

# The revenue management

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*Les Roches International School of Hotel Management*

**October 9-15, 2012**

<b>Date</b>	<b>Time</b>	<b>Hours</b>	<b>Topic</b>	<b>University</b>	<b>Classroom</b>
Tuesday, 09.10.	15.30 - 17.00 17.30 - 19.00	4	Revenue Management, what is it, definitions, conceptualization. How is Revenue Management working, in different industry settings such as Airline, Hospitality and tourism?	LUA	263
Thursday, 11.10.	13.30 - 15.00 15.30 - 17.00	4	The Revenue Management Implementation process, the opportunities and barriers.	LUA	263
Friday, 12.10.	10:00 - 12:00 12:30 - 13:30	4	Revenue Management and its impact on the business environment such as perceived fairness, brand equity and implication for destination branding.	BUT	
Monday, 15.10.	10:00 - 12:00 12:30 - 13:30	4	Future developments of Revenue Management such as customer-centric Revenue Management and Total Revenue Management.	LU	225