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## Acces PDF Sabre Manual Revenue Manage Ment

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**KEY=MANAGE - MCKEE BLAKE**

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## FOOD & BEVERAGE MANUAL ENGLISH MANUAL

*Giancarlo Pastore CIPAS* Colossal book per il settore ristorazione. Sono affrontate le tematiche dal budget al controllo di gestione. Ampio spazio all'organizzazione della sala ristorante, bar, cucina. Food cost e beverage cost. Dizionario traduttore gastronomico in cinque lingue. Revpash, Calcolo revpar presenze, Revpasf, Revpath, Net rev par, Costi mese bkf, INDICATORI DI REDDITIVITÀ, R.O.E., E.B.I.T., E.B.I.T.D.A. Manuali di procedure per tutti i reparti. ABSTRACT DESCRIZIONE LIBRO Colossal book per il settore ristorazione. Sono affrontate le tematiche dal budget al controllo di gestione. Ampio spazio all'organizzazione della sala ristorante, bar, cucina. Food cost e beverage cost. Dizionario traduttore gastronomico in cinque lingue. Revpash, Calcolo revpar presenze, Revpasf, Revpath, Net rev par, Costi mese bkf, INDICATORI DI REDDITIVITÀ, R.O.E., E.B.I.T., E.B.I.T.D.A. Manuali di procedure per tutti i reparti. SOGGETTO: Economia / Industria / Management CONTENUTI DEL LIBRO EMPATIA IL TUO BRAND? Il food & beverage manager \_ L'hotel è suddiviso in dipartimenti (dpt) SUDDIVISIONE RICAVI/REVENUE PER REPARTI DPT F.&B. & RELATIVI COSTI Job description \_ L'INTERVISTA PER UN POSTO DI LAVORO \_ COME INTERVISTARE IL CANDIDATO CURRICULUM VITAE & SELF MARKETING \_ MOTIVAZIONE Percentuali & calcolo \_ SCONTISTICA \_ ESERCIZI Metriche \_ performance \_ REVPASH \_ CALCOLO REVPAR PRESENZE \_ REVPASF \_ REVPATH \_ NET REV PAR \_ COSTI MESE BKF Indicatori di redditività \_ R.O.E. \_ E.B.I.T. \_ E.B.I.T.D.A. Imposta taxa tributo \_ IMPOSTE DIRETTE E LE IMPOSTE INDIRETTE I.V.A. \_ Significato \_ Imponibile \_ IMPRESA - AZIENDA - DITTA BUDGET \_ FORECAST \_ CONTROLLO DI GESTIONE (CdG) \_ ANALYSIS IL BUDGET È BEN PIÙ DI UNA SEMPLICE PREVISIONE \_ Bilancio di previsione Budget GD HTL ROYAL esempio \_ LA CREAZIONE DI UN BUDGET MAPPATURA ROOMS DIVISION GD HTL ROYAL BUDGET POTENTIAL REVENUE ROOMS DIVISION GD HTL ROYAL BUDGET Presenze / rooms & percentuali SEGMENTAZIONE DI MERCATO Revenue /produzione METRICHE BUDGET ROOMS DIVISION GD HTL ROYAL BUDGET ROOMS DIVISION GD HTL ROYALCOMMISSIONI % Termini MKTG COSTI BUDGET ROOMS DIVISION GD HTL ROYAL COSTI ROOMS DIVISION DPT GOAL...YES MAN CASE HISTORY ROOMS DIVISION DPT ORGANIGRAMMA & COSTI PAURA & RABBIA Budget DPT FOOD & BEVERAGE REVENUE DPT F&B STATISTICHE COSTI BUDGET DPT F&B esempio COSTI DPT F&B SEGMENTI DI COSTO SUDDIVISI PER REPARTI esempio FORECAST COSTI PERSONALE LABOUR COST DPT F&B esempio ANALYSIS COSTI PERSONALE LABOUR COST DPT F&B esempio VG BAR BUDGET esempi o BVG COFFEE + THE-TEA BREAK esempio BVG BISTROT OPEN SPACE + RST MILANO esempio FOOD CUCINA RST MILANO esempio FOOD CUCINA BISTROT "OPEN SPACE" esempio FOOD CUCINA BNQ esempio FOOD CUCINA SERVITO AL BAR esempio FOOD CUCINA ROOM SERVICE esempio FOOD CUCINA + BVG BREAKFAST esempio NOLEGGIO BIANCHERIA DPT F&B esempio MAPPATURA DPT F&B esempio SCALA DI YORK P&L Calculation / ANALYSIS GD HTL ROYAL P&L Calculation REPORT GD HTL ROYAL B.E.P. ROOMS DIVISION PRINCIPIO DI PARETO IL DIAGRAMMA DI PARETO BAR INTELLIGHENZA Beverage cost cocktail esempio Figure professionali Attrezzature IL MARKETING INTERNO Termini al bar LONG DRINKS & INGREDIENTI COCKTAIL & INGREDIENTI Porzionature TASSO ALCOLICO & PORZIONATURE IRISH COFFEE Dove li serviamo Birra BIRRA E DIETA: CONTIAMO LE CALORIE Il malto: cereali germinati in acqua e poi essiccati e torrefatti. Il lievito: bassa e alta fermentazione Il luppolo: il gusto piacevolmente amarognolo della birra L'acqua: non tutte sono uguali per produrre buona birra. Dal malto alla birra: un procedimento pressoché uguale da sempre Composizione nutrizionale Contenuto Calorico Birre & calcoli Classificazione STYLE & TERMINI Scheda controllo gestione PROCEDURA E INSERIMENTO CALCOLO REDDITIVITA' CONTROLLO AMERICAN BAR CAFFETTERIA SCHEDA INVENTARIO MAGAZZINO BAR Curiosità Fisica e macinatura del caffè Organizzi degustazioni? Prepara un contrattino ICE Carta distillati e acqueviti ACQUEVITI DI FRUTTA ACQUEVITI DI VINACCIA

**DISTILLATI DI MELE DISTILLATI DI VINO LIQUORI VARI AMARO D'ERBE RHUM RON RUM DISTILLATI E ACQUEVITI TÈ CARTA DEI TÈ CARTA DELLE TISANE INFUSI CARTA DEI CAFFÈ CARTA DEGLI ORZI AUTOSTIMA & COMPETENZA CUCINA Chef di cucina profilo professionale LA CUCINA SOLITAMENTE È SUDDIVISA IN PARTITE: Food cost SCHEDE FOOD COST CALCOLO COSTO SCATOLAME MARKETING FOOD BVG E PREZZI DI VENDITA SCARTI E PERDITE DI PESO Brainstorming Breakthrough Organizzazione cucina & logistica Tipologia di cucina Controllo della merce Funzione dei singoli locali Progettazione PENTOLE: & MATERIALI CUCINA SENZA GLUTINE PERDITE MEDIE DI ALCUNE VITAMINE IN SEGUITO A COTTURA (%) PERDITE PERCENTUALI DI VITAMINA C RISPETTO AL TRATTAMENTO DI COTTURA COTTURE & PERDITE DI PROTEINE LE VITAMINE VITAMINE IDROSOLUBILI SOLUBILI IN ACQUA VITAMINA B2: RIBOFLAVINA Alimenti & conservazione MICRORGANISMI I PICCOLI SEGRETI DELLA COTTURA A VOLTE È CAPITATO DI RITROVARE SAPORI ED ODORI SGRADUEVOLI IN CIBI SICUREZZA ALIMENTARE UOVO Fisica & chimica Atomi Tavola periodica Il peso e il numero tomico I legami chimici Il legame ionico Il legame covalente Il legame metallico Le reazioni chimiche I metalli I non metalli I composti chimici Acidi e basi STILI DI LEADERSHIP GLOSSARIO ALCUNE FAMIGLIE DI SALI L'ALCHIMIA LA SCOPERTA DEGLI ACIDI LE SOSTANZE BASICHE IL SALE COMUNE MICROCISTALLI PERCHÉ L'ABBATTITORE: VANTAGGI = RISPARMIO DI TEMPO CONGELAMENTO MONTARE GLI ALBUMI A NEVE ACQUA E SALE CACAO & LAVORAZIONI LE SPEZIE E GLI AROMI DOLCE & SALATO I FUNGHI VELENOSI CONDIMENTI CALORIE & CALCOLI CUCINE ETNICHE KOSHER: LOCALI ETNICI La musica riveste una nota di accoglienza importantissima. Cucina Giapponese Cucina Cinese Cucina Coreana Cucina Pachistana Cucina Indiana Cucina Thailandese Cucina Afghana Cucina Siriana Cucina Araba Cucina del Madagascar Cucina del Marocco Cucina di Zanzibar Cucina Peruviana Cucina Colombiana Cucina Messicana Cucina del Guatemala ANALISI SENSORIALE CURIOSO Com'è nata la toque blanche? IL RISO VENERE COME SONO NATI I RISTORANTI I LATINI DICEVANO "IEIUNARE" L'ETIMOLOGIA È INCERTA LA NATURA MORTA DI CUCINE: DALLA PREGNANTE CONCRETEZZA DEI SENSI AL SOGNO SCOPERTA L'AREA CEREBRALE RESPONSABILE DELL'ABUSO DI CIBO MENU PERIODICI IN ALBERGO CARTA BUFFET INSALATE SEMPLICI & COMPOSTE CARTA DEI CONTORNI CARTA DELLE UOVA CARTA DEI BURRI COMPOSTI CARTA DEL PANE GOURMET & GOURMAND CARTA DESSERT CARTA FORMAGGI ITALIANI CARTA FORMAGGI MONDO CARTA DEI SALI COMPOSIZIONE CHIMICA OLIO OLIVA CARTA OLII EXTRA VERGINE D'OLIVA ITALY CARTA DEGLI OLII EXTRA VERGINE D'OLIVA SPAGNA REQUISITI STRUTTURALI RISTORANTE R.E.I. PROGETTAZIONE AUTOCAD SPAZI MISURE CUCINA LAY OUT DISPOSIZIONE SERVIZI Il manuale e interpretazione LA COMUNICAZIONE DEL MANUALE AL PERSONALE NEOASSUNTO IL FORMATO DEL MANUALE E I SUOI CONTENUTI LA POLITICA QUALITÀ DELL'AZIENDA IL RESPONSABILE DEL "QUALITY ASSURANCE " DISTRIBUZIONI CONTROLLATE E NON CONTROLLATE LE LINEE GUIDA DEL SISTEMA UN TIPICO INDICE DI LINEE GUIDA POTREBBE ESSERE: INDICE DELLE PROCEDURE Metodi comportamentali COME PROPORSI AL CLIENTE COSA EVITARE PRESENTAZIONE ED ORDINE GENERALE ASPETTO ESTERIORE UOMINI DONNE NORME Manuale di procedure cucina LA QUALITÀ DEGLI ALIMENTI LA CONSERVAZIONE DEGLI ALIMENTI NORME GENERALI esempio OPERAZIONE "MANI PULITE" NORME D'IGIENE - IGIENE NEI LOCALI CUCINA ECONOMATO/MAGAZZINI TOILETTE DEL PERSONALE IGIENE DEI PRODOTTI ALIMENTARI RISPETTARE LE SEGUENTI TEMPERATURE PER UNA CORRETTA CONSERVAZIONE DEI CIBI: MOLTIPLICAZIONE BATTERICA Tossinfezioni BOTULINO SALMONELLA STAFILO-COCCO (AUREO) IGIENE E SICUREZZA BATTERI FRIGGITRICE - esempio GRADO DI BRUCIATURA DEI GRASSI - PUNTO DI FUMO IGIENE DEGLI UTENSILI E MACCHINE Acquisti & controlli INVENTARIO E MAGAZZINO MODULO CARICO / SCARICO MAGAZZINO LE RIMANENZE DI MAGAZZINO: ASPETTI OPERATIVI E CONTABILI ELEMENTI COSTITUTIVI DELLE RIMANENZE CONTROLLO E GESTIONE MAGAZZINI RIFERIMENTI CUCCHIAINO RIFERIMENTI CUCCHIAIO RIFERIMENTI LIQUIDI UNITÀ DI MISURA SISTEMA INTERNAZIONALE ESEMPIO CALCOLO INVENTARIO E PRODUZIONE FOOD & BEVERAGE ESEMPIO INVENTARIO MAGAZZINO CUCINA MODULO GRAMMATURE STANDARD PORZIONI esempio IL CONFEZIONAMENTO DEI PRODOTTI L'ARTE DI SCONGELARE IL "FRESCO CONFEZIONATO" METODI DI PULIZIA SCALA DEL PH SCHEDE TECNICHE PRODOTTI DI PULIZIA esempio SCHEDE TECNICHE H.A.C.C.P. LOCALI E AREE DEL RISTORANTE esempio BREAKFAST IL SERVIZIO BREAKFAST IN ALBERGO BUFFET UNICO LE UOVA AL BREAKFAST YOGURT BREAKFAST ELENCO FOOD & BEVERAGE MENU DIETETICI PER BEAUTY FARM MENU SETTIMANALE QUANTO CIBO ? kCal MANUALE DI PROCEDURE BKF AL TAVOLO O AL BUFFET LA CLIENTELA ALLESTIMENTO DEL BUFFET MISE EN PLACE DEI TAVOLI PRIMA COLAZIONE IN CAMERA COMPOSIZIONE DEL BREAKFAST SET-UP SERVIZIO BREAKFAST ELENCO FOOD & BEVERAGE ANALYSIS BREAKFAST COSTI RICAVALI esempio SALA RISTORANTE ACCOGLIENZA PSICOLOGIA IN SALA RISTORANTE LA CONVERSAZIONE IL CLIENTE SGARBATO PICCOLE ATTENZIONI PER IL "MIO" OSPITE CONTROLLO CONTINUO DELLO STILE DI SERVIZIO L'ELEGANZA DEL GESTO È ESSENZIALE PER IMPREZIOSIRE LA VENDITA IL MOMENTO PSICOLOGICO DEL CONTO AL CLIENTE JOB DESCRIPTION BRIGATA DI SALA PRIMO MAÎTRE D'HOTEL O DIRETTORE DEL RISTORANTE BANQUETING MANAGER SECONDO MAÎTRE D'HÔTEL TERZO MAÎTRE D'HOTEL MAÎTRE DE RANG CHEF DE RANG CHEF TRANCHEUR COMMIS DE RANG PRIMO MAÎTRE D'ÉTAGE CHEF D'ÉTAGE COMMIS D'ÉTAGE AFFIANCA LO CHEF D'ÉTAGE CONTORNO - DECORAZIONE - GUARNIZIONE SERVIZI IN SALA RISTORANTE Sommelier DECANter ? - GLACETTE ? - SEAU A GLACE? SERVIZIO LA DEGUSTAZIONE PROFESSIONALE AMBIENTE STRUMENTI FASI DEGUSTAZIONE L'ANALISI VISIVA LIMPIDEZZA INTENSITÀ COLORE L'ANALISI OLFATTIVA INTENSITÀ CARATTERISTICHE AROMATICHE L'ANALISI GUSTATIVA Dolcezza Acidità Tannini Alcool Corpo Intensità dei profumi Caratteristiche dei profumi Struttura Persistenza Qualità AROMI E PROFUMI PRIMARI AROMI E PROFUMI SECONDARI AROMI E PROFUMI TERZIARI Manuale procedure sommelier LAY-OUT STRUTTURA ATTREZZI DEL MESTIERE COME APRIRE UNA BOTTIGLIA DI SPUMANTE DECANter O SCARAFFARE COME SERVIRE IL VINO ORDINE DI SERVIZIO TEMPERATURA DI SERVIZIO DEL VINO IL SERVIZIO DI ALTRE BEVANDE LA CANTINA LA BOTTIGLIA IL TAPPO TAPPO COMPOSTO TAPPO AGGLOMERATO TAPPO SINTETICO TAPPO A VITE TAPPO CORONA DIFETTI DEL VINO ENOLOGIA VITIGNI. COSA S'INTENDE PER VITIGNO AUTOCTONO? IN COSA CONSISTE LA VERNACOLIZZAZIONE? ESEMPIO: AGLIANICO SINONIMI ACCERTATI E PRESUNTI L'APPARTENENZA DI UN VITIGNO AD UNA " FAMIGLIA" È INDICE DELLA SUA ORIGINE? COS'È**

L'AMPELOGRAFIA? QUALI SONO I PRINCIPALI METODI DI DESCRIZIONE AMPELOGRAFICA? METODI MORFO-DESCRITTIVI METODI CHEMIO-TASSONOMICI ANALISI DEL D.N.A. pH GLI EFFETTI DEL PH NEL VINO SONO: CHIARIFICHE Benchmarking GLOSSARIO VINI WINE Beverage cost esempio ATTINENZE TRA CIBI E COLORI Carta vini esempio VINI BIANCHI VINI ROSSI Carta acque minerali Menu carte & liste LA CARTA MENU LE FASI DEL VENDERE NELLA SUCCESSIONE LOGICA DEI TEMPI COME SI PRESENTA LA SALA RISTORANTE? IL LOCALE RIESCE A DARE UN "ATMOSFERA" FAVOREVOLE? DEFINIZIONE DELL'AMBIENTE IN RELAZIONE AL MENU PROGETTAZIONE DELLA CARTA MENU IL LINGUAGGIO DELLE LISTE CHIAREZZA NEL LINGUAGGIO DENOMINAZIONE DELLE PORTATE MISE EN PLACE Manuale di procedure SALA RISTORANTE Procedure di servizio del personale di sala ristorante Durante il servizio: Fine servizio: Comande Conservare le merci stoccate: Accogliere l'ospite a partire dal n° di posti ristorante pronti per clienti prenotati e walk-in: Ricette per flambée TAGLIOLINI AL SALMONE FILETTI DI SOGLIOLA ALLA PROVENZALE SCAMPI AL CURRY FILETTO STROGONOFF FILETTO AL PEPE VERDE LA CHIMICA DEL FLAMBÉE CATERING & BANQUETING PRINCIPALI OCCASIONI DI ATTIVITÀ DI BANQUETING: LE PRINCIPALI FASI DEL SERVIZIO DI BANQUETING STUDIO DEL PIANO OPERATIVO REALIZZAZIONE DEL SERVIZIO SMANTELLAMENTO VALUTAZIONI FINALI SCHEDA PROGETTAZIONE FATTIBILITÀ PRODUZIONE BNQ SCHEDA VALUTAZIONE MARKETING HÔTEL Spazi: conferenze & diametri ALLESTIMENTO SALA BNQ SPAZI: CIRCONFERENZE & DIAMETRI Manuale procedure BNQ IL BUFFET Esempio BROCHURE BANCHETTI PROPOSTE MENU BANCHETTO Ordine di servizio esempio Revenue cost bnq PROCEDURE INSERIMENTO E SVILUPPO BANCHETTISTICA Esempio Contratto CAPARRA CONFIRMATORIA ROOM SERVICE & MINIBAR PROFIT & LOSS STATEMENT PROCEDURE MINIBAR esempio PROCEDURA SET-UP PROCEDURE PER L'APPROVVIGIONAMENTO DEI PRODOTTI STOCCAGGIO, CONTROLLO E SMALTIMENTO PRODOTTI NEI MAGAZZINI PROCEDURE PER IL REFILL DEI MINIBAR NELLE CAMERE GESTIONE DEI PRODOTTI IN SCADENZA GESTIONE DEL MINIBAR TRA FRONT OFFICE E HOUSEKEEPING SERVICE DUTIES MORNING SHIFT 6:30-15:00 INTRODUZIONE ALLE TECNICHE TELEFONICHE AVANTI TUTTA Traduttore gastronomico culinario ANTIPASTI APPETIZERS HORS D'HOEUVRE ENTREMESES VORSPEISEN CARNI FREDDE COLD MEATS VIANDES FROIDES FIAMBERS KALTER FLEISCHAUFSCHNITT TARTELLETTE TARTLETS TARTELETES TARTALETAS TÖRTCHEN MINESTRE SOUPS POTAGES SOPAS SUPPEN PASTA E RISO PASTA & RICE PÂTES ET RIZ PASTA Y ARROZ NUDELN UND REIS PESCE FISH MAIN COURSES CARNE MEAT MAIN COURSES DOLCI SWEETS DESSERTS POSTRES SÛB SPEISEN VERDURE VEGETABLES LÉGUMES VERDURAS GEMÜSE VEGETABLE PREPARATION FRUTTA FRUIT FRUITS FRUTAS OBST COLD CUTS EGGS BURRI E SALSE BUTTER & SAUCES BEURRES ET SAUCES MANTEQUILLAS Y SALSAS BUTTER UND SAUCEN SALSE SAUCES ET SAUCES SALSAS SAUCEN ERBE SPEZIE AROMI AROMATIC HERBS & SPICES FINES HERBES, ÈPICES ET AROMATES HIERBAS, ESPECIAS Y AROMAS KRÄUTER UND GEWÜRZE ALTRI INGREDIENTI ADDITIONAL COOK'S INGREDIENTS AUTRES INGRÈDIENTS OTROS INGREDIENTES WEITERE ZUTATEN BEVANDE BEVERAGES BOISSONS BEBIDAS GETRÄNKE PERSONALE & MANSIONI Quadri & livelli Esempio Busta paga Addetto di 3° LIVELLO RETRIBUZIONE C.C.N.L. ESEMPIO Busta paga 3° LIVELLO CON SUPERMINIMO DI 560,00 € Costo azienda Area Quadri Politica del personale SAPER LEGGERE LA BUSTA PAGA RETRIBUZIONE DIRETTA RETRIBUZIONE INDIRETTA Retribuzione differita Fringe Benefit Superminimo Maggiorazioni Lavoro straordinario Malattia Controlli di malattia e le fasce orarie Contributi previdenziali Costruzione dell'imponibile contributivo Imposta fiscale Costruzione dell'imponibile fiscale Rimborsi spese per trasferta fuori dal comune sede di lavoro Trasferte a rimborso misto Trasferte con rimborso a piè di lista Rimborsi spese per trasferta entro il comune sede di lavoro Rimborsi spese al collaboratore per uso auto propria Aspetti fiscali dei rimborsi per le spese di trasferta per il lavoratore Trattamento fiscale delle trasferte Aspetti fiscali dei rimborsi per le spese di trasferta per l'impresa La documentazione delle spese Addizionali Regionali e Comunali Trattamento di fine rapporto (T.F.R.) Festività Stress da lavoro correlato Effetti dello stress sui lavoratori Che cos'è lo stress da lavoro correlato? DOCUMENTO DI VALUTAZIONE DEI RISCHI CHE COS'È? AZIONI CORRETTIVE QUANDO VANNO PROGRAMMATE? CHECKLIST INDICATORI STRESS LAVORO CORRELATO Burnout Coping: Distress Eustress Fatica Focus group Fonti di stress Procedimenti/sanzioni disciplinari Mobbing Processo di coping R.L.S. R.S.P.P. Valutazione cognitiva Valutazione della percezione soggettive PIANO SANITARIO Giudizi ANALYSIS II BILANCIO D'ESERCIZIO CONTO ECONOMICO (CE). STATO PATRIMONIALE. CONTO ECONOMICO D'ESERCIZIO NOTA INTEGRATIVA RELAZIONE DI GESTIONE IL DIRECT COSTING IL FULL COSTING Piano dei conti MEETING & RIUNIONI Strumenti manageriali CENTRO CONGRESSI TERMINI Codice fonetico I.C.A.O. Fabbisogno economico FABBISOGNO FINANZIARIO Budget meeting proposta e calcolo AUDIT SCHEDA ANALISI ORGANIZZAZIONE & STAFF STRUTTURALI BUSINESS PLAN LA STRUTTURA DEL BUSINESS PLAN & PRESENTAZIONE SINTETICA DEL PIANO LA PRESENTAZIONE SINTETICA DEL PIANO RIPORTA: IL PIANO DI MARKETING IL PIANO DI VENDITA E IL PIANO DI PRODUZIONE IL PIANO DEI COSTI GENERALI IL PIANO DELLE IMMOBILIZZAZIONI IL FABBISOGNO FINANZIARIO E I FLUSSI DI CASSA & PRESENTAZIONE SINTETICA DEL PIANO IL CONTO ECONOMICO E LO STATO PATRIMONIALE COSTI GENERALI E DEL PERSONALE SCHEDA AUTORE RINGRAZIAMENTI

## The Evolution of Yield Management in the Airline Industry

## Origins to the Last Frontier

*Springer Nature* **This book chronicles airline revenue management from its early origins to the last frontier. Since its inception revenue management has now become an integral part of the airline business process for competitive advantage. The field has progressed from inventory control of the base fare, to managing bundles of base fare and air ancillaries, to the precise inventory control at the individual seat level. The author provides an end-to-end view of pricing and revenue management in the airline industry covering airline pricing, advances in revenue management, availability, and air shopping, offer management and product distribution, agency revenue management, impact of revenue management across airline planning and operations, and emerging technologies in travel. The target audience of this book is practitioners who want to understand the basics and have an end-to-end view of revenue management.**

## Moody's Transportation Manual

## Information Systems Management in Practice

*Prentice Hall* **For use as a capstone course text in MIS and in Management of Information Technology/Systems Courses. This text deals with the management of information technology (IT) as it is being practiced in organizations today. Its emphasis is on the current material that information systems executives find important, and organizes it around a framework that provides guidance to students. In this sixth edition, the key themes are the Internet economy, the global marketplace, e-enablement, knowledge management and knowledge sharing. It continues to merge theory with practice through case examples of real companies' use of IT.**

## Informationweek

## Revenue Management

## A Practical Pricing Perspective

*Springer* **Pricing is about deciding your market position whereas revenue management is the strategic and tactical decisions firms take in order to optimize revenues and profits. This book offers insights into research, theories, applications and innovations and how to make these work in different industries.**

## Risk Management in the Air Cargo Industry

## Revenue Management, Capacity Options and Financial Intermediation

*Diplomica Verlag* **This paper discusses risk management approaches in the air cargo industry. It gives a concise overview of developments, business practices and complexities of the air cargo industry and draws cross-references to comparable industries. It introduces supply contracts for capacity and the inherent risks in the shipping process. Based on that, approaches to mitigate risk are studied. The work elaborates on the historically grown research field of revenue management and puts emphasis on the discipline of overbooking in the air cargo sector. Capacity options and financial intermediation are presented as more innovative approaches for capacity risk management. The application of these various risk management methods is evaluated in an expert study among air cargo industry professionals from different market perspectives. With that, obstacles to the successful implementation are identified and potential solutions are named.**

## Yield Management

*Cengage Learning EMEA* Defines and analyzes the concept of yield and revenue management with special reference to the airline and hotel industries.

## Successful Management Information Systems

*Ann Arbor, Mich. : UMI Research Press*

## Management Strategy and Information Technology

## Text and Readings

*Chapman & Hall*

## Pricing and Revenue Optimization

*Stanford University Press* This is the first comprehensive introduction to the concepts, theories, and applications of pricing and revenue optimization. From the initial success of "yield management" in the commercial airline industry down to more recent successes of markdown management and dynamic pricing, the application of mathematical analysis to optimize pricing has become increasingly important across many different industries. But, since pricing and revenue optimization has involved the use of sophisticated mathematical techniques, the topic has remained largely inaccessible to students and the typical manager. With methods proven in the MBA courses taught by the author at Columbia and Stanford Business Schools, this book presents the basic concepts of pricing and revenue optimization in a form accessible to MBA students, MS students, and advanced undergraduates. In addition, managers will find the practical approach to the issue of pricing and revenue optimization invaluable. Solutions to the end-of-chapter exercises are available to instructors who are using this book in their courses. For access to the solutions manual, please contact [marketing@www.sup.org](mailto:marketing@www.sup.org).

## Interfaces

## OR/MS Today

## INFORMS Conference Program

## The Oxford Handbook of Pricing Management

*OUP Oxford* The Oxford Handbook of Pricing Management is a comprehensive guide to the theory and practice of pricing across industries, environments, and methodologies. The Handbook illustrates the wide variety of pricing approaches that are used in different industries. It also covers the diverse range of methodologies that are needed to support pricing decisions across these different industries. It includes more than 30 chapters written by pricing leaders from industry, consulting, and academia. It explains how pricing is actually performed in a range of industries, from airlines and internet advertising to electric power and health care. The volume covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing. In addition, there are articles on the key issues involved in

structuring and managing a pricing organization, setting a global pricing strategy, and pricing in business-to-business settings.

## Air Transport Management

### An international perspective

*Taylor & Francis* Commercial air transport is a global multimillion dollar industry that underpins the world economy and facilitates the movement of over 3 billion passengers and 50 million tonnes of air freight worldwide each year. With a clearly structured topic-based approach, this textbook presents readers with the key issues in air transport management, including: aviation law and regulation, economics, finance, airport and airline management, environmental considerations, human resource management and marketing. The book comprises carefully selected contributions from leading aviation scholars and industry professionals worldwide. To help students in their studies the book includes case studies, examples, learning objectives, keyword definitions and 'stop and think' boxes to prompt reflection and to aid understanding. Air Transport Management provides in-depth instruction for undergraduate and postgraduate students studying aviation and business management-related degrees. It also offers support to industry practitioners seeking to expand their knowledge base.

## Handbook of E-Tourism

*Springer Nature* This handbook provides an authoritative and truly comprehensive overview both of the diverse applications of information and communication technologies (ICTs) within the travel and tourism industry and of e-tourism as a field of scientific inquiry that has grown and matured beyond recognition. Leading experts from around the world describe cutting-edge ideas and developments, present key concepts and theories, and discuss the full range of research methods. The coverage accordingly encompasses everything from big data and analytics to psychology, user behavior, online marketing, supply chain and operations management, smart business networks, policy and regulatory issues - and much, much more. The goal is to provide an outstanding reference that summarizes and synthesizes current knowledge and establishes the theoretical and methodological foundations for further study of the role of ICTs in travel and tourism. The handbook will meet the needs of researchers and students in various disciplines as well as industry professionals. As with all volumes in Springer's Major Reference Works program, readers will benefit from access to a continually updated online version.

## Commerce Business Daily

## Computerworld

For more than 40 years, Computerworld has been the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (Computerworld.com), twice-monthly publication, focused conference series and custom research form the hub of the world's largest global IT media network.

## Designing Future-Oriented Airline Businesses

*Routledge* Designing Future-Oriented Airline Businesses is the eighth Ashgate book by Nawal K. Taneja to address the ongoing challenges and opportunities facing all generations of airlines. Firstly, it challenges and encourages airline managements to take a deeper dive into new ways of doing business. Secondly, it provides a framework for identifying and developing strategies and capabilities, as well as executing them efficiently and effectively, to change the focus from cost reduction to revenue enhancement and from competitive advantage to comparative advantage. Based on the author's own extensive experience and ongoing work in the global airline industry, as well as through a synthesis of leading business practices both inside and outside of the industry, Designing Future-Oriented Airline Businesses sets out to demystify numerous concepts being discussed within the airline industry and to facilitate managements to identify and articulate the boundaries of their business models. It provides material from which managements can set about answering the key questions, especially with respect to strategies, capabilities and execution, and pursue an effective redesign of their business. As with the author's previous books, the

primary audience is senior-level practitioners of differing generations of airlines worldwide as well as related businesses. The material presented continues to be at a pragmatic level, not an academic exercise, to lead managements to ask themselves and their teams some critical thought-provoking questions.

## Tourism Marketing and Management Handbook

This handbook provides a detailed guide to marketing and management in tourism in the 1990s. This second edition features 100 contributions from international authorities on the subject; new chapters reflecting the issues of increasing importance in tourism; greater emphasis on management and internationally applicable topics; and major revisions of all existing chapters. The contents have been reorganized by subject area for convenience. Designed to provide a user-friendly reference, the topics covered include cost-benefit analysis, hotel marketing, international tourism trends, financial analysis and planning, quality management and pricing and promotional strategy. This edition shows the application of marketing and management techniques within the tourism industry, and is appropriate for use in tourism businesses of any size.

## Hotel Revenue Management: From Theory to Practice

*Zangador* This research monograph aims at developing an integrative framework of hotel revenue management. It elaborates the fundamental theoretical concepts in the field of hotel revenue management like the revenue management system, process, metrics, analysis, forecasting, segmentation and profiling, and ethical issues. Special attention is paid on the pricing and non-pricing revenue management tools used by hoteliers to maximise their revenues and gross operating profit. The monograph investigates the revenue management practices of accommodation establishments in Bulgaria and provides recommendations for their improvement. The book is suitable for undergraduate and graduate students in tourism, hospitality, hotel management, services studies programmes, and researchers interested in revenue/yield management. The book may also be used by hotel general managers, marketing managers, revenue managers and other practitioners looking for ways to improve their knowledge in the field.

## Dynamic Capacity Control in Air Cargo Revenue Management

*KIT Scientific Publishing* This book studies air cargo capacity control problems. The focus is on analyzing decision models with intuitive optimal decisions as well as on developing efficient heuristics and bounds. Three different models are studied: First, a model for steering the availability of cargo space on single legs. Second, a model that simultaneously optimizes the availability of both seats and cargo capacity. Third, a decision model that controls the availability of cargo capacity on a network of flights.

## Boosting Collaborative Networks 4.0

## 21st IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2020, Valencia, Spain, November 23–25, 2020, Proceedings

*Springer Nature* This book constitutes the refereed proceedings of the 21st IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2020, held in Valencia, Spain, in November 2020. The conference was held virtually. The 53 full papers were carefully reviewed and selected from 135 submissions. They provide a comprehensive overview of major challenges and recent advances in various domains related to the digital transformation and collaborative networks and their applications with a strong focus on the following areas related to the main theme of the conference: collaborative business ecosystems; collaborative business models; collaboration platform; data and knowledge services; blockchain and knowledge graphs; maintenance, compliance and liability; digital transformation; skills for organizations of the future; collaboration in open innovation; collaboration in supply chain; simulation and analysis in collaborative systems; product and service systems; collaboration impacts; boosting sustainability through collaboration in Agri-food 4.0; digital innovation hubs for digitalizing European industry; and collaborative networks for health and wellness data management.

## Airline Industry

### Poised for Disruptive Innovation?

*Routledge* Many business sectors have been, and are being, forced to compete with new competitors-disrupters of some sort-who have found new ways to create and deliver new value for customers often through the use of technology that is coupled with a new underlying production or business model, and/or a broad array of partners, including, in some cases, customers themselves. Think about the disruption created by Apple by the introduction of the iPod and iTunes, and by Netflix within the entertainment sectors using partners within the ecosystem; think of Uber that didn't build an app around the taxi business but rather built a mobility business around the app to improve customer experience. Airline Industry considers whether the airline industry is poised for disruptive innovations from inside or outside of the industry. Although airlines have a long history of continuous improvements and innovation, few of their innovations can be classified as disruptive innovations. The few disruptive innovations that did emerge were facilitated, for example by new technology (jet aircraft) and government policy (deregulation). Now there are new forces in play-customers who expect to receive products that are more personalized and experience-based throughout the entire journey, new customer interfaces (via social media), advanced information systems and analytics, financially powerful airlines based in emerging nations, and the rise of unencumbered entrepreneurs who think differently as well as platform-focused integrators.

## The Theory and Practice of Revenue Management

*Springer Science & Business Media* Revenue management (RM) has emerged as one of the most important new business practices in recent times. This book is the first comprehensive reference book to be published in the field of RM. It unifies the field, drawing from industry sources as well as relevant research from disparate disciplines, as well as documenting industry practices and implementation details. Successful hardcover version published in April 2004.

## Manual práctico de Dirección de Hoteles, Marketing y Ventas Online del Siglo XXI

*Editorial La Cátedra Hotelera* Manual práctico de dirección de hoteles, marketing y ventas online del siglo XXI es el primer libro de La Cátedra Hotelera, una colección de publicaciones relacionada con la gestión de establecimientos hoteleros. El presente manual está pensado para que sirva de guía y ayuda a numerosos profesionales del sector, especialmente a los estudiantes y másteres de las escuelas de turismo que deseen ahondar en las técnicas de la gestión hotelera a través de diversos casos prácticos y testados: Estos casos van desde la comercialización tradicional a las modernas estrategias y técnicas de ventas online. Además el libro ofrece un amplio abanico de soluciones en el campo de diseño de nuevos hoteles diferenciados de la competencia.

## Management Information Systems

### Using Cases Within an Industry Context to Solve Business Problems with Information Technology

This text uses cases to explain Management Information Systems concepts within an industry perspective. The cases are direct, real and written in the late '90's. Each chapter contains specific sections to thoroughly present and explain the relevant information systems and business concepts. Built upon extensive information technology sections, this text includes contextual elements such as actual financial information and analysis, the importance of data and the impact of technology on the manufacturing, marketing and distribution processes. An appropriate text for Management Information Systems.



## Highways

### A Dictionary of Travel and Tourism Terminology

*CABI* This fully revised and updated second edition provides over 7,000 definitions of travel and tourism terminology used throughout the world, highlighting the many differences between US and European usage. It covers all aspects of the tourism industry, including hospitality, transport, and ancillary services. It explains the operating language of the travel industry, acronyms and abbreviations of organizations, associations and trade bodies, IT terms and brand names, and provides website addresses. Entries vary from one-line definitions to 500 word articles, and references are provided for further reading. This new edition contains over 500 new entries and the unique cross referencing system has been extended; for example accessing any entry about business travel leads to over 70 others. It is an essential reference tool for anyone involved in tourism research, and everyone in the travel industry.

## Revenue Management

### Hard-Core Tactics for Market Domination

*Currency* From the man the Wall Street Journal hailed as "the guru of Revenue Management" comes revolutionary ways to recover from the after effects of downsizing and refocus your business on growth. Whatever happened to growth? In Revenue Management, Robert G. Cross answers this question with his ground-breaking approach to revitalizing businesses: focusing on the revenue side of the ledger instead of the cost side. The antithesis of slash-and-burn methods that left companies with empty profits and dissatisfied stockholders, Revenue Management overturns conventional thinking on marketing strategies and offers the key to initiating and sustaining growth. Using case studies from a variety of industries, small businesses, and nonprofit organizations, Cross describes no-tech, low-tech, and high-tech methods that managers can use to increase revenue without increasing products or promotions; predict consumer behavior; tap into new markets; and deliver products and services to customers effectively and efficiently. His proven tactics will help any business dramatically improve its bottom line by meeting the challenge of matching supply with demand.

## Decision Support Systems

### Concepts and Resources for Managers

*Greenwood Publishing Group* For MIS specialists and nonspecialists alike, a comprehensive, readable, understandable guide to the concepts and applications of decision support systems.

## Instructors Manual

*Prentice Hall*

### The Routledge Handbook of Hotel Chain Management

*Routledge* Understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics. Chains are big business, approximately 80 percent of hotels currently being constructed around the world are chain affiliated and, in 2014, the five largest brands held over a one million rooms. The high economic importance of the hotel chains and their global presence justifies the academic research in the field however, despite this, there is no uniform coverage in the current body of

literature. This Handbook aids in filling the gap by exploring and critically evaluates the debates, issues and controversies of all aspects of hotel chains from their nature, fundamentals of existence and operation, expansion, strategic and operational aspects of their activities and geographical presence. It brings together leading specialists from range of disciplinary backgrounds and regions to provide state-of-the-art theoretical reflection and empirical research on current issues and future debates. Each of the five inter-related section explores and evaluates issues that are of extreme importance to hotel chain management, focusing on theoretical issues, the expansion of hotel chains, strategic and operational issues, the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation, demographic trends, sustainability, and new technology development. It provides an invaluable resource for all those with an interest in hotel management, hospitality, tourism and business encouraging dialogue across disciplinary boundaries and areas of study. This is essential reading for students, researchers and academics of Hospitality as well as those of Tourism, Marketing, Business and Events Management.

## Discrete Choice Analysis

### Theory and Application to Travel Demand

*MIT Press* **Discrete Choice Analysis** presents these results in such a way that they are fully accessible to the range of students and professionals who are involved in modelling demand and consumer behavior in general or specifically in transportation - whether from the point of view of the design of transit systems, urban and transport economics, public policy, operations research, or systems management and planning. The methods of discrete choice analysis and their applications in the modelling of transportation systems constitute a comparatively new field that has largely evolved over the past 15 years. Since its inception, however, the field has developed rapidly, and this is the first text and reference work to cover the material systematically, bringing together the scattered and often inaccessible results for graduate students and professionals. **Discrete Choice Analysis** presents these results in such a way that they are fully accessible to the range of students and professionals who are involved in modelling demand and consumer behavior in general or specifically in transportation - whether from the point of view of the design of transit systems, urban and transport economics, public policy, operations research, or systems management and planning. The introductory chapter presents the background of discrete choice analysis and context of transportation demand forecasting. Subsequent chapters cover, among other topics, the theories of individual choice behavior, binary and multinomial choice models, aggregate forecasting techniques, estimation methods, tests used in the process of model development, sampling theory, the nested-logit model, and systems of models. **Discrete Choice Analysis** is ninth in the MIT Press Series in Transportation Studies, edited by Marvin Manheim.

## Moody's Manual of Investments: American and Foreign

### Transportation

### Yachting

### Hotels

## The Magazine of the Worldwide Hotel Industry

## The Manual of Ideas

### The Proven Framework for Finding the Best Value Investments

*John Wiley & Sons* Reveals the proprietary framework used by an exclusive community of top money managers and value investors in their never-ending quest for untapped investment ideas. Considered an indispensable source of cutting-edge research and ideas among the world's top investment firms and money managers, the journal *The Manual of Ideas* boasts a subscribers list that reads like a *Who's Who* of high finance. Written by that publication's managing editor and inspired by its mission to serve as an "idea funnel" for the world's top money managers, this book introduces you to a proven, proprietary framework for finding, researching, analyzing, and implementing the best value investing opportunities. The next best thing to taking a peek under the hoods of some of the most prodigious brains in the business, it gives you uniquely direct access to the thought processes and investment strategies of such super value investors as Warren Buffett, Seth Klarman, Glenn Greenberg, Guy Spier and Joel Greenblatt. Written by the team behind one of the most read and talked-about sources of research and value investing ideas, *Reviews* more than twenty pre-qualified investment ideas and provides an original ranking methodology to help you zero-in on the three to five most compelling investments. *Delivers* a finely-tuned, proprietary investment framework, previously available only to an elite group of TMI subscribers. *Step-by-step*, it walks you through a proven, rigorous approach to finding, researching, analyzing, and implementing worthy ideas.

## Aviation and Its Management

### Global Challenges and Opportunities

*BoD - Books on Demand* Aviation has grown leaps and bounds within the last decade. Aviation courses and training at all levels have shown an exponential increase around the globe. There has been a restricted focus on writing books in this sector of the economy, mainly due to the shortage of expertise in this specialist and complex area. This book was written with the purpose of meeting this need of the aviation sector. Due to the diversified nature of aviation knowledge, which includes flying, engineering, airports, allied trades for aircraft and airports, airline and airport management and operations, education, etc., one text alone will not suffice and do justice to address all these areas. It is envisaged to develop subsequent parts of this book to cover all these knowledge areas. This book is the first installment of any subsequent books and explores issues including airline management and operations, airline business models, airport systems, flight operational procedures, aircraft maintenance, runway safety management systems, and air traffic management. In particular, attention will be given to aspects such as analysis of air traffic in a domestic market, runway safety management systems, critical success factors for multiple MRO service providers, key pain points of the industry to be addressed to move into the future, new research on hub airports for international flights, new business models for airlines, and runway safety management systems. This book is useful to aviation managers, educators, students, and professionals interested in any of the above issues.