

Revenue Management in the Lodging Industry

Origins to the Last Frontier

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WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/revenue-management-in-the-lodging-industry-9783031143045.html>

Details

This book provides an end-to-end view of revenue management in the hospitality industry. The book highlights the origins of hotel reservations systems and revenue management, challenges unique to hotels, revenue management models, new generation retailing, and personalization and steps required to remain competitive in the marketplace. This book is intended for practitioners to understand the basics and have a comprehensive view of the impacts of revenue management on product distribution, reservations, inventory control, including the latest advances in the field of attribute-based room pricing and inventory control.

There are several aspects of revenue management that are not covered in books and journal articles such as hotel pricing, hotel fully allocated costs, content parity, impact of Online Travel Agencies on hotels, competitive revenue management and attribute-based room pricing and inventory control which represents the last frontier in hotel revenue management with intelligent retailing. Leveraging emerging technologies, such as Artificial Intelligence and Blockchain and the future state of revenue management, are also addressed.

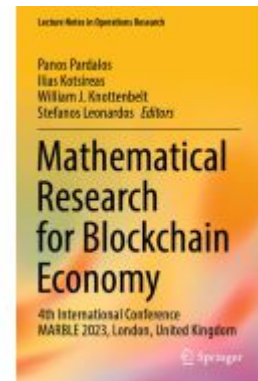
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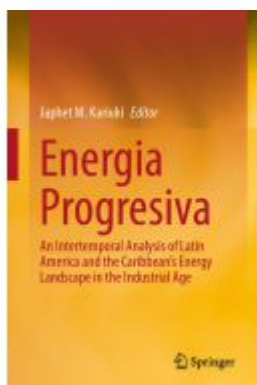
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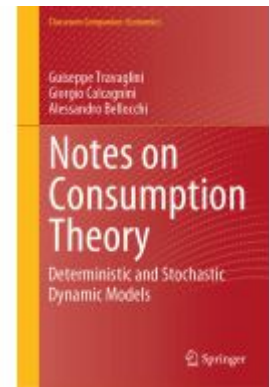
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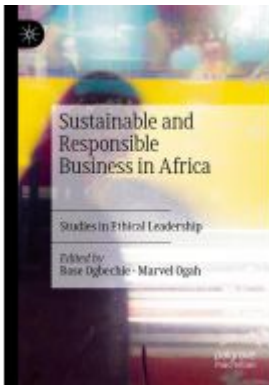
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