



航空学报 » 1991, Vol. 12 » Issue (11) :615-620 DOI:

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航线收益管理的边际分析方法

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A STUDY ON THE MARGINAL ANALYSIS METHOD FOR THE AIRLINE YIELD MANAGEMENT

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摘要

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摘要 本文首先综述了航线运输收益管理中两票价等级的最优运营方法的历史与现状,指出了各个经典公式的限制条件和公式推导的不严密性。然后,利用边际分析方法详细推导了一个新的最优座位安排的通用公式,对该领域的传统公式作了重要更正。最后,通过实例分析、计算并与传统公式相比,表明新公式在理论上较为完善,在工程上也实用、简便。

关键词: 航线收益管理 座位存贮控制 边际分析

Abstract: The current situation and the history of two-fare-class seat inventory control problem for the airline yield management in air transportation of the passengers are first overviewed. Then a new marginal analytical method determining the optimal allotment for two-class problem is presented, with an emphasis on the theoretical aspects of the problem as compared with the traditional formulae. Based on the fact that the passengers' demand number is a discrete random variable the formula deduction is demonstrated in detail. The formula obtained in this paper which shows that the optimal seat allotment relates to the distributions of both high-fare demand and low-fare one has made the important corrections for the traditional formulae in this field. Contrasting the formula deduced in the paper with the traditional formulae it can be shown by the results of the computational example with the new formula that the method is more accurate and practical.

Keywords: airline yield management seat inventory control marginal analysis

Received 1990-08-25; published 1991-11-25

引用本文:

官建成. 航线收益管理的边际分析方法[J]. 航空学报, 1991, 12(11): 615-620.

Guan Jiancheng. A STUDY ON THE MARGINAL ANALYSIS METHOD FOR THE AIRLINE YIELD MANAGEMENT[J]. Acta Aeronautica et Astronautica Sinica, 1991, 12(11): 615-620.

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