### Course Information

| Code: | **FIN66028** | Course: | **GESTIÓN DE INGRESOS** | | | | |
|---|---|---|---|---|---|---|---|
| Coordination Area / Program: | | **FAC. HTG HOTELERIA** | | | | Mode: | **A distancia** |

| Credits: **03** | Tipo de hora | Presencial | Virtual | H. Totales | Autonomous Learning Hours: **96** |
|---|---|---|---|---|---|
| | H.Teoria | 0 | 48 | 48 | |
| | H.Práctica | 0 | 0 | 0 | |
| | H.Laboratorio | 0 | 0 | 0 | |

| Period: **2024-02** | Start date and end of period: **del 19/08/2024 al 08/12/2024** |
|---|---|
| Career: **ADMINISTRACIÓN HOTELERA** | |

### Course Pre-requisites

| Code | Course - Credits | Career |
|---|---|---|
| FC-AD-STRHOSMKT | STRATEGIC HOSPITALITY MARKETING | ADM. HOTELERA |

### Course Coordinators

| Surname and First Name | Email | Contact Hour | Contact Site |
|---|---|---|---|
| MIRANDA AVILES, KAREM VIVIANA | KMIRANDAA@USIL.EDU.PE | | |

### Instructors

You can check the timetables for each teacher in their INFOSIL in the *Classes Development Teachers* option *Teachers.*

### Course Overview

Revenue Management is a course that belongs to the training area of specialty studies, of a theoretical nature and contributes to the development of digital competence and strategic plans. The purpose is to offer the student technical knowledge of Revenue Management. It includes the development of the following thematic axes: fundamental concepts of income, how the revenue area works, strategies in the income statement and its importance in a hotel company. The course covers strategic areas such as pricing, price barriers, segmentation, the usefulness of predicting demand and the importance of establishing an overselling policy. You will also be able to apply revenue management strategies to industries other than the hotel industry. The creditable product is a final work and exhibition where a hotel and its competition will be analyzed using revenue management tools.

### Professional and/or General Competencies

| Career/Program | Acronym/Name of the Competition | Competition level | Expected learning |
|---|---|---|---|
| HOSPITALITY MANAGEMENT | CG6: Digital | N3 Applies computational thinking and information and communication technologies to achieve objectives and solve academic and work problems, assuming a favorable attitude towards cultural diversity and generational changes. | • Socially interacts in academic and work environments, making ethical use of information and communication technologies, taking into account cultural diversity and generational changes. |
| | CP1: Strategic plans | N3 Develops and integrates a core set of business skills necessary to successfully operate hospitality and tourism establishments. | • Identifies and applies entrepreneurial skills in order to operate a business successfully. |

| General Course Result | Unit Result |
|---|---|

| | |
|---|---|
| By the end of the course, the student applies revenue management strategies to maximize the profitability and occupancy of a hotel establishment and other businesses in the sector, with coherence and efficiency. | 1. By the end of the unit, the student develops a one-year hotel occupancy forecast, considering the goal to identify revenue optimization opportunities with precision |
| | 2. By the end of the unit, the student applies different pricing techniques in hotels, ensuring revenue optimization with coherence. |
| | 3. By the end of the unit, the student manages inventory to optimize revenue, considering an understanding of overbooking techniques, conducting demand displacement analysis, and market studies with efficiency. |
| | 4. By the end of the unit, the student develops a final project considering market analysis, pricing strategies, and inventory management to optimize hotel revenue with coherence and precision. |

| Development of activities | | |
|---|---|---|
| **Unit Result 1:** *By the end of the unit, the student develops a one-year hotel occupancy forecast, considering the goal to identify revenue optimization opportunities with precision* | | |
| **Session 1:** *By the end of the session, the student recognizes the general concepts related to Revenue Management in the hotel industry through data exploration and key performance indicators (KPIs), with coherence.* | | Semana 1 a 2 |
| **Learning Activities** | **Contents** | **Evidence** |
| Understands the context and variables that make the application of revenue management possible through the exploration of cases. Determines the impact of different prices on revenue management by calculating key performance indicators. Explores the benefits of revenue management in the hotel industry through a report. Uses the concepts of ADR (Average Daily Rate), BAR (Best Available Rate), GOP (Gross Operating Profit), GOPAR (Gross Operating Profit per Available Room), and RevPAR (Revenue per Available Room) in the hotel environment through the use of Spreadsheets. | Introduction to Revenue Management. Data: historic, current and future. Market segmentation. | Blog: What is RM and why is it important? Class activity to calculate RevPar in the hotel industry. Class acticity: Pickup and pace calculation. |
| **Session 2:** *By the end of the session, the student establishes a one-year occupancy forecast through the analysis of external and internal data with precision.* | | Semana 3 a 4 |
| **Learning Activities** | **Contents** | **Evidence** |
| Understands different forecasting methods through a workshop. Identifies internal and external sources of information through a guided exploration. | Forecasting methods. Forecasting activity and review. | Class activity: Mincetur information analysis. Workshop 1: Forecasting. |
| **Unit Result 2:** *By the end of the unit, the student applies different pricing techniques in hotels, ensuring revenue optimization with coherence.* | | |
| **Session 3:** *By the end of the session, the student builds a competitive set of hotels through a benchmark analysis related to pricing and customer perception of value critically.* | | Semana 5 a 5 |
| **Learning Activities** | **Contents** | **Evidence** |
| Determines a competitive set based on different factors through an analysis of the competition. Develops the ability to analyze customer perception of value | Customers' perception of value. | Workshop 2: competitive set benchmark analysis. |

| within the competitive set through the analysis of the competition | | |
|---|---|---|
| **Session 4:** *By the end of the session, the student uses different pricing techniques, considering the critical importance of pricing in revenue optimization.* | | Semana 6 a 8 |
| **Learning Activities** | **Contents** | **Evidence** |
| Identifies the hotel distribution chain through a guided exploration. Understands the aspects of strategic pricing through an analysis of demand elasticity. Recognizes and critically applies differential pricing through the analysis of published prices. Identifies different marketing strategies to drive pricing decisions through the analysis of marketing campaigns. Understands the differences and benefits of various pricing techniques through an in-class activity. Examines the impact that price wars can generate through the analysis of a case. | Strategic Pricing Differential Pricing Selling strategies Price Wars | Class Activity: Online price benchmark Class Activity: Price Wars case study |
| **Unit Result 3:** *By the end of the unit, the student manages inventory to optimize revenue, considering an understanding of overbooking techniques, conducting demand displacement analysis, and market studies with efficiency.* | | |
| **Session 5:** *By the end of the session, the student determines when to implement overbooking in a hotel to optimize revenue, through demand analysis and consideration of related ethical factors, with responsibility.* | | Semana 9 a 10 |
| **Learning Activities** | **Contents** | **Evidence** |
| Understands the relevance and explores different factors to consider overbookings through case analysis. Identifies the ethical aspect of overbooking and pricing through a class debate. Makes optimal decisions when facing requests from large groups during high-demand dates through demand displacement analysis. | Overbooking. Ethics: global code of ethics. Demand Displacement. | Class activity: Overbooking debate. Class activity: Calculate a group's demand displacement. Individual project: Case resolution - Group quoting during peak demand dates. |
| **Session 6:** *By the end of the session, the student analyzes market data from STR reports through data analysis with precision* | | Semana 11 a 11 |
| **Learning Activities** | **Contents** | **Evidence** |
| Understands the importance of conducting market studies and explores the different characteristics that should be considered through the analysis of STR data. | STR reports explanation. | Class Activity: STR Reports. |
| **Unit Result 4:** *By the end of the unit, the student develops a final project considering market analysis, pricing strategies, and inventory management to optimize hotel revenue with coherence and precision.* | | |
| **Session 7:** *By the end of the session, the student critically evaluates revenue management strategies through the use of Key Performance Indicators (KPIs).* | | Semana 12 a 12 |
| **Learning Activities** | **Contents** | **Evidence** |
| Understands the importance of feedback in the Revenue Management cycle through an in-class activity. Critically evaluates the use of KPIs through an in-class activity. | Reports and KPIs (feedback RM cycle). | Class activity: define your KPI to evaluate the effectiveness of an action. |

| Session 8: *By the end of this session, the student analyzes the application of revenue management in other service industries through reflection and case analysis with clarity* | | Semana 12 a 14 |
|---|---|---|
| **Learning Activities** | **Contents** | **Evidence** |
| Explores different industries where revenue management is currently being applied, through in-class reflection and a presentation by an expert in Revenue Management. | Revenue Management in other service industries. Expert Presentation: The Role of Revenue Management in the service industry. | Class Discussion and reflection. |
| Session 9: *By the end of the session, students collaboratively develop a final project considering analysis, pricing strategies, and inventory management to optimize hotel revenue with coherence and precision.* | | Semana 15 a 16 |
| **Learning Activities** | **Contents** | **Evidence** |
| Reflects on revenue management strategies through the review of the Final Project. Develops pricing strategies and inventory management to optimize revenue through the presentation of the Final Project. | Final Project Review. Final Group Presentation including the Global Code of Ethics for Tourism. | Final Project Presentation. |

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### Methodology

The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: Collaborative learning, content learning, participatory learning, flipped classroom.
The indicated methodologies will be used to develop the course in distance mode.

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### Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

| Type Evaluation | %Weighing | Observation | Week Assessment | Rezag. |
|---|---|---|---|---|
| **Continuous Assessment** | **70%** | | | |
|   **Participations** | **15%** | | Semana 16 | No |
|   **Activities** | **15%** | | Semana 16 | No |
|   **Individual** | **30%** | | Semana 12 | No |
|   **Talleres** | **40%** | | | |
|    Taller 1 | 50% | | Semana 4 | No |
|    Taller 2 | 50% | | Semana 6 | No |
| **Evaluación Final** | **30%** | | Semana 16 | No |

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### Attendance Policy

| **Total Percentage Absences Permitted** | 30% |
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Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

## Basic Required Reading

[1] Bardi, James A., (2011). *Hotel front office management /.* (5th ed.). John Wiley & Sons,.
[2] Hayes, David K. (2004). *Hotel operations management /.* Pearson Education,.
[3] Tranter, Kimberly A. (2009). *An introduction to revenue management for the hospitality industry : principles and practices for the real world /.* Pearson Prentice Hall,.

## References Supplementary

[1] Organización Mundial del Turismo (2001). *Código ético mundial para el turismo /.* OMT,.

| Prepared by: | Approved by: | Validated by: |
|---|---|---|
| MIRANDA AVILES, KAREM VIVIANA / | MIRANDA AVILES, KAREM VIVIANA | Office of Curriculum Development |
| Date: 18/06/2024 | Date: 30/07/2024 | Date: 14/08/2024 |