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Recoge: 1. Introduction
- 2. Background to yield
management: Concepts
and their application - 3.
Vendors: evolution and
availability of yield
management systems -
4. Status report1: yield
management among
tourism enterprises in

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the European Economic Area - 5. Status report 2: obstacles, success factors and special considerations - 6. A country-by-country examination of yield management in the European Economic Area - 7. Conclusions and recommendations.

The International
Dictionary of
Hospitality Management

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is the must have companion for all those working or studying in the field of hospitality management. With over 728 entries, it covers everything you need to know, from a concise definition of back office systems, to management accounting and yield management. It covers all of the relevant issues in the field of hospitality

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management from both
a sectoral level: *

Lodging * Restaurants
and Food service *

Time-share * Clubs *

Events As well as a
functional one: *

Accounting and Finance

* Marketing * Strategic

Management * Human

Resources * Information

Technology * Facilities

Management An

abridged version of the

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successful International Encyclopedia of Hospitality Management, its user friendly layout provides readers with quick and concise answers across this diverse area of industry.

Uniform Franchise Offering Circular
eTourism case studies
Hotel Operations
Simulation and Auditing

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gerenciamento de
demanda, de receita e de
distribuição

Directory & buyers'
guide

Trade-marks Journal

Embora ainda
possa ser
considerado como
prática
incipiente entre
as empresas
brasileiras, o

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Revenue

Management (RM)

já se encontra diante de novas complexidades e tendências. O gerenciamento de receita exige cada vez mais do profissional uma cuidadosa gestão da distribuição, sem que isso signifique se

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resumir, por exemplo, à crescente participação do e-commerce - o risco é se tornar apenas um gestor de canais, enquanto as estratégias de Revenue acabam não recebendo a devida atenção.

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Atento às demandas do mercado de trabalho, o livro detalha como lidar com os fatores que precisam ser considerados para a aplicação de um RM eficiente, como: segmentação do mercado;

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controle da
capacidade do
inventário;
previsão de
demanda;
estratégia de
preços e de
distribuição e
avaliação de
desempenho.
Cases e
depoimentos de
especialistas da
área

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complementam esta publicação, que enfoca o dinâmico mercado hoteleiro, mas cujos conceitos e práticas podem ser transferidos a outras atividades - como alimentos e bebidas, spas, alugueis de carros e de

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salões, entre outras - e a todos os segmentos que lidem com serviços sensíveis à variação de demanda e sazonalidade, e nos quais haja a oportunidade, o desafio e o desejo de

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maximizar a
receita.

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Media is proud
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CTH examinations

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and are also a useful source of reference and information for those planning a career in the hospitality and tourism industries.

Harper's Weekly
Hotel & Catering
Review

Handbook of the
Science of

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Correspondences
The Magazine of
the Worldwide
Hotel Industry
Vol. XVII
Mergent
International
Manual

***During the last
couple of years
we learned that
infonnation and
communication***

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***technologies
have to be seen
as key factors
for the success
in various
industries.
Especially in
tourism it
became
evident, that
missing the
developments
in this sector***

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***could not only
be fatal for the
unfolding of the
businesses, but
also
unrenouncable
in order to
withstand in
competition.
The objective of
ENTER is to
show the
chance that***

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***information
technology
offers for all
participants in
the touristic
competition to
act successfully
in permanently
changing
information
environments.
It reflects the
important role***

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of information technologies in this field.

Within the last six years ENTER united various experts - practitioners as well as researchers - to exchange their experiences, ideas and

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***visions in the
sector of
tourism and
infonnation
technology. The
conferences
scope is to
provide an
international
platfonn to
discuss the
topical
situation and***

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***future trends,
and the
possibilities to
shape the own
strategies. The
various points
of view of all
the participants
in workshops,
reports and
discussions
always lead to
most***

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***interesting
perceptions.
Hotel
Operations
Simulation and
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Manual*** Prentice
***Hall
Hospitality
Upgrade
Trademarks
Temas de
turismo***

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***English for the
Hotel Industry
The Business
and
Management of
Ocean Cruises
Proceedings of
the
International
Conference in
Innsbruck,
Austria, 1999
After decades***

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of solid growth, the worldwide ocean cruise sector has become a noticeable economic factor and a significant employer. In the way it

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***combines
social,
technological
and natural
systems to
form its
products,
cruise tourism
is an
increasingly
attractive
area of study;***

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*particularly
with regards
to the
managerial
challenges
posed by the
interaction of
these systems.
This book
brings
together
industry know-*

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*how,
managerial
experience and
academic
rigour to
cover some of
the most
important and
interesting
managerial
challenges
associated*

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***with ocean
cruises.***

***Appropriate
for Front
Office or
Front Desk
courses within
Hospitality
Management
departments.
This is a
workbook and***

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*manual
designed as an
accompaniment
to standard
lodging or
front office
text books. A
student
version of
Micros
Fidelio, a
guest*

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management software application, is included within the text. Micros Fidelio is the industry standard guest service program.

A Paper of Art

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***and Literature
General Report
Information
and
Communication
Technologies
in Tourism
1999
Hospitality***

***The Sheraton
Corporation***

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This book is divided into six parts, which are organized to guide the reader step by step from the macro level of the cruise industry to the micro level of operations management on

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board cruise ships. Part I (chapters 1-4) sets the scene for the book by characterizing the conditions under which cruise lines operate. Part II (chapters 5-8) includes four chapters that

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***address issues
of significance
for corporate
managers in the
cruise sector.***

Part III

(chapters 9-11)

deal with

***aspects of the
marketing mix***

employed by

cruise lines to

attract

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***passengers and
fill their ships.***

Part IV

***(chapters
12-15) is***

***concerned with
managerial
functions***

***related directly
to the cruise***

***product. Part V
(chapters***

16-19) focuses

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on operational management functions on board cruise ships. The final Part VI (chapter 20) looks at future development possibilities for the cruise sector.

Reprint of the

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***original, first
published in
1861.***

***Regent
international
hotels***

Franchise

Offering

Circular

HotelBusiness

Python

International

Dictionary of

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***Hospitality
Management
Moody's
International
Manual***

This fifteen-unit course deals with the many situations in which hotel employees meet guests, including

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reception,
restaurant and
bar work,
answering the
phone, giving
directions,
dealing with
guests'
problems, writing
short e-mails and
letters,
suggesting

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places to visit
and explaining
how things work.
A Student's Book
and Audio CD are
also available.

Temas de
turismo : Manual
para la
preparación del
Certificado
Superior de

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Español del Turismo es un manual dirigido a estudiantes de ELE que tengan como mínimo un nivel B1 de español y que estén interesados en el mundo del turismo español. Las actividades

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de este manual desarrollan las cuatro destrezas, aumentan el léxico de turismo de los estudiantes, y les hacen reflexionar sobre el sector del turismo de su propio país, el de España y el de

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otros países.

Asimismo, el formato en que se presentan las actividades y el modelo de examen de Certificado Superior que se incluye, permitira a los estudiantes prepararse para

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el examen que
convoca la
Camara de
Comercio de
Madrid.

Principles of
Knowledge
Management:
Theory, Practice,
and Cases

Be My Guest
Teacher's Book

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EURHOTEC

Resource Book

Information

Technology in

Hospitality

Moody's

Transportation

Manual

Information

Technology &

Tourism

This introductory

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textbook provides a thorough guide to the management of food and beverage outlets, from their day-to-day running through to the wider concerns of the hospitality industry. It explores the broad range of subject areas that encompass the food and beverage

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market and its five main sectors – fast food and popular catering, hotels and quality restaurants and functional, industrial, and welfare catering. New to this edition are case studies covering the latest industry developments, and coverage of

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contemporary environmental concerns, such as sourcing, sustainability and responsible farming. It is illustrated in full colour and contains end-of-chapter summaries and revision questions to test your knowledge as you progress. Written by

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authors with many years of industry practice and teaching experience, this book is the ideal guide to the subject for hospitality students and industry practitioners alike.

eTourism Case Studies bridges the gap in contemporary literature by

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Carefully examining marketing and management issues of many international companies that have successfully implemented eTourism solutions. Divided into six sections this book explores the newest developments in this field,

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introducing and
discussing
emerging trends,
approaches, models
and paradigms,
providing visions for
the future of
eTourism and
supporting
discussion and
elaboration with the
help of thorough
pedagogic aids.
With contributions

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from leading global experts both from the industry and academia, each case follows a rigid structure, with features such as bulleted summaries and review questions, as well as each section having its own thorough introduction and

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conclusion written by the editors, highlighting the key issues and theories. This is the first book of its kind to bring together cases highlighting best practice and methods for exploiting ICT in the tourism industry, from international market leaders.

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A Manual for the
Student of the Word
of God. Giving in
Briefest Form the
Internal Sense of the
Most Prominent
Words
The Musical
Standard
A Presentation of
the Most
Economical and
Efficient Methods of
Moving Ashes, Soot

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and Combustion
Waste from Boiler
Room to Disposal
Station
Hotels
Theory, Practice,
and Cases
Mergent OTC
Industrial Manual

**This text
provides a
comprehensiv
e introduction**

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**to the new
field of
knowledge
management.
It approaches
the subject
from a
management
rather than a
highly
technical point
of view, and**

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**provides
students with
a state-of-the-
art survey of
KM and its imp
lementation in
diverse
organizations.
The text
covers the
nature of
knowledge**

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**(tacit and
explicit), the
origins and
units of
organizational
knowledge,
and the
evolution of
knowledge
management
in
contemporary**

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society. It explores the implementation and utilization of knowledge management systems, and how to measure their impact, outputs, and

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benefits. The book includes a variety of original case studies that illustrate specific situations in which the absence or existence of knowledge

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management systems has been crucial to the organization's actions. Charts and figures throughout help clarify more complex phenomena and

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**classifications,
and each
chapter
includes
review
questions and
a
comprehensiv
e index.**

**Dwight's
Journal of
Music**

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**Journal Des
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Commerce
The Complete
Manual: The
Essential
Handbook for
Python Users
Yield
Management
in Small and
Medium-sized**

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**Enterprises in
the Tourist
Industry
A Newspaper
for Musicians,
Professional
and Amateur
Official
Gazette of the
United States
Patent and
Trademark**

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Office