

FACULTY OF GLOBAL & COMMUNITY STUDIES SCHOOL OF TOURISM MANAGEMENT COURSE OUTLINE		
TERM: Fall 2021	COURSE NO: TOUR 200	
INSTRUCTOR:	COURSE TITLE: Revenue Management for Tourism	
OFFICE: LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL:		
OFFICE HOURS:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

18 credits of 100-level or higher course work, including TOUR 112.

CALENDAR DESCRIPTION

Revenue Management is a systematic process to attain Pricing and Revenue Optimization (PRO), by selling the right product to the right person at the right time for the right price. Students will be introduced to Differential and Dynamic Pricing theories and practical strategies used by tourism suppliers to enhance and maximize PRO while planning and balancing demand to control capacity spoilage and spillage in order to reduce perished opportunities, all the while maintaining good product value for consumers.

COURSE NOTE

None

REQUIRED TEXTS AND/OR RESOURCES

Reading package will be provided by instructor and available on e-Learn.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. **Understand** how the airline industry pioneered and perfected such pricing method; the Strategic Levers of Revenue Management and how they can be manipulated to increase revenue;
2. **Apply** Revenue Management terminologies and concepts;
3. **Differentiate** consumption behaviour and motivations required to implement Revenue Management;
4. **Calculate and interpret** common KPI; eg: RevPAR, ADR, OCC%, RevPATI, RevPASH, Yield Statistics, Equivalent Occupancy/ Revenue...;
5. **Analyze** quantitative data in order to **formulate** strategies to implement Differential Pricing and PRO strategies to target various micro markets;
6. **Formulate** demand and capacity management strategies to improve and enhance operations efficiency;
7. **Justify** rationale behind proposed pricing strategies to all stakeholders

COURSE CONTENT

Concepts are demonstrated through case-based hands-on application examples ranging from: airline, hotel, restaurant; theme park & zoo; boat rental, movie theatre, banquet and conference function room rental, barber shop, concert, hot dog stand, dry cleaning, real estate...

WK	TOPICS
1	Chp 1: Introduction to Revenue Management
2	Chp 1: Introduction to Revenue Management
3	Chp 2: Origins of Revenue Management
4	Chp 2: Origins of Revenue Management
5	Chp 3: Pricing and Revenue Management of Services
6	Chp 3: Pricing and Revenue Management of Services
7	Chp 3: Pricing and Revenue Management of Services
8	Chp 4: Consumer Behaviour – Understanding the Prosumer
9	Chp 4: Consumer Behaviour – Understanding the Prosumer
10	Chp 4: Consumer Behaviour – Understanding the Prosumer
11	Chp 5: Revenue Management Core Concepts & Conclusion
12	Chp 5: Revenue Management Core Concepts & Conclusion
13	Chp 5: Revenue Management Core Concepts & Conclusion
14-15	Exam Period

EVALUATION PROFILE

Assessment	% of Final Grade
Assignments*	40% - 80%
Participation & Professionalism	0% - 10%
Quizzes/Midterm/Final*	20% - 50%
Total	100%

*This consists of several smaller assignments. No one assignment will be valued at more than 35% of the final grade.

Participation

Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Grading System explanation

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due by E-learn upload at the start of class on the due date listed unless otherwise noted in the course syllabus or stated by your instructor. No late assignments will be accepted and a zero grade will be assigned. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final exams are to be written on the date and time scheduled

Attendance

Students are expected to attend all classes and associated activities. In the event of an emergency/unforeseen circumstances the student must notify the instructor by email. See course syllabus for penalties associated with missed attendance.

<https://www.capilanou.ca/media/capilanouca/about-capu/governance/policies-amp-procedures/senate-policies-amp-procedures/S1990-01-Attendance.pdf>

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments, up to a maximum of 15% of the total mark for that assignment.

Students are encouraged to utilize the resources available via the Learning Commons located on the main floor of the Library Building (Writing Center, English Language Support, Math Learning Center)

<https://www.capilanou.ca/student-life/academic-support/learning-commons/>

Electronic Devices

Students may use electronic devices during class for note-taking only unless otherwise indicated by the instructor in the course syllabus or course eLearn site.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OPERATIONAL DETAILS

See course syllabus.