

University Master Degree in Hotel Management

Academic Year: 2019-2020

Teaching guide

Area: Management of the Technological Environment

Subject: Electronic Distribution and Revenue Management

Period: Semester 2

Lecturers:

Dr. Albert Fornells Herrera
Ms. Olga Cherepanova Romanova

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MODULE: MANAGEMENT COMPETENCIES

AREA: MANAGEMENT OF THE TECHNOLOGICAL ENVIRONMENT

SUBJECT: ELECTRONIC DISTRIBUTION AND REVENUE MANAGEMENT

CODE: MHMEDRM

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 5 ECTS

1. Subject objectives

1. Subject objectives

Internet has drastically changed hotel distribution, the way in which we connect, attract and convert customers. Electronic Distribution and Revenue Management is a practical subject whose main pillars are Electronic Distribution, Revenue Management and Online Reputation. These elements play a key role in hotelier's day-to-day business.

This subject main objectives are:

Understand new Hospitality trends in Revenue Management and On-line Distribution.

Understand motivation of the customer in making purchase decisions.

Understand the main players in Hotel Distribution.

Understand the core components of Revenue Management and how these are applied within the Hospitality Sector.

Understand the principles of Market Segmentation for a hotel.

Understand Tools, Reports and Business Intelligence platforms that help to make strategic decisions.

Understand the way in which Hotels set their Pricing Strategy.

Understand the importance of Online Reputation Management.

Understand the importance of Digital Marketing in Hospitality.

HRS will be our associate partner for this particular subject.

2. Competencies developed

Basic

B06 - knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context

B07 - students can apply their knowledge and their ability to solve problems in new or unfamiliar

environments within broader (or multidisciplinary) contexts related to their field of study

B08 - students are able to integrate knowledge and handle complexity and formulate judgments based on information that is incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments

B09 - students can communicate their conclusions and the underlying supporting knowledge and rationale to specialists and non-specialists in a clear and unambiguous way.

B10 - students must possess the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous

General

G01 - be able to search and manage information from sources in order to make decisions that contribute to achieving the objectives of the organization

Specific

E05 - define and develop the goals, tactics and marketing strategies needed to establish appropriate policies in line with the objectives and strategies of the hotel company

E06 - identify the needs and expectations of consumers to plan for the provision of various products and services that allow hoteliers to encourage excellence in customer relations through a process of continuous innovation

E10 - Identifying and using information technology and communications (ICT) in the various fields of hotel management companies, both internally and externally

3. Content

Session 1: Welcome. Review the course syllabus. Discuss assignments. ZMOT. The Importance of Mobile. Market Trends in Hospitality in 2019-2020. What is Electronic Distribution? - Part 1. Main Players in the Market. .

Session 2: What is Electronic Distribution? Part 2. Global Hotel Distribution Strategy. OTAs. Wholesalers: Dynamic vs Static. Distribution Costs. .

Session 3: Session led by our partner HRS. Presentation of the Final Assignment in partnership with HRS..

Session 4: Marketing Digital. Reputation on-line. .

Session 5: Revenue Management Overview. Measurements. STR reports. Systems & Tools. Main RM functions. Sales Strategy setting and implementation. .

Session 6: Market Segmentation. Tracking. Pricing Structure (Fixed and Dynamic Rates). Forecasting. Budgeting. .

Session 7: Visits to a Leisure/Boutique 5* Hotel and Corporate/congress 4* Hotel. .

Session 8: RM systems. Ideas as an example of a sophisticated revenue management system. Business Intelligence platform. .

Session 9: Recap of the program. Market Trends in Revenue management and Distribution. Final Project Presentation. .

4. Teaching methodology

Practical Exercises.

Student Presentations (individual or group).

Plenary Lectures.

Supervised Projects.

5. Assessment activities

Regular examination call

- **Test on Electronic Distribution (Mar, 17/2020)**

Partial exam (Individual - 10%)

Evaluated competences: B6,B7,B9,E5,E6,E10

- **Test on Revenue management & Marketing on-line (Apr, 02/2020)**

Partial exam (Individual - 10%)

Evaluated competences: B6,B7,B9,E5,E6,E10

- **Partnered with HRS (Apr, 16/2020)**

Supervised project (Group - 50%)

Evaluated competences: B6, B7, B8, B9, B10, E6, G1, E10

- **Final exam (Individual - 30%)**

Evaluated competences: B6, B7, B8, B9, B10, E5, E6, E10

The grades will be averaged only if final exam and supervised project are marked 5.0 or higher.

Resit examination call

- **Final exam (Individual - 50%)**

Evaluated competences: B6, B7, B8, B9, B10, E5, E6, E10

- **Partnered with HRS (Apr, 28/2020)**

Supervised project (Group - 50%)

Evaluated competences: B6, B7, B8, B9, B10, E6, G1, E10

The grades will be averaged only if final exam and supervised project are marked 5.0 or higher.

6. Bibliography

Mandatory readings

World Travel Market 2015 Report. Euromonitor (2015)

Lecinski, J. (2011) ZMOT, Winning the Zero Moment of Truth. Google Insights.

Micro-Moments: Your Guide to Winning the Shift to Mobile. Google Insights (2014)

Linton, H and Kwortnik, R.J. (2015) The Mobile Revolution Is Here: Are You Ready?

Tourism Megatrends 10 things you need to know about the future of Tourism. Howarth HTL (2015)

Travel goes Mobile. Boston Consulting Group (2014).

Gevelber, L and Heckmann, O. (2015) Travel Trends: 4 Mobile Moments Changing the Consumer Journey. Google Insights.

Travel Marketing Budgets 2016: 5 Must-Watch Digital Trends. MDG Advertising.

7. Lecturer/s

Ms. Olga Cherepanova Romanova (Head lecturer) - ocherepanova@htsi.url.edu

Olga is a Hospitality professional with more than 24 years' experience working in key leadership positions in a variety of hotels, countries, brands and disciplines. A proven track record in developing Revenue management, Sales and Marketing strategies to grow business at the highest level. An ability to adapt and manage complex situations, a talent to train people on various systems/procedures and motivate teams to maximize their performance.

Hotel Brands where Olga held leadership positions:

Marriott International (Moscow, Russia; Prague, Czech Republic; Denia, Spain; Barcelona, Spain)

Hyatt (Cancun, Mexico)

Fairmont (Cancun, Mexico)

IHG Intercontinental Hotels (Maastricht, Netherland)

Best Western International (Kranjska Gora, Slovenia)

Hospes Hotels & Resorts (9 hotels in Spain)

Positions held during her career:

Reservations Manager

Group Sales Manager

Director of Revenue Management

Director of Sales and Marketing

Director of Events

Regional Director of Revenue Management and E-Commerce

Olga has experience working in urban hotels, resort properties and also airport hotels.

Besides hotels, Olga also worked as a Groups Sales manager in a Destination Management Company (Tropical Incentives) in Cancun, Mexico.

Currently Olga is holding a position in the hotel management company CHM as Regional Director of Revenue Management and E-Commerce where she overlooks procedures of her departments in 5 European hotels of various brands.

Graduated from the university of Economics of Moscow; holds a diploma in the area of banking and, also, modern languages (English as the main specialty).

Olga speaks fluent English, Spanish and Russian.

Dr. Albert Fornells Herrera - albert.fornells@htsi.url.edu

8. Observations

- * Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.
- * Academic norms and regulations is an obligation for all the members of the academic community in the faculty.
- * Punctuality is kindly requested, access to class will not be allowed once the class has started.
- * The use of mobile is strictly forbidden during class.