



LegohereL, P., Poutier, E. & Fyall, A. (Eds.) (2013). Revenue Management for Hospitality & Tourism. Woodeaton Oxford: Goodfellow Publishers Ltd. ISBN: 978-1-908999-49-8. 255 pp.

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Received: 21/08/2013

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Citation LegohereL, P., Poutier, E. & Fyall, A. (Eds.) (2013). Revenue Management for Hospitality & Tourism. Woodeaton Oxford: Goodfellow Publishers Ltd. ISBN: 978-1-908999-49-8. 255 pp. Reviewed by Maya Ivanova, *European Journal of Tourism Research* 6(2), pp. 214-216

For many years revenue management has developed as an integral part of the successful tourism services management. Due to the heterogeneous nature of the industries comprising the tourism industry, it is difficult to analyse the application of revenue management in tourism/hospitality as a whole. In this regard, "Revenue Management for Hospitality & Tourism", edited by Patrick LegohereL, Elisabeth Poutier & Alan Fyall, appears as an excellent source, which encompasses 17 chapters devoted to revenue management application in the diverse parts of tourism and hospitality. With the broad theoretical overview it provides, backed up with suitable practical examples in the specific context of each of the industries, the book can be considered as a fundamental step for studying and researching revenue management in tourism and hospitality.

The book is organised into two main parts. The first part deals with the general concept of revenue management (RM), clarifies theoretical background and outlines components of RM system, while the second part is devoted to different aspects of revenue

management in all types of tourism industries – hotels, airlines, car rental, theme parks, heritage attractions, time share, etc.

The first part consists of 5 chapters, all them presented by the editors themselves. They introduce readers in the revenue management, provide brief historical background and recognise the strategic necessity of using RM as a continuous process throughout the whole company (Chapter 1). Many practical examples illustrate successful application of revenue management practices in various service sectors. A full theoretical explanation follows in the next chapters (Chapters 2, 3 and 4), examining key RM components, the role of the revenue manager and the holistic revenue management approach. In Chapter 5 is demonstrated how to integrate all parts into an usable and reliable revenue management system.

With Chapter 6 by SS Padhi ('Revenue management for fixing quotas and prices of perishable commodities under uncertainty') begins the second section of the book. The

author proposes a model aimed at facilitating decision making in uncertain price conditions, using artificial neural network, analytic hierarchy process and goal programming approaches. In Chapter 7 Larry Yu and Huimin Gu analyse the revenue management instruments used by Chinese hoteliers and provide recommendations on overcoming challenges.

Restaurant revenue management is the subject of Chapter 8. Cindy Heo refers to restaurant business as non-traditional for revenue management. Capacity and duration of services are the two most important business characteristics that make restaurant RM unique. The chapter further discusses the menu management, price management and customer perception management.

Chapter 9 brings to discussion RM at heritage visitor attractions. The author (Anna Leask) critically analyses the challenges for adopting RM in this sector in terms of involvement of various stakeholders, conservation and commercialisation of heritage, lack of reliable and opulent market data. On the basis of a single case study of National Trust of Scotland, the author presents opportunities for heritage visitor attractions to improve and expand their revenue management practices.

Theme parks emerge as a comparatively new industry, which is often overlooked by researchers, but their rapid development deserved the attention of Ady Milman and Kelly Kaak (Chapter 10 – 'Theme parks revenue management'). Admission fees are the most important source of revenues in theme parks, followed by food and drink, merchandise and game, so revenue management efforts are focused mainly on using appropriate pricing strategies, e.g. Pay-as-you-go, Pay-one-price, etc. Some new tactics are presented, such as online advance ticketing and express passes for booking a visit to an attraction at a certain hour, or priority entrance for higher price. The authors pinpoint the need for more innovative and sophisticated theme parks revenue management techniques.

Revenue management in the cruising industry, discussed in Chapter 11 resembles and still differentiates from that of the lodging industry. The author David Selby outlines the main drivers that are engaged in building an efficient RM policy in cruising, divided in two categories. The first one, called Shipboard category of revenue drivers, comprise: itineraries, on board revenues, off-shore excursions, and tipping and service charges. In the second category of drivers are included those connected with Head office revenues, i.e. revenues and sale planning, ticket pricing and cabin supplements, inventory management and distribution channels.

In Chapter 12 Paul Whitelaw makes a critical evaluation of RM in the hotels and airlines. Even though these two sectors are considered to be founders of revenue management, there is still space for improving and inventing better RM techniques and practices, following the sharp increase of IT and mobile applications, that allow customers to be better informed but also plan in the last minute. The RM itself has changed the way of doing business of both industries. As a result, now hotels and airlines need to adopt new approaches towards their customers and intermediaries and reconsider relationships with all other stakeholders.

Car rental revenue management is presented in Chapter 13 through the lens of specific characteristics of the car rental industry, including market segments, consumer behaviour, flexible capacity and delivery of stocks. Interesting point of view is presented regarding relationships between franchisors and franchisees, where certain problems may occur for revenue management at station, corporate and franchisee level.

Next three chapters (14, 15 and 16) can be considered as separate section, because they deal with other directions related with RM – Customer relationship management (Chapter 14), Staff empowerment (Chapter 15) and Risk management (Chapter 16). The last Chapter 17 is dedicated to Time share revenue management. As time share is a relatively new branch of the hospitality

industry, the author Amy Gregory makes a good contribution to RM development in this area, still clarifying and distinguishing specific terms of the industry.

The book would benefit if revenues management techniques are discussed in more details, especially with an emphasis on the mathematical part. Furthermore, the chapters in the second part could discuss in more depth the practical issues of RM application in the particular industries. For the next edition of the book the editors might

consider devoting separate chapters on hotel and airline revenue management techniques, as they are vast enough and deserve special attention.

Style of writing is easy to read and comprehend; authors adhere to high level of academic writing and yet succeed to interpret the practical examples in a more accessible business language. Overall, the book would be very useful for undergraduate students, researchers and managers, as it provides a comprehensive overview of revenue management in all tourism sectors.
