Courses in English
Course Description

Department	14 Tourism
Course title	**Touristic industry**
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. Overlook of specialist areas (media relations, crisis communications / CSR-Corporate Social Responsibility & sustainability communications) of tour operators Ability to analyze how tour operators communicate in practice with their various stakeholders 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. Ability to evaluate the impacts of revenue management critically.
Prerequisites	formal: Access to PC/Laptop & Internet with Office (Excel). 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 Cornelissen, Joep (2017): Corporate communication: a guide to theory & practice, SAGE: 5 ed. Los Angeles Dörnberg, E.-Adrian von et. al. (2018): Reiseveranstalter- und Reisevertriebs-Management: Funktionen - Strukturen – Prozesse. De Gruyter Oldenbourg: 2. überarbeitete und erweiterte Auflage Berlin / Boston Epler Wood, Megan (2017): Sustainable tourism on a finite planet: environmental, business and policy solutions. Routledge: London / New York Kirstges, Torsten (2014): Grundlagen des Reisemittler- und Reiseveranstaltermanagements: Marktüberblick, Geschäftsmodelle, Marketingmanagement, rechtliche Grundlagen, Oldenbourg: 2. überarbeitete Auflage München Mast, Claudia (2020): Unternehmenskommunikation. Ein Leitfaden, UTB: 8. überarbeitete Auflage Stuttgart Mast, Claudia, Spachman, Klaus (2020) Content Management – für welche Kommunikationswege? Strategien der Stakeholderansprache in einer digitalisierten Welt, Springer Gabler: Wiesbaden Page, Stephen J. (2015): Tourism management, Routledge: 5. ed. London et al. Schmidt, Carina, Rennhak, Carsten (2020): Public Relations klipp & klar. Springer: Wiesbaden Rasche, Andreas et. al. (2017) Corporate social responsibility: strategy, communication, governance. Cambridge University Press: Cambridge b) Hospitality revenue management with introduction to airline & tour Operator RM-systems Benckendorff, P.J., Xiang, Z., Sheldon, P., (2019) Tourism Information Technology, 3rd Edition, Cabi Wallingford & Boston 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 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) 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. Gallego, G., Topaloglu, H. (2019): Revenue Management and Pricing Analytics (International Series in Operations Research & Management Science, Band 279), Springer Berlin. 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

Teaching methods	a) seminar lecture with cases 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 1.1. Introduction into / conceptual foundations of corporate communication and PR (new media landscape, stakeholder management & communication, corporate reputation, etc.) 1.2. Specialist areas in corporate communication: media relations, crisis communication, employee communication, corporate social responsibility (CSR) & sustainability communication in the touristic industry 1.3. Case studies with focus on tour operators in Germany, GB and Australia b) Hospitality revenue management with introduction to airline & tour-operator revenue management 2.0. Revenue management as applied micro-economics, econometrics and regional market analysis 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	