesús T. Pastor, Juan Aparicio, José L. Zofío, 2022-07-12 This book unifies and extends the definition and measurement of economic efficiency and its use as a real life benchmarking technique for actual organizations Analytically the book relies on the economic theory of duality as guiding framework Empirically it shows how the alternative models can be implemented by way of Data Envelopment Analysis An accompanying software programmed in the open source Julia language is used to solve the models The package is a self contained set of functions that can be used for individual learning and instruction The source code associated documentation and replication notebooks are available online The book discusses the concept of economic efficiency at the firm level comparing observed to optimal economic performance and its decomposition according to technical and allocative criteria Depending on the underlying technical efficiency measure economic efficiency can be decomposed multiplicatively or additively Part I of the book deals with the classic multiplicative approach that decomposes cost and revenue efficiency based on radial distance functions Subsequently the book examines how these partial approaches can be expanded to the notion of profitability efficiency considering both the input and output dimensions of the firm and relying on the generalized distance function for the measurement of technical efficiency Part II is devoted to the recent additive framework related to the decomposition of economic inefficiency defined in terms of cost revenue and profit The book presents economic models for the Russell and enhanced graph Russell measures the weighted additive distance function the directional distance function the modified directional distance function and the Hilder distance function Each model is presented in a separate chapter New approaches that qualify and generalize previous results are also introduced in the last chapters including the reverse directional distance function and the general direct approach The book concludes by highlighting the importance of benchmarking economic efficiency for all business stakeholders and recalling the main conclusions obtained from many years of research on this topic The book offers different alternatives to measure economic efficiency based on a set of desirable properties and advises on the choice of specific economic efficiency models

Straight and Level Stephen Holloway, 2017-11-01 This title was first published in 2003 Airline operating profits are well known to be volatile and the global industry aggregate figures conceal wide differences in performance between carriers The fundamental reasons for the poor performance of the industry as a whole were in the early 1990 s that output ran too far ahead of demand and the yield earned on output sold was insufficient to cover costs In strategic context this second edition uses a simple yet powerful model to explore linkages between the fundamentals of airline economics and the volatility of industry results at the operating level Its five parts look in turn at strategic context supply side demand side network management and a general conclusion

Blackwell's Five-Minute Veterinary Practice Management Consult Lowell Ackerman, 2020-01-09 Provides a quick veterinary reference to all things practice management related with fast access to

pertinent details on human resources financial management communications facilities and more Blackwell s Five Minute Veterinary Practice Management Consult Third Edition provides quick access to practical information for managing a veterinary practice It offers 320 easily referenced topics that present essential details for all things practice management from managing clients and finances to information technology legal issues and planning This fully updated Third Edition adds 26 new topics with a further 78 topics significantly updated or expanded It gives readers a look at the current state of the veterinary field and teaches how to work in teams communicate with staff and clients manage money market a practice and more It also provides professional insight into handling human resources in a veterinary practice conducting staff performance evaluations facility design and construction and managing debt among other topics KEY FEATURES Presents essential information on veterinary practice management in an easy to use format Offers a practical support tool for the business aspects of veterinary medicine Includes 26 brand new topics and 78 significantly updated topics Provides models of veterinary practice challenges to the profession trends in companion practices and more Features contributions from experts in veterinary practice human resources law marketing and more Supplies sample forms and other resources digitally on a companion website Blackwell s Five Minute Veterinary Practice Management Consult offers a trusted user friendly resource for all aspects of business management carefully tailored for the veterinary practice It is a vital resource for any veterinarian or staff member involved in practice management

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