

Revenue Management in the Hospitality Industry

1st Edition**Code:** 184091**Category:** Specialization course**Credits:** 5.00**Language:** English**Start date:** 04/02/2019**Last session face-to-face session:** 19/02/2019**End date:** 19/02/2019**Day and Time:** De dilluns a dijous de 17 a 21 h**Location:** Parc Científic i Tecnològic de la UdG (Girona)**Places available:** 10

Prices and discounts

Price: 435 €**10% de descompte per l'Associació d'Hostaleria Turisme i Restauració de Girona.**

391,50€ (85 € Pre-registration + 306,50 € Enrollment)

10% de descompte per l'Associació Turística d'Apartaments Costa Brava Girona.

391,50€ (85 € Pre-registration + 306,50 € Enrollment)

10% de descompte per l'Associació de Càmpings de Girona.

391,50€ (85 € Pre-registration + 306,50 € Enrollment)

10% de descompte per empreses que matriculin 2 o 3 treballadors dins d'un mateix curs (el mateix curs acadèmic).

391,50€ (85 € Pre-registration + 306,50 € Enrollment)

10% de descompte per unió d'Empresaris d'Hostaleria i Turisme Costa Brava Centre.

391,50€ (85 € Pre-registration + 306,50 € Enrollment)

Informative Sessions

	Date	Time	Place
Informative session 1	11/06/2018	18:00	Parc Científic i Tecnològic de la UdG. Edifici Giroempren. Aulari 4-5
Informative session 2	24/09/2018	18:00	Parc Científic i Tecnològic de la UdG. Edifici Giroempren. Aulari 5

Reasons for doing the course

- Skills-based learning: The aim of this program will be to compile and consolidate knowledge and experiences that will allow you to become an excellent Revenue Manager, within the Hospitality Companies field.
- Practical methodology: The contents presented will be put into practice, enabling you to learn how to solve the sector's real problem areas.
- Lectures given by qualified and experienced professionals: You will learn from recognized professionals who will use their wide knowledge and real experiences to teach you.

Presentation

The Revenue Manager is the person in charge of planning, deciding, and controlling the sales process to maximize revenue through price determination and inventory control. The Revenue Manager profile is that of an analytical person who can manage demand behaviour, based on the analysis of various indicators, and through the application of diverse techniques for pricing and fixing product/service terms and conditions. The main aim of this course is to convey the skills, knowledge, and tools required to manage income in the Hospitality Industry.

Aims

- To master the concept of Revenue Management.
- To analyze tourist accommodation demand behaviour for various markets.
- To identify the key competitor accommodation establishments, and to position the product for decision making.
- To forecast annual demand and define the accommodation rates calendar.
- To define different rates for products and services or packages.
- To optimize the daily rate, according to the general budget and real demand.
- To control inventory of accommodation establishments, and availability in sales channels, obtaining the maximum possible profit from their distribution.
- To use the main indicators and to implement Revenue Management best practices and techniques.
- To know the principal support tools for Revenue Management.

Professional outings

·Revenue Manager in the Hospitality Industry.

Who the course is for

- University graduates in Tourism who wish to become Hospitality Managers.
- University graduates with similar degrees or diplomas who wish to specialize in the field of Hospitality Industry Revenue Management.
- Tourism professionals who aim to further their knowledge, develop new skills, and have new professional experiences.

Admission requirements

University training in Tourism and Hospitality Management or professional experience accredited in this field.

Syllabus

Revenue Management in the Hospitality Industry (5 ECTS)

The Revenue Manager profile is that of an analytical person who can manage demand behaviour, based on the analysis of various indicators, and through the application of diverse techniques for pricing and fixing product/service terms and conditions. The main aim of this course is to convey the skills, knowledge and tools required to manage income in the Hospitality Industry.

- Revenue Management: Introduction and objectives.

- Market analysis and competitive-set identification.
- Market segmentation and positioning.
- Forecasting.
- Pricing.
- Commercialization - Distribution.
- Revenue Management techniques.
- Revenue Management support tools.

[Guia docent](#)

Competencies

- To master the concept of Revenue Management.
- To analyze tourist accommodation demand behavior for various markets.
- To set which are the main competitors in the lodging establishments and to position the product for the decision making.
- To forecast annual demand and define the accommodation rates calendar.
- To define different rates for products and services or packages.
- To optimize daily rate, according to general budget and real demand.
- To control inventory at lodging establishments and availability in sales channels, obtaining the maximum possible profit out of their distribution.
- To use the main indicators and to implement Revenue Management best practices and techniques.
- To know the principal support tools for Revenue Management.

Bibliography

- Alhasan, S. M. M., & Sanchís Palacio, J. R. (1993). La Determinación de los precios de alojamiento en la industria hotelera. Estudios Turísticos, 117, 49–60.
- Castelló, E. (2016). Impacto del Revenue Management en los sistemas de control de gestión. Revista Facultad de Ciencias Económicas.: Investigación Y Reflexión, 24, 85–101
- Chávez, M. E., & Ruiz, A. (2005). Yield Management: Estudio de su aplicación en el sector hotelero. Universidad de Sevilla.
- Espinet, J. M. (2002). Anàlisi dels preus al sector hotelier de la Costa Brava Sud. Universitat de Girona.
- Forgacs, Gador (2010). Revenue Management. American Hotel & Lodging Educational Institut.
- Nagle, Thomas T (cop. 1995). The Strategy and tactics of pricing : a guide to profitable decision making (2nd ed). Englewood Cliffs, N.J.: Prentice Hall.
- Phillips, Robert L (2005). Pricing and revenue optimization . California: Stanford University.
- Prats, L., & Guia, J. (2012). Gestión de precios en un sistema de Revenue Management hotelero en línea. PASOS. Revista de Turismo Y Patrimonio Cultural., 10(5), 511–520
- Shy, Oz (2008). How to price : a guide to pricing techniques and yield management . Cambridge [etc.]: Cambridge University Press.
- Talluri, Kalyan (cop. 2004). The Theory and practice of revenue management . New York: Springer.

Qualification

Curs d'Especialització en Revenue Management in the Hospitality Industry per la Fundació UdG: Innovació i Formació

Teaching and Assessment

Teaching professionals dedicate 50% of the lectures to the relevant theoretical concepts of each subject, and the other 50% to the study of real practical cases.

Evaluation system

- Minimum attendance: 80%
- All case studies proposed must be delivered within the established time frame, a minimum mark of 4/10 will be needed in order to pass.
- Regardless of the size of each case study, the final subject mark will be determined by the average mark obtained, provided that the final synthesis test is passed.

- A final synthesis test will be performed to verify the degree to which the contents have been understood. A minimum mark of 5 is necessary in order to pass. Passing the test will not condition the final subject mark. Should the test be failed, the test mark will become the final subject mark.

Financing

Bank financing

Enrolled students can pay in installments.*

The Fundació has agreements in place offering preferential terms for their students with the following entities:

- [Sabadell Consumer](#)
- [CaixaBank](#)
- [Banco Santander](#)

* Only applicable to persons resident in Spain and upon acceptance by the bank.

Teaching table

Management

Yassine Bouallala

Graduated in Tourism from the University of Girona. He holds a Master in Business Economics and European Integration from the University of Girona. Associate Professor at the Faculty of Tourism at the same University (on their Degree and Master's Degree courses). He is currently General Manager at the *Torremirona Relais Hotel Golf & Spa*. Previously he was General Manager of two recognized four-star hotels on the Costa Brava (Girona).

Jordi Comas Trayter

Graduated in Tourism from the University of Girona. He holds a Master in Business Economics and European Integration from the University of Girona. Associate Professor at the Faculty of Tourism at the same University (on their Degree and Master's Degree courses). He is currently General Manager at the *Torremirona Relais Hotel Golf & Spa*. Previously he was General Manager of two recognized four-star hotels on the Costa Brava (Girona).

Coordination

Isaac Coll Paronella

Graduate Diploma in Political Science and Public Administration. Master in Labour, Labour Relations and Human Resources at the University of Girona. He is currently responsible for the Administration, Human Resources and Purchases Departments of the *Torremirona Relais Hotel Golf & Spa* and Consultant Specialist in Human Resources, Administration and Finance at the Costa Brava Consulting Group.

Pedro García

Graduated in Tourism from the University of Girona. With prior experience as Assistant Director, Guest Relations Officer, and Front Desk Agent in 4- and 5-star hotels on the Costa Brava – Girona, and in the Canary Islands. He is currently a Consultant Specialist in Cost Management, Business Control, and Hospitality & Tourism Management at the *Costa Brava Consulting Group*.

Teaching staff

Jordi Mias

Technician in Business and Tourist Activities from the University of Girona. Postgraduate degree in Hospitality Management from the Cesar Ritz Colleges Switzerland School. Experienced Hotel Manager and Associate Professor at the University of Girona.

With a wide background in the Hospitality sector, his specialties are Revenue Management, Operations Management, and the General Management of tourist accommodations. He is currently the General Manager of the *Hotel Carlemany* in Girona (Spain), and President of the *Costa Brava Verd Hotels Association*.

*Management reserves the right to modify the teaching staff, if necessary, to ensure the levels of quality and professional category.

Collaborating entities



Promoting entities

Fundació UdG: Innovació i Formació



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Start course: 04/02/2019

Last session face-to-face session: 19/02/2019

End course: 19/02/2019

Date closing assessment report: 05/03/2019

Informative Sessions

	Date	Time	Place
Informative session 1	11/06/2018	18:00	Parc Científic i Tecnològic de la UdG. Edifici Giroemprèn. Aulari 4-5
Informative session 2	24/09/2018	18:00	Parc Científic i Tecnològic de la UdG. Edifici Giroemprèn. Aulari 5

Calendar

Date	Place	Start of morning	End of morning	Start of afternoon	End of afternoon
4/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
5/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
6/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
7/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
11/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
12/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
13/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
14/2/2019	Parc Científic i Tecnològic UdG. Sala de Junes			17:00	21:00
18/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00
19/2/2019	Parc Científic i Tecnològic UdG. Aula 5			17:00	21:00