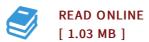




# Price Engineering for SMEs in the Hotel Industry

By Octavian Catalin Cucu

LAP Lambert Acad. Publ. Feb 2011, 2011, Taschenbuch, Book Condition: Neu. 222x149x10 mm. Neuware - The advent of the Internet era changed the way business is conducted, especially in the hotel industry. The existent literature argues that the online booking revolution diminishes the effectiveness of traditional revenue management systems (Schwartz, 2008). The present paper shows that, on the contrary, online booking and revenue management perfectly complement each other. In particular, light algorithms are used to construct a pricing policy which can and should be used by managers of small size hotels. The price engineering endeavor is based on both simulated demand following a Poisson distribution and on the pricing policy of competing 2-star hotels in the vicinity of the Vrijthof Square, Maastricht. Regression analysis is used to determine the relation between the competitors' prices and the quantitative and qualitative independent variables chosen for this model. The light algorithm presented in this paper uses easily accessible software packages such as Microsoft Excel, simulation tools and online booking sites. The chosen approach adds a new dimension to asset management, thus enriching and improving the managerial decision process. 64 pp. Englisch.



#### Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

# Other PDFs



#### Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



#### Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



# The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has...



# Read Write Inc. Phonics: Purple Set 2 Storybook 10 in the Bath

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 207 x 135 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 sounds. Each set...



# The Sunday Kindergarten Game Gift and Story: A Manual for Use in the Sunday, Schools and in the Home (Classic Reprint)

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Excerpt from The Sunday Kindergarten Game Gift and Story: A Manual for Use in the Sunday, Schools and in...



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