

# Revenue Management, Advanced Strategies (REMA801\_HMRCY)



ECTS  
3 crédits



Composante  
IAE Savoie  
Mont Blanc

## En bref

- > **Langues d'enseignement:** Anglais
- > **Méthodes d'enseignement:** En présence
- > **Ouvert aux étudiants en échange:** Oui

## Présentation

### Objectifs

- Understand why market data matter and how it should be gathered
- Define and calculate key performance indicators at market level
- Analyse in details the performance of a hotel on its market for a given period, and between two periods
- Make an impactful oral presentation of a hotel revenue performance using a market data table

### Heures d'enseignement

CM	Cours Magistral	10h
TD	Travaux Dirigés	8h

### Pré-requis obligatoires

- Either students have attended the « Fondamentaux du Revenue Management » course in Semester 1
- Or they have studied this course by themselves (Exchange students)

### Plan du cours

- Market definition and competitive set (CompSet)
  - Market Performance Indicators (MPI, ARI, RGI)
  - Market Performance analysis
  - Impactful presentation of a Market Performance table
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## Compétences visées

- Market & Competition
  - Competitive Set
  - Compset providers
  - RevPAR index, ADR index and Occupancy Index
  - Market Analysis
  - Presentation with impact
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## Bibliographie

Revenue Management for the Hospitality Industry (D.K Hayes & A.A. Miller) ed. Wiley

## Infos pratiques

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### Contacts

Responsable du cours

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### Lieux

› Chambéry (domaine universitaire de Jacob-Bellecombette - 73)

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### Campus

› Chambéry / campus de Jacob-Bellecombette