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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

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

delivers refreshing insights from a host of scientific investigations pertaining to hospitality

leisure and tourism while rendering an academic forum to stimulate discussion on literature contemporary issues and various trends essential to theory advancement as well as professional practices from a global perspective

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