# Hotel revenue management

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1 Introduction

Hotel revenue management is obvious to take on a more planned part and the regulation is changing from conventional inventory maximization into price minimization (Kimes, 2011). In the middle of this development, there is one thing remaining invariable; the individual who completes the outcome administration part is the main door to the success of an outcome administration campaign. This part requests a supervisor with a mind of analysis-oriented who can be successful at working within the corporation for driving outcomes. In this study, it is debated about the abilities and experiencing the corporation should look for whilst recruiting or progressing outcome administration abilities.

Source: Ivanov and Zhechev (2012)

Figure 1 Hotel revenue management system

Table 1 Critical towards ethical issue of RM
2 Conclusion

This study has provided literature review on revenue management and hotel revenue management. On this basis, the related issues of pricing ethical and legal problems that would be relevant to hotel revenue management have been critically discussed. Consequently, through understanding and being aware of these issues, the requirements for knowledge required in purpose of future revenue managers making right decision associated with the application of revenue management within the UK hotel industry.

This document is provided by:

VU Thuy Dung (Ms.)
Manager

Center for Online Writing Resources

Facebook : https://www.facebook.com/vu.thuydung.5076
Email : assignmentsource@gmail.com
Blogger : http://assignmentsource.blogspot.com/
Website : http://assignmentsource.com/
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