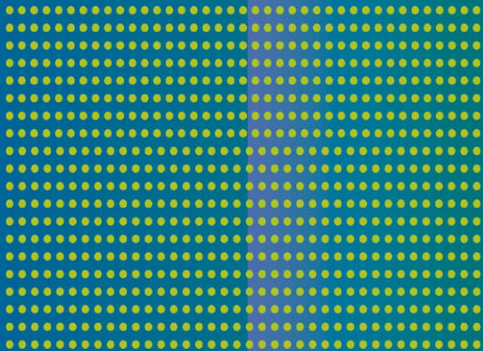


PEARSON NEW INTERNATIONAL EDITION

An Introduction to Revenue Management
for the Hospitality Industry: Principles
and Practices for the Real World
Tranter Stuart-Hill Parker



Pearson New International Edition

An Introduction to Revenue Management
for the Hospitality Industry: Principles
and Practices for the Real World
Tranter Stuart-Hill Parker

Introduction to Revenue Management for the Hospitality Industry, An: Principles and Practices for the Real World

Table of Contents

Cover

Table of Contents

1. An Introduction

2. A History

3. Customer Knowledge and Consumer Behavior

4. Market Segmentation and Selection

5. Internal Assessment and Competitive Analysis

6. Economic Principles and Demand Forecasting

7. Reservations and Channels of Distribution

8. Dynamic Value-Based Pricing

9. Channel and Inventory Management

10. The Revenue Management Team

11. Strategic Management and Following the RevMAP

12. Tools, Tactics, and Resources

13. Legal and Ethical Issues and Potential Bumps in the Road

Glossary of Terms

A

B

C

D

E

F

G

H

I

M

N

Table of Contents

O

P

R

S

T

U

V

W

Y

Index