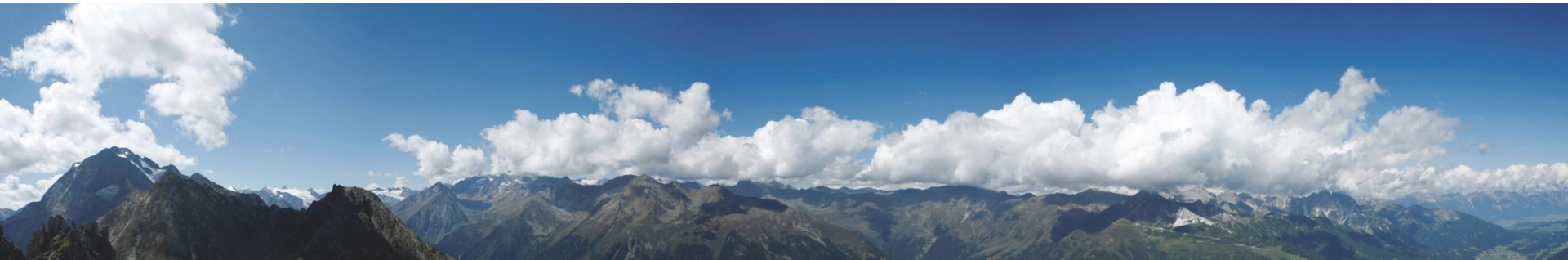




STI · INNSBRUCK

VU Booking and Revenue Management – Day 1

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Office hours: only by appointment.

- Kenntnisse über Informationssysteme, Buchungs- und Ertragsmanagement
- Online-Kommunikations-Konzepte, Methoden und Werkzeuge im E-Tourismus
- Rahmenbedingungen für die Bekanntmachung von Reisen und Buchung von Hotels
- Methoden, Werkzeuge und strategische Leitlinien zur Verbesserung des Ertragsmanagements und zur Erhöhung der Anzahl an Buchungen
- Online-Kommunikation und Kundenbindung in neuen Plattformen und Kanälen, die im Internet verfügbar sind, kritisch zu untersuchen

- Language: German or English
- Teamwork on topic- and real live related questions
- Applying the learned skills to demo data (calculations in Excel)
- Practical work and ev. project paper
- Teamwork, regular update and final presentations
- Grade requirements: successful participation & assessments
- VU attendance is mandatory

The course is structured as follows:

- First session: introduction and mathematical background
 - **Wednesday, 20.04.2016, 09:30-12:00 (lecture), 12:30-15:00 / 15:00-17:30 (split in 2 groups)**
- Second session: dynamic pricing and estimation
 - **Thursday, 12.05.2016, 09:30-12:00 (lecture), 12:30-15:00 / 15:00-17:30 (split in 2 groups)**
- Third session: platforms
 - **Tuesday, 17.10.2016, 09:30-12:00 (lecture), 12:30-15:00 / 15:00-17:30 (split in 2 groups)**
- Fourth session: channel management and project work
 - **Friday, 20.05.2016, 09:30-12:00 (lecture), 12:30-15:00 / 15:00-17:30 (split in 2 groups)**
- Fifth, last session: review management and project presentation
 - **Tuesday, 24.05.2016, 09:30-12:00 (lecture), 12:30-15:00 / 15:00-17:30 (split in 2 groups)**

- Course in webpage: <http://www.sti-innsbruck.at/teaching/course-schedule/ss-2016/buchungs-und-ertragsmanagement-ss-2016>
- Slides and other materials are appearing there as they are presented at the lecture