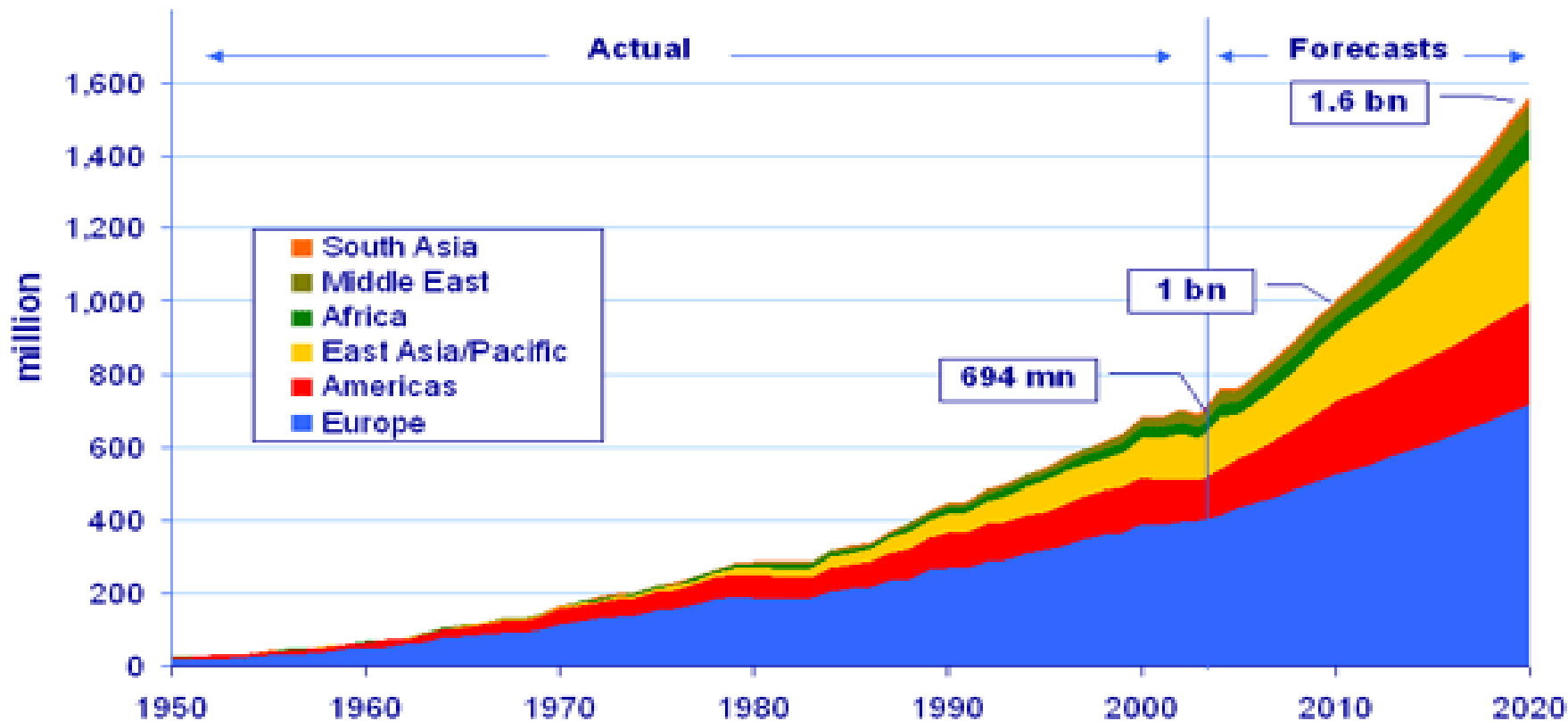


INTEGRATING THE CONCEPT OF YIELD MANAGEMENT INTO MARKETING POLICY OF TRAVEL AGENCIES

Comparative Study : PARALELA 45 - EXIMTUR

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Associate Professor, PhD. Pavel STANCIU

THE GLOBAL EVOLUTION OF THE NUMBER OF TOURISTS. REALITIES AND TRENDS



THE EVOLUTION OF TOURISM WORLDWIDE



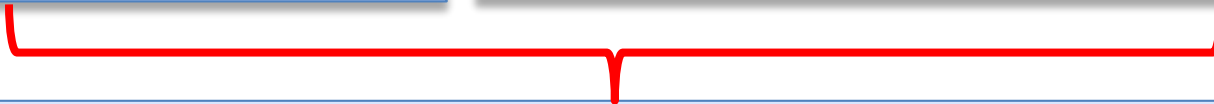
- The inclination of Romanian tourists towards holidays abroad (relaxing stays, summer vacations, exotic vacations or cultural city breaks)
- The demand for "outgoing" tourist packages is in a constant growth
- The degree of occupancy of aircrafts in Romania, to destinations such as Turkey and Egypt, is over 90%, in recent years



Detection and supervision of investment systems and development methods, in order to capitalize on the outbreak of "outgoing" tourism.



Unjustified prices of holidays on the Black Sea coast, compared to the prices of stays across the border, as well as city breaks in major cities around the world, which reach a cost of up to 50% of the value of a week's stay.



The need to implement new management methods and processes in order to manage and maximize the yield and revenues in this sector vital to the national and international economy, in order to meet market demand, regardless of its volume and to practice competitive prices.

ABOUT YIELD MANAGEMENT (YM)

A method of implementing information and setting prices, having as purpose „selling the right capacity, to the right customers, at the right prices.”

Source: Sherly Kimes and Richard Chase –
The Strategic Levers of Yield Management, 1998.

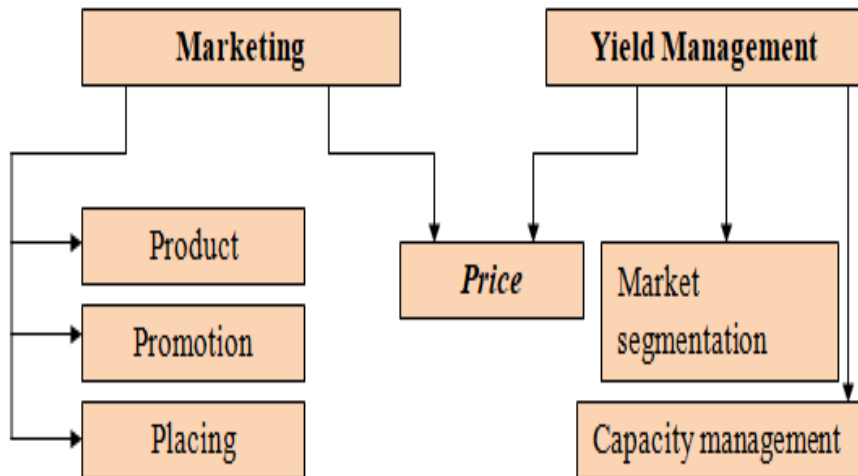
The concept of **YM**, appears since the '80s, with the destabilization of the activity of the airline, British Airways, whose occupancy rate of aircrafts was constantly decreasing.

Yield Management represents the pricing strategy based on anticipating and influencing consumer behavior, which involves maximizing revenue from a fixed and limited source of time

TRILATERAL OF YIELD MANAGEMENT



MARKETING AND YIELD MANAGEMENT



Complementarity of YM and of Marketing

Source: Daudel Vialle (1989). *Le Yield management: La face encore cache du marketing des services*, Publishing house InterEditions, Paris, pp. 37-40)



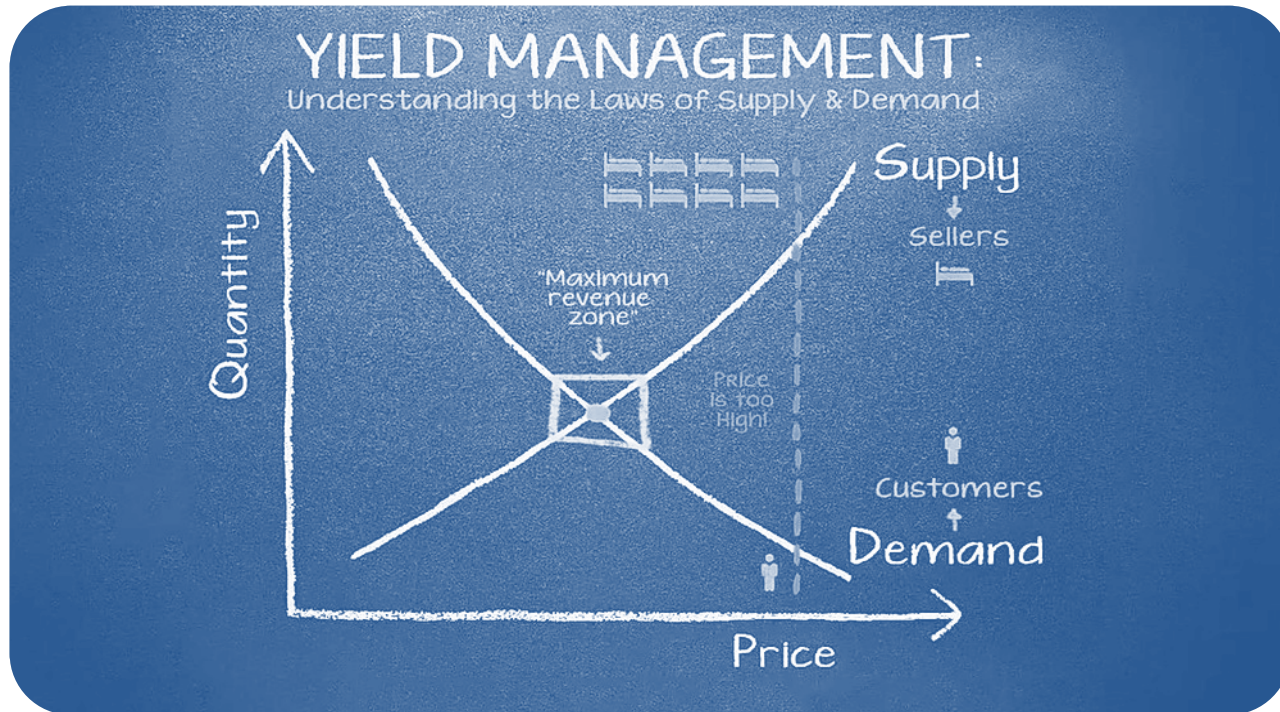
Functional components of Yield Management

THE PRINCIPLES OF YIELD MANAGEMENT

- The concentration on the price and not on the costs, at the moment of balancing supply with demand
- The replacement cost-based prices with market-based prices
- The selling to segmented micromarkets, not to mass markets
- The saving products for the most valuable customers
- Making decisions based on knowledge, not assumptions
- The exploitation of the value cycle of each product
- Continuous reassessment of income opportunities

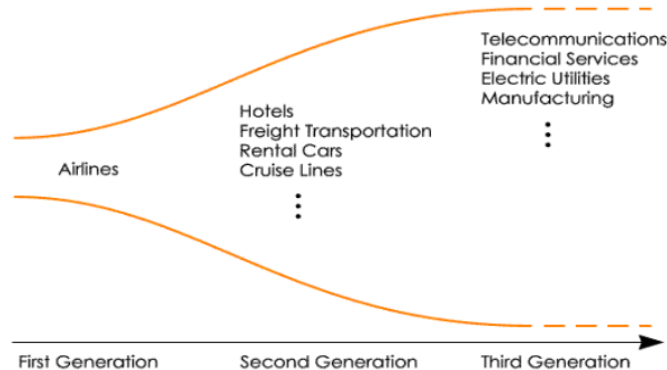
YM IN THE TOURISM INDUSTRY

The **Yield Management (YM)** process involves detailed analyzes, monitoring the evolution of levels perceived in a given market and the practice of tariffs that are determined by analyzing sales potential, price evolution, and the efficiency resulting from their practice as well.



<https://www.yieldxpert.com/post/revenue-management-vs-yield-management>

INTERNATIONAL COMPANIES THAT HAVE APPLIED YM METHODS





THE GENERAL THEORETICAL FRAMEWORK OF THE STUDY

The dynamic evolution of tourism consumption and the need to implement new management processes, based on the exploitation of technologies, as well as on the agreement between the departments of an agency

THE PROBLEM APROCED AND ITS IMPORTANCE

The implications of the yield management methods in the management and marketing activity and its complementarity with the elements of the marketing mix

THE PURPOSE OF THE RESEARCH APPROACH

Awareness of the contribution of benefits, which appear through the implementation of yield management, which can be capitalized with purpose to revolutionize the management processes of an organization, to increase the efficiency of yield, having in view the direction of tourism development

OBJECTIVES

Identification and analysis of the processes, respectively of the yield management methods, used within some world-recognized organizations and within two influential travel agencies on the Romanian market

Establishing the tourists perceptions towards the activity of the travel agencies and towards the services offered by them

Demonstrating the importance of the integrated Yield Management system



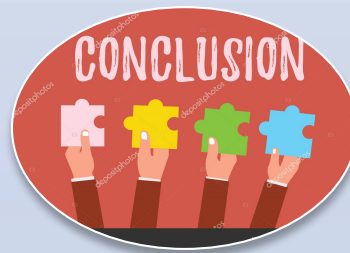
VS





Results of the interview have emphasized the degree of practice of YM and its valences regarding the marketing policy of the Romanian agencies

Also, the research measured the index of influence of actions and elements of management and marketing, throughout the entire process of acquisition and consumption



The results highlighted:

- the level at which this management system is practiced and valued
- the level of influence on the behaviour of tourists
- and at the same time
- the influence on the CA (Fiscal Value) of companies

The research emphasizes the importance of yield management, awareness and emphasis on the complementarity between YM and the elements of the marketing mix.



FURTHER RESEARCH DIRECTIONS

The importance of Yield Management, applied in tourism agencies, in the COVID-19 epidemiological context

Generalization of the Yield Management principles at the level of the entire Tourism Industry

The Yield Management of human resource departments of tourism companies

The Yield Management - 5th P of marketing mix

Yield Management



**YIELD
MANAGEMENT**

**The future of
travel agency
marketing policy?**





Contacts: