



Yield Management (German Edition)

Christoph Haffa

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Beschaffung, Produktion, Logistik, Note: 2,3, Universität Hohenheim (Industriebetriebslehre), Sprache: Deutsch, Abstract: Ihren Ausgangspunkt hat die Entwicklung von Yield Management im Jahre 1979 als

der US-amerikanische Luftverkehr dereguliert wurde und die durch staatliche Vorschriften festgelegten Tarife aufgehoben wurden. Dadurch fanden neue Marktteilnehmer Zutritt was zu Überkapazitäten und als Konsequenz zu einem allgemeinen Preisverfall sowie einer Zunahme der Tarifvielfalt führte 1.

Die reine Priorisierung der Auslastung erwies sich nicht immer als vorteilhaft.

Vielmehr musste eine aktive Preispolitik als gleichberechtigtes Element neben einem Kapazitätsmanagement integriert werden2.

Yield Management hat daher zum Ziel, eine gegebene Kapazität in Teilkapazitäten aufzuteilen und hierzu Preisklassen zu bilden, damit eine angestrebte Maximierung des Erlöses je verfügbarer Kapazitätseinheit erreicht wird. So variieren Fluggesellschaften im Buchungsverlauf sowohl die Verfügbarkeit von Sitzplätzen in unterschiedlichen Buchungsklassen als auch die jeweils gültigen Preise, um die Erlös- und Kapazitätsauslastungsziele zu erreichen.

Zur Realisierung dieses Anspruches dienen der Aufbau und die Nutzung einer umfassenden Informationsbasis. Yield Management wird somit nicht als Instrument zur Schaffung zusätzlicher Nachfrage angesehen, sondern vielmehr um vorhandene Nachfrage zu lenken.

Yield-Management-Systeme sind in diversen Dienstleistungsbranchen implementiert worden. Die größte Verbreitung von Yield Management findet man in der Transportwirtschaft und im Beherbergungswesen. Weitere erfolgreiche Anwendungen finden sich im Gesundheitswesen, bei Energie- und Versorgungsunternehmen, bei Autoverleihern und in der Medien- und Telekommunikationsindustrie3.

In dieser Arbeit werden zunächst die Anwendungsvoraussetzungen des Yield Management dargestellt. Anschließend beleuchte ich den Planungsprozess und gebe abschließend einen Ausblick des Yield Management.

1 Vgl. Bertsch S.2257

2 Vgl. Stuhlmann S.215

3 Vgl. Tscheulin S. 649

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