

FACULTY OF GLOBAL AND COMMUNITY STUDIES		
COURSE OUTLINE		
<b>Term:</b>	<i>Fall 2015</i>	<b>Instructor:</b>
<b>Course No:</b>	<i>TOUR 400</i>	<b>Office:</b>
<b>Course Name:</b>	<i>Revenue Management and Advanced Sales in Tourism</i>	<b>Telephone:</b>
<b>Credits:</b>	<i>3</i>	<b>E-mail:</b>
<b>Classroom/Lab:</b>		<b>Office Hours:</b>
<b>Scheduled:</b>		

**COURSE FORMAT:** 3 hours per week for 15 weeks, plus fourth hour activities

**PREREQUISITES:** 75 credits of 100-level or higher coursework including TOUR 205, plus one of REC 225 or TOUR 225 or TOUR 125, or TOUR 216

**FOURTH HOUR:** A fourth hour of instruction is delivered in a variety of ways which may include: on-line instruction, small group meetings with faculty, tutorials, etc. Completion of fourth hour activities is mandatory and attendance at these activities will directly impact your marks in the course. Fourth hour activities for this course will consist of case study tutorials.

**COURSE OUTCOMES:** Revenue Management is a systematic process designed to optimize revenue by selling the right product to the right person at the right time for the right price, a skill that is needed for a business to maximize growth in revenues. It involves predicting consumer demand to optimize inventory and price availability, which includes both stimulating demand during slower periods and maximizing demand during busier periods through the sales function. Emphasis will be placed on sales as a revenue management tool. This is especially critical in the tourism industry where there is great variation in demand based on season, day of week, weather and so on. In this course, students will develop a theoretical foundation in revenue management, then apply revenue management theory, principles, concepts, tools, techniques, practices, and analysis to travel industry management with a particular focus on the hospitality sector.

**STUDENT LEARNING OUTCOMES:** Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
<ol style="list-style-type: none"> <li>1. Explain how to use revenue management practices to build better businesses through generate more income and increasing profits.</li> <li>2. Apply revenue management theory, principles, concepts, tools, techniques, practices, and analysis to travel industry management.</li> <li>3. Select and apply revenue management tools and indices such as Rev-PAR, Flow-through, RevPASH, ADR, Smith Travel Research (STR), Hotelligence, and Occupancy Index to travel industry management situations in order to gain insight into short and long term bookings.</li> <li>4. Develop pricing strategies based on the concepts of price, value and willingness to pay, forecast future demand for tourism products and services, and manage inventory.</li> <li>5. Evaluate traditional and electronic distribution channels for pricing and selling products and services.</li> <li>6. Use a customer relationship database to manage customers, accounts and build value.</li> </ol>

**EVALUATION PROFILE:**

Assessment	% of Final Grade	Individual/Group
Test: Revenue Management Principles	10%	I
Mini Cases (8 cases x 5% each)	40%	I/G
Applied Case Project: Revenue Management Evaluation	25%	I/G
Final Exam: applied case study of a tourism industry scenario	25%	I
<b>Total</b>	<b>100%</b>	

<b>GRADING PROFILE:</b>	A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
	A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
	A-=80-84%	B- = 70-72%	C- = 60-62%	

**GRADING STANDARDS:**

- A+ All aspects of the work submitted are to exceptional standards.**  
Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
- A All aspects of the work submitted are to excellent standards.**  
Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
- B All aspects of the work submitted are to good standards.**  
Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
- C All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.**  
Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
- D Work submitted earns a minimal pass.**  
Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
- F All aspects of the work submitted are below adequate standards.**  
Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

**REQUIRED TEXT and OTHER RESOURCES:**

Hayes, D. K., & Miller, A. A. (2011). *Revenue Management for the Hospitality Industry*. New Jersey, USA: John Wiley @ Sons.

Manning, G., Reece, B., Ahearne, M. L., & MacKenzie, H.F. (2009). *Selling Today: Creating Customer Value* (5th ed.). Canada: Pearson.

**COURSE CONTENT/SCHEDULE:**

WEEK	TOPIC(S)	REQUIRED READINGS/ACTIVITIES
1	Part 1: Revenue Management Principles for Tourism	

	Chapter 1: Introduction to Revenue Management	
2	Chapter 2: Strategic Pricing Chapter 3: Value	<i>Mini Case – intro (5%)</i>
3	Chapter 4: Differential Pricing	<i>Mini Case – pricing and value (5%)</i>
4	Chapter 5: The Revenue Manager’s Role in the tourism organization Review & introduce term project	<i>Mini Case – differential pricing (5%)</i>
5	Test: Revenue Management Principles Part II: Revenue Management for Hoteliers Chapter 6: Forecasting Demand	<i>Test (10%)</i>
6	Chapter 7: Inventory and Price Management In the tourism organization.	<i>Mini Case – forecasting demand (5%)</i>
7	Chapter 8: Distribution Channel Management in the tourism organization	<i>Mini Case – inventory &amp; price management (5%)</i>
8	Chapter 9: Evaluation of Revenue Management Efforts	<i>Mini Case – distribution channels and sales (5%)</i>
9	Evaluation of Revenue Management Efforts (Cont.)	Computer Lab
10	Evaluation of Revenue Management Efforts (Cont.)	<i>Mini Case – evaluation (5%)</i>
11	Part III: Revenue Management in Action Chapter 12: Specialized Applications of Revenue Management	
12	Chapter 13: Building Better Business using Revenue Management	
13	Building Better Business using Revenue Management (Cont.)	<i>Mini Case – building business (5%)</i>
14 - 15	<b>FINAL EXAM PERIOD</b>	<i>Final Exam (30%)</i>

**UNIVERSITY POLICIES:**

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

In addition to the policies of the university, the Faculty of Tourism and Outdoor Recreation has the following policies governing the management of classes and curriculum.

**FACULTY POLICIES:**

**Attendance:** Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course email and web sites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.

**Attendance for weekend courses is mandatory.**

No exemption from class time will be granted without appropriate medical documents or a proven emergency. Should a student choose to be absent they will receive a 15% deduction off the total final grade in the course for any day/or portion thereof missed. Students are required to make up all class work for which they were not in attendance.

**Professional Behaviour:**

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

**Cheating and Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University website.

**Penalties for Cheating and Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

**Missed Exams or Quizzes:**

Will receive a grade of "0" unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

**English Usage:**

All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

**Assignments:**

Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

**Programmable Tools:**

The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.

**Incomplete Grades:**

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.

**Copyright Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.