# Courses in English
## Course Description

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| **Department** | 14 Tourism |
| **Course title** | **Touristic industry**<br>**(course will be offered every semester)** |
| **Course number** | R 541 |
| **Hours per week (SWS)** | 4 |
| **Number of ECTS credits** | 5 |
| **Course objective** | a) Knowledge of the basic concepts, methods & tools of corporate communication and PR in the touristic industry.<br>Overlook of specialist areas (media relations, crisis communications / CSR-Corporate Social Responsibility & sustainability communications) of tour operators<br>Ability to analyze how tour operators communicate in practice with their various stakeholders<br>b) Knowledge of the most important revenue management & pricing methods of different hospitality industry sectors (i.e. hotels, restaurants, wellness & spa, etc.), airlines and tour operators.<br>Ability to evaluate the impacts of revenue management critically. |
| **Prerequisites** | formal: Access to PC/Laptop & Internet with Office (Excel).<br>substantial prerequisites: Introduction to Tourism, Introduction IT in Tourism, Business Mathematics & Statistics, Introduction to Microeconomics, Marketing Basics, Tour Operator Management in Source Markets |
| **Recommended reading** | a) Corporate communication with focus on tour operators<br>Cornelissen, Joep (2017): Corporate communication: a guide to theory & practice, SAGE: 5 ed. Los Angeles<br>Dörnberg, E.-Adrian von et. al. (2018): Reiseveranstalter- und Reisevertriebs-Management: Funktionen - Strukturen – Prozesse. De Gruyter Oldenbourg: 2. überarbeitete und erweiterte Auflage Berlin / Boston<br>Epler Wood, Megan (2017): Sustainable tourism on a finite planet: environmental, business and policy solutions. Routledge: London / New York<br>Kirstges, Torsten (2014): Grundlagen des Reisemittler- und Reiseveranstaltermanagements: Marktüberblick, Geschäftsmodelle, Marketingmanagement, rechtliche Grundlagen, Oldenbourg: 2. überarbeitete Auflage München<br>Mast, Claudia (2020): Unternehmenskommunikation. Ein Leitfaden, UTB: 8. überarbeitete Auflage Stuttgart<br>Mast, Claudia, Spachman, Klaus (2020) Content Management – für welche Kommunikationswege? Strategien der Stakeholderansprache in einer digitalisierten Welt, Springer Gabler: Wiesbaden<br>Page, Stephen J. (2015): Tourism management, Routledge: 5. ed. London et al.<br>Schmidt, Carina, Rennhak, Carsten (2020): Public Relations klipp & klar. Springer: Wiesbaden<br>Rasche, Andreas et. al. (2017) Corporate social responsibility: strategy, communication, governance. Cambridge University Press: Cambridge<br>b) Hospitality revenue management with introduction to airline & tour Operator RM-systems<br>Benckendorff, P.J., Xiang, Z., Sheldon, P., (2019) Tourism Information Technology, 3rd Edition, Cabi Wallingford & Boston<br>Clüsing, Cl., (2004) Das System des Yield Managements im integrierten Touristikkonzern, in: Bastian, H., Born, K. (Hrsg.), Der integrierte Touristikkonzern – Strategien, Erfolgsfaktoren und Aufgaben, Wien 2004, S.233-246<br>Goecke, R. (2021) Revenue-Management-Systeme; in: Weithöner, U.; Goecke, R., Kurz, R., Schulz, A., Digitaler Tourismus – Informationsmanagement im Tourismus, 3. Aufl. De Gruyter, München und Berlin (in Druck)<br>Goecke, R. (2015): Revenue-Management-Systeme; in: Schulz, A.; Weithöner, U.; Egger, R.; Goecke, R. (Hrsg.); eTourismus: Prozesse und Systeme, De Gruyter, München, S. 475-499.<br>Gallego, G., Topaloglu, H. (2019): Revenue Management and Pricing Analytics (International Series in Operations Research & Management Science, Band 279), Springer Berlin.<br>Goerlich, B.; Spalteholz, B. (2020): Total Revenue Management im Hotel; DEHOGA Berlin |

Gönsch, J.; Klein, R.; Steinhardt, Cl. (2016); o.J.: Dynamic Pricing – State of the Art; http://ssm.com/abstract=2179225 (Zugriff April 2021)
Hayes, D.K., Miller, A.A., (2011) Revenue Management for the Hospitality Industry, Wiley, Hoboken N.J. 2011
Harmon, M. (2012): Step-By-Step Optimization with Excel Solver; http://www.ExcelMasterSeries.com (Zugriff 12.9.2020)
Hilz, A.; Revenue Management für Reiseveranstalter; in Mundt (Hrsg.) 2011: Reiseveranstaltung, 7. Aufl. Oldenbourg Verlag, München
Klein, R.; Steinhardt, Kl. (2008): Revenue Management – Grundlagen und mathematische Methoden; Springer Verlag Berlin
Mauri, A.G. (2012): Hotel Revenue Management; Pearson Italia; Milano
Phillips, R. (2005): Pricing and Revenue Optimization; Stanford Business Books; Stanford.
Simon, H.; Fassnacht, M. (2016): Preismanagement; Springer-Gabler Verlag, Wiesbaden
Talluri, K.; Van Ryzin, G. (2004); Revenue Management – The Theory and Practice of Revenue Management; Springer Verlag; Berlin
Williams, H.P. (2013): Model Building in Mathematical Programming; 5th Edition, Wiley Chichester
Xylander, J. K., (2003) Kapazitätsmanagement bei Reiseveranstaltern. Entscheidungsmodelle zur Kontingentierung im Yield Management, Gabler Verlag Wiesbaden

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| **Teaching methods** | a) seminar lecture with cases<br>b) eLearning Course vhb-Virtual University of Bavaria (www.vhb.org) |
| **Assessment methods** | 90 minutes written exam |
| **Language of instruction** | English |
| **Name of lecturer** | Prof. Dr. Robert Goecke |
| **Email** | robert.goecke@hm.edu |
| **Link** | |
| **Course content** | a) Corporate communication and public relations (PR) basics in the touristic industry<br>1.1. Introduction into / conceptual foundations of corporate communication and PR (new media landscape, stakeholder management & communication, corporate reputation, etc.)<br>1.2. Specialist areas in corporate communication: media relations, crisis communication, employee communication, corporate social responsibility (CSR) & sustainability communication in the touristic industry<br>1.3. Case studies with focus on tour operators in Germany, GB and Australia<br>b) Hospitality revenue management with introduction to airline & tour-operator revenue management<br>2.0. Revenue management as applied micro-economics, econometrics and regional market analysis<br>2.1. Basic processes, methods and systems of hospitality & hotel revenue management - forecasting with demand calendars, booking pace, seasonal pricing, group/banquet pricing, multi-channel revenue management, key performance Indicators of Revenue management, etc. |
| **Remarks** | |