

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	<b>1605-230627</b>	<b>SEMESTER</b>	<b>6<sup>th</sup> (dir. Tourism)</b>
<b>TITLE</b>	<b>MANAGEMENT OF REVENUE OPTIMIZATION DATA IN AIR TRANSPORT</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	5
<b>COURSE TYPE</b>	SPECIAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>			

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<ol style="list-style-type: none"> <li>1. KNOWLEDGE: the student will be able to describe the basic Pricing Strategies in Aviation</li> <li>2. UNDERSTANDING: the student can distinguish the scope of applications of Yield Management in Aviation.</li> <li>3. APPLICATION: to enhance the student's critical thinking so that he is able to classify the aviation products according to the user and the demand.</li> <li>4. ANALYSIS: to correct the student in the context of the Basic Yield Management Implementation Techniques</li> <li>5. COMPOSITION: to organize and compose the framework of Key Pricing Factors</li> <li>6. EVALUATION: identify, compare and evaluate future trends in the field of Aviation Revenue Optimization.</li> </ol>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary technologies</li> <li>• Adaptation to new situations</li> <li>• Decision making</li> <li>• Autonomous work</li> <li>• Teamwork</li> <li>• Work in an international environment</li> <li>• Work in an interdisciplinary environment</li> </ul>

- Production of new research ideas
- Project design and management
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstration of social, professional, and moral responsibility and sensitivity to gender issues
- Exercise criticism and self-criticism
- Promoting free, creative, and inductive thinking
- Interest in the Aviation Sector

### 3. COURSE CONTENT

- The content of the course deals with the following topics:
1. History of Yield Management in Air Transport
  2. Basic Applications of Yield Management in the Aviation Industry
  3. Airline Business Models and Yield Management
  4. Regional Profit Flows and Yield Management in Air Transport
  5. Implementation of Yield Management Strategies
  6. Introduction to Yield Management applications at Airports
  7. Future Trends in the field of Yield Management in Aviation
  8. The role of aviation alliances
  9. Adjustment of Demand in Air Transport
  10. Adjustment of the Air Transport Offer
  11. Pricing Policy Conformity Indicators
  12. Methods of Recording Customer Satisfaction Indices
  13. Case Studies - Experimental Approaches

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to face lectures in class	
<b>ICT USE</b>	Use of Information and Communication Technologies (ICT) in Teaching. Namely: <ul style="list-style-type: none"> <li>• Personal Computer</li> <li>• Microsoft Office</li> <li>• MULTIMEDIA</li> <li>• Email</li> </ul>	
<b>TEACHING ORGANIZATION</b>	<b>Activities</b>	<b>Working Load per Semester</b>
	Lectures	39
	Project	30
	Bibliographic study and analysis	51
	Self-study	30
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	Evaluation methods: Short answer and multiple-choice questions. Written project with a public presentation. Final written examination.	

	<p>Evaluation criteria:  Participation in the course.  Success in test answers and final exam.  Written assignment and successful presentation based on the following details:  A. Title and originality of the theme.  B. Summary of the topic.  C. Importance of research (topic).  D. Definition of the research problem.  E. definition of hypotheses and research questions.  F. Research design.  G. Bibliographic review.  H. Bibliography and references.  I. successful public presentation with a critical analysis of arguments and findings.  I. Managing questions from the audience.  The criteria are published on the course website.</p>
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## 5. REFERENCES

### **-Suggested bibliography:**

- Weatherford, L., 2016. The history of forecasting models in revenue management. *Journal of Revenue and Pricing Management*, 15(3-4), pp.212-221.
- Belobaba, P., 2010. Did LCCs save airline revenue management? *Journal of Revenue and Pricing Management*, 10(1), pp.19-22.
- Otero, D. & Akhavan-Tabatabaei, R. 2015. A stochastic dynamic pricing model for the multiclass problems in the airline industry. *European Journal of Operational Research*. 242:188-200.
- Wang, Xuan Lorna, and David Bowie. "Revenue Management: The Impact on Business-to-business Relationships." *Journal of Services Marketing* 23.1 (2009): 31-41
- Phillips, R. (2005). *Pricing and revenue optimization*. Stanford Business Books
- Vinod, B., n.d. *The Evolution of Yield Management in the Airline Industry*.
- Martín, J., Martín-Domingo, L., Lohmann, G. & Spasojevic, B. (2019). The role of travel patterns in airport duty-free shopping satisfaction: A case study from an Australian regional airport. *Journal of Air Transport Management*. 80:1-8.
- Pertuiset, T. and Santos, G., 2014. Primary auction of slots at European airports. *Research in Transportation Economics*, 45, pp.66-71.
- Gitto, S. & Mancuso, P. (2012). Two faces of airport business: A non-parametric analysis of the Italian airport industry. *Journal of Air Transport Management*. 20, 39-42.
- Rong, H., Hongshan, X. & Yu, J. ,2013. *Complex Dynamics for Airlines' Price*

Competition with Differentiation Strategy. JOURNAL OF TRANSPORTATION SYSTEMS ENGINEERING AND INFORMATION TECHNOLOGY. 13(1):11-16.

- Zhang, D. & Cooper, W. (2009). Pricing substitutable flights in airline revenue management. European Journal of Operational Research. 197:848-861.

***Related Scientific Journals***

- *European Journal of Operational Research*
- *Journal of Revenue and Pricing Management*
- *Journal of Air Transport Studies*
- *Transportation Research Part A*
- *Transportation Research Part B*
- *Research in Transportation Economics*
- *Journal of Air Transport Management*
- *Journal of Transport Economics and Policy*
- *Research in Transportation Business & Management*
- *Economics of Transportation*