COURSE INSTRUCTOR

Duarte Pimentel

SHORT BIOGRAPHY

Hotel Management Consultant with over 20 years professional experience in management positions, namely Director of Marketing and Revenue at Pousadas de Portugal, also at Pestana Hotels & Resorts, Herdade da Cortesia, Tivoli Hotels, Lapa Palace and Sopete Hotels. Master in Tourism and Graduation Hospitality Business Management from ESHTE - Estoril Higher Institute for Tourism and Hotel Studies. Postgraduate degree in Marketing Management from ISEG, postgraduation Course in Strategic Hotel Management at Cornell University and Specialist title in Hospitality and Catering Management. About 18 years experience teaching Sales & Marketing, Hotel Operations, Revenue Management and other courses collaborating in higher education institutions like ESHTE, Europeia University, Católica Porto Business School, ISEG and recently in NovaSBE.

Consultor em Gestão Hoteleira com mais de 20 anos de experiência profissional em cargos de gestão, nomeadamente Diretor de Marketing e Revenue nas Pousadas de Portugal, também nos Pestana Hotels & Resorts, Herdade da Cortesia, Hotéis Tivoli, Lapa Palace e Hotéis Sopete. Mestre em Turismo e Licenciatura em Gestão de Hotelaria pela ESHTE - Instituto Superior de Turismo e Hotelaria do Estoril. Pós-Graduação em Marketing Management pelo ISEG, Pós-Graduação em Gestão Estratégica Hoteleira pela Cornell University e Título de Especialista em Hotelaria e Restauração. Cerca de 18 anos de experiência de ensino em Sales & Marketing, Operações Hoteleiras, Revenue Management e outras areas colaborando em instituições como a ESHTE, Universidade Europeia, Católica Porto Business School, ISEG e recentemente na NovaSBE.

INSTITUTIONAL EMAIL

duarte.pimentel@novasbe.pt

OFFICE HOURS

TBA

TBA

Scientific Area/Área Científica:		Gestão		
Frequency/Periodicidade:		Trimestral		
Number of Contact Hours/ Número Horas Contacto:				
(T) Teóricas/Theoretical:	0000:00	(TP) Teórico-Práticas/Theoretical-Practical:		0018:00
(P) Práticas/Practical:	0000:00	(OT) Orientação Tutorial/Tutorial Orientation:		0005:00
(PL) Práticas Laboratoriais/Pratical Labs:	0000:00	(S) Seminário/Seminar:		0000:00
Horas Dedicadas/Dedicated Hours:	0075:00			
Total Horas/Total Hours:	0098:00			

PREREQUISITE(S) / PRÉ-REQUISITO(S)

NA

COURSE UNIT AIMS

Students should be able to recognize key concepts and terminologies in revenue management, apply methods and techniques to evaluate the hotels KPI and structure segmented action plans adjusted to each operational sector of the hotel.

Os alunos deverão ser capazes de reconhecer conceitos e terminologias chave na gestão de receitas, aplicar métodos e técnicas para avaliar os KPI dos hotéis e estruturar planos de ação segmentados ajustados a cada setor operacional do hotel.

COURSE UNIT CONTENT

1. General concepts of Yield and Revenue Management.

2. Balance Scorecard and KPIs (REVPAR, TREVPAR, GOP, GOPAR, ALOS).

3. Competitive Set analyzis (FS, MS, REVPAR INDEX, MPI).

4. Calculation of tariffs and strategies (Hubbart method, Reputation pricing).

5. Forecasting Management (OTB, Pick-up, Booking Pace, Booking Window).

6. Price discrimination.

7. Channel Management (Rate Parity, Overbooking, Overcontracting).

   A. Conceitos gerais de Yield e Revenue Management.

   B. Balance Scorecard e KPIs (REVPAR, TREVPAR, GOP, GOPAR, ALOS).

   C. Analise do Competitive Set (FS, MS, REVPAR INDEX, MPI).

   D. Cálculo de tarifas e estratégias (Hubbart, Reputation pricing).

   E. Forecasting Management (OTB, Pick-up, Booking Pace, Booking Window).

   F. A discriminação de preços.

   G. Channel Management (Rate Parity, Overbooking, Overcontracting).

LEARNING OBJECTIVES

   A. Knowledge and Understanding the key concepts, terminology and KPI of revenue management

B. Specific skill: KPI calculations and interpretation,

C. Specific skill: Pricing decision methods,

D. Specific skill: Forecasting Management

E. Specific skill: Channel management

A. Compreenção dos conceitos chave, terminologia e KPIs de revenue management

B. Specific skill: cálculo e interpretação de KPIs,

C. Specific skill: métodos de cálculo de preços,

D. Specific skill: Forecasting Management

E. Specific skill: Channel management

DEMONSTRATION OF THE COHERENCE OF THE SYLLABUS WITH COURSE UNIT AIMS

Topic 1 is directly related to the achievement of objective 01, allowing students to learn the key concepts, metrics and terminologies in the scope of hotel revenue management.

Topics 2 to 7 contribute directly to goals 2 to 5, allowing students to understand the dynamics of revenue management in the modern hote and achieving the specific skills mentioned.

O tópico 1 está diretamente relacionado ao cumprimento do objetivo 01, permitindo que os alunos aprendam os principais conceitos, métricas e terminologias no âmbito da gestão da receita hoteleira.

Os tópicos 2 a 7 contribuem diretamente para os objetivos 2 a 5, permitindo aos alunos compreender a dinâmica da gestão de receitas no hotel moderno e alcançar as competências específicas mencionadas.

TEACHING AND LEARNING METHODS

Regarding **teaching methodologies** , the techniques used are associated with active learning and Problem Based Learning:

. Concept presentation using audio and visual material.

. Student participation in learning based on Q&A during class

. Analysis and discussion of real or theoretical cases

. KPI calculations and analysis exercises performed by students individually and in group

Em relação às metodologias de ensino, as técnicas utilizadas estão associadas à aprendizagem ativa e à aprendizagem baseada em problemas:
. Apresentação do conceito com recurso a material audiovisual.
. Participação do aluno na aprendizagem com base em perguntas e respostas durante a aula
. Análise e discussão de casos reais ou teóricos
. Cálculos e análise de KPI realizados pelos alunos individualmente e em grupo

DEMONSTRATION OF THE COHERENCE OF THE TEACHING METHODS WITH COURSE LEARNING OBJECTIVES

Teaching methodologies such as concept presentations and Q&A are crutial for objective 1 and Problem Based Learning will be usefull to achieve objectives 2 to 5, developing specific skills within the students namely problem solving and revenue management calculations

DEMONSTRAÇÃO DA COERÊNCIA DAS METODOLOGIAS DE ENSINO COM OS OBJETIVOS DE APRENDIZAGEM DA UNIDADE CURRICULAR [PT]

Metodologias de ensino, como apresentações de conceitos e perguntas e respostas são essenciais para o objetivo 1 e a aprendizagem baseada em problemas será útil para atingir os objetivos 2 a 5, desenvolvendo habilidades específicas nos alunos como resolução de problemas e cálculos especifico de revenue management

ASSESSMENT

Regular Exam Period

Mid-term test 50%
Final exam 50%

Avaliação continua
Teste intermédio 50%
Exame final 50%

BIBLIOGRAPHY

Bodea, T. & Ferguson, M. (2014). *Segmentation, revenue management, and pricing analytics* . New York, NY: Routledge.

Dempsey, D. & Kelliher, F. (2017). *Industry Trends in Cloud Computing Alternative Business-to-business Revenue Models* . City: Palgrave Macmillan.
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ADDITIONAL INFORMATION