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(Dr. Reta Murphy)

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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2013 Pages: 110 Language: Chinese in Publisher: Science Press management. decision-making and information series Hotel revenue management: Room reservations and pricing decisions in the system summarizes revenue management theory research foundation on booking hotel rooms and pricing issues. the establishment of the optimization model and corresponding numerical examples are given. Rooms demand scenario. management. decision-making and information series Hotel revenue management: Room booking and pricing decisions were constructed multi-day rental of a given period Reservation stochastic optimization model considering customer. consider multi-day rental customer target people live rooms installments booking decision model. and to consider the problem of overbooking rooms booking random model of decision-making. in the above model. using the semi-absolute deviation to measure income risk and constraint violations; for rooms pricing issues. are given considering to cancel and book customers but not yet reached. and booking time-room single-stage pricing model. and analyze the prices. expected revenue change with a rooms inventory and booking time limit; staging pricing for rooms and booking problems. build consider customer cancellations and booked but not yet reached the stochastic dynamic programming model. and prove the existence of the optimal solution of the model. analysis of the optimal expected revenue. the relationship between the amount of optimal pricing and opening rooms. Management. Decision and Information Series Hotel revenue management: Room reservations and pricing decisions. Both for the relevant professional teachers and students of the School of Economics and Management of Universities Read also available for interested practitioners Hotel Revenue Management Reference . 2.3 1.3 main content of the book of the significance of Contents: General Preface Introduction Chapter 1 Introduction 1.1 generation of revenue management and development 1.2 hotel revenue management...

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