

<b>Allgemeine Angaben: Ergänzungsmoduls/ Supplementary Module</b>	
Name der Lehrveranstaltung	<b>Revenue Management</b>
Lehrende	<b>Lecturer</b> Prof. Dr. Markus Landvogt
Fachverantwortliche	<b>Course coordinator</b> Prof. Dr. Markus Landvogt
Modul-Nr., Modultitel	7.3 / 7.4 / 7.5, Modulbereich 7 Fachkompetenz Tourismus
Veranstaltungstyp	<b>Category of lecture</b> Lecture/Seminar/Practical classes
Leistungspunkte	<b>ECTS credits</b> 4 ECTS
Zeitlicher Umfang	<b>Workload</b> 4 SWS
Semester	<b>Module level</b> Advanced, students from year two and three
Sprache	<b>Teaching language</b> English
Angebotsturnus	<b>Frequency of module offer</b> Unfrequently, sporadically
<b>Beschreibung der Lehrveranstaltung</b>	
Ziel der Lehrveranstaltung	<p><b>Aim of this course</b></p> <p>Revenue Management or Yield Management, how it is sometimes referred to mainly in German-speaking countries, has advanced to a central strategic management instrument of the tourism industry and beyond the entire service sector.</p> <p>Revenue Management subsumes successful analytical methods to increase revenue by optimal use of existing capacities using integrated information systems for price and capacity control.</p> <p>Since overcapacity and fluctuation in demand for perishable tourism products are the predominant drivers for the use of revenue management one focus of the course lies on the theory of revenue management.</p> <p>In an era of changing marketing tools and growing importance of digital distribution channels tourist companies can no longer survive without the strategic instruments of Revenue Management. Revenue Management in tourism brings together disciplines from computer science, operation research and marketing.</p> <p>Tourism businesses are constantly looking for employees having both informed tourism knowledge and a deeper understanding of revenue management. This supplementary module aims to convey this understanding to allow the participants a direct career entry in this field.</p> <p>The course contains also some practical work with tools relevant for revenue managers such as spreadsheet software like MS Excel, global distribution systems such as Amadeus and tools for web design.</p>
Lehrinhalte	<p><b>Course Content</b></p> <ol style="list-style-type: none"> <li>1. Introduction <ol style="list-style-type: none"> <li>1.1. Basics of service marketing</li> <li>1.2. Definition of revenue management</li> </ol> </li> </ol>

	<ul style="list-style-type: none"> <li>1.3. Basics of revenue management</li> <li>1.4. Implementation of revenue management</li> <li>2. Seasonality <ul style="list-style-type: none"> <li>2.1. Introduction to seasonality</li> <li>2.2. Definition, causes and forms of seasonality</li> <li>2.3. Measuring seasonality</li> <li>2.4. Case studies for seasonality</li> </ul> </li> <li>3. Revenue management techniques <ul style="list-style-type: none"> <li>3.1. Price differentiation</li> <li>3.2. Capacity control</li> <li>3.3. Overbooking strategies</li> <li>3.4. Dynamic pricing</li> <li>3.5. Other revenue management techniques</li> </ul> </li> <li>4. Revenue management in different sectors <ul style="list-style-type: none"> <li>4.1. Airline sector</li> <li>4.2. Hotel sector</li> <li>4.3. Other tourism sectors</li> <li>4.4. Non tourism sectors</li> </ul> </li> <li>5. Macro-economic considerations <ul style="list-style-type: none"> <li>5.1. Improving value added in destinations</li> <li>5.2. Productivity in tourism</li> </ul> </li> </ul>
Voraussetzungen für die Teilnahme	<p><b>Participation requirements</b></p> <p>General participation requirements apply for taking part in this module and fluency in English.</p>
Verknüpfung zu anderen LV	<p><b>Links with other courses</b></p> <p>For students having been enrolled for tourism management prior to WS 2013/14 who still have to take the course Information Management in Tourism revenue management is compulsory. For all other students the course can be chosen as a normal supplementary module.</p>
Literaturempfehlungen	<p><b>Suggested readings</b></p> <p>Baum, T.; Lundtorp, S. (2001) Seasonality in Tourism, Pergamon, Oxford.</p> <p>Cross, R. (1997): Revenue Management, Broadway, New York.</p> <p>Goecke, R. (2015). Revenue-Management-Systeme in: Schulz, A., Weithöner, U., Egger, R. Goecke, R. (Hrsg.): eTourismus: Prozesse und Systeme, De Gruyter Oldenbourg, München.</p> <p>Klein, R.; Steinhardt, C. (2008): Revenue Management Grundlagen und Mathematische Methoden, Springer, Berlin.</p> <p>Kohl, M. (2013): Richtiger Preis, satter Gewinn – Preisstrategien für die Hotellerie, Matthaes, Stuttgart.</p> <p>Yeoman, I.; McMahon-Beattie, U. (2011): Revenue Management: A Practical Pricing Perspective, Palgrave Macmillan, Hampshire.</p> <p>Yeoman, I.; Ingold, A. (1997): Yield Management – Strategies for the Service Industry, Cassell, London.</p>
<b>Prüfungsmodalitäten</b>	
Art der Prüfung	<p><b>Exam modalities</b></p> <p>There is one written exam for both Information Management in Tourism and E-Marketing (90 minutes in total, which means 45 minutes for each part).</p>
Zeitpunkt der Prüfung	<p><b>Exam timing</b></p> <p>At the end of the semester.</p>
Zugelassene Hilfsmittel	<p><b>Authorized equipment in the exam</b></p> <p>Script, books and calculator.</p>

Mit freundlichen Grüßen

Markus Landvogt

Prof. Dr. Markus Landvogt  
Informationsmanagement im Tourismus  
Fakultät Tourismus

---

**Hochschule für angewandte Wissenschaften Kempten**

Bahnhofstraße 61  
87435 Kempten (Allgäu)  
Tel.: +49 (0) 831 2523-9518  
Fax: +49 (0) 831 2523-9502  
[Markus.Landvogt@hs-kempten.de](mailto:Markus.Landvogt@hs-kempten.de)  
[[www.hochschule-kempten.de](http://www.hochschule-kempten.de)][www.hochschule-kempten.de](http://www.hochschule-kempten.de)