



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Matematica per l'Economia dei Fenomeni Turistici

2021-1-F7601M054

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#### Learning objectives

Upon completion of this course, students should gain a good understanding of the main issues in Revenue Management through the use of quantitative models, and learn about the application of such models in practice

#### Contents

Mathematical models developed for tourism management and focusing in particular on applications in airlines and hospitality industry.

#### Detailed program

1. Introduction to Revenue Management and theoretical framework:
  - Consumer's behavior, willingness to pay, demand curve and price elasticity;
  - Revenue maximization;
  - Price differentiation.
2. Quantitative-based Revenue Management
  - Seat inventory control and Booking Control;
  - Littlewood two classes model;
  - Belobaba n-classes model (Emsr-a and Emsr-b).
3. Price-based Revenue Management.
4. Overbooking.
5. Discrete choice models.

## **Prerequisites**

In this course the knowledge of basic concepts of mathematical analysis and probability are requested.

## **Teaching methods**

Lectures and practical sessions

During Covid-19 emergency classes will be partly offline and partly live streamed

## **Assessment methods**

The exam consists of questions about theory and exercises. The former test students' knowledge and understanding of the main concepts of the subject. The latter measure students' ability in the application of such concepts to solve simple practical problems.

## **Textbooks and Reading Materials**

- Talluri, K.T., Van Ryzin, G.J. "The Theory and Practice of Revenue Management" Springer, 2005.
- Phillips, R.L. "Pricing and Revenue Optimization" Stanford University Press, 2011.

## **Semester**

First semester

## **Teaching language**

Italian

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