Zvi Schwartz
Biographical Sketch
2003

Zvi Schwartz joined the University of Illinois in 2003. Prior to this, he worked in the hospitality industry developing executive decision support systems, following a faculty position at Ben-Gurion University’s School of Management and several years with Hyatt Hotels.

His research is aimed at gaining a broader understanding of issues related to revenue management -- a central component in the effort of many tourism enterprises to secure their long-term economic vitality. His economic and marketing modeling efforts seek to explain the decisions and behavior of the tourists and the service provider in the context of revenue management, and more specifically in the context of tourism and hospitality demand forecasting, and optimal allocation of units and prices. Issues examined include the accuracy of objective occupancy forecasts, revenue managers’ subjective estimates, forecast adjustments and bias, factors affecting changes in willingness to pay overtime, the role of tips and bundling in hospitality pricing, sales mix analysis, strategic pricing and yield management, and optimal group rates. Current research projects include the informational role of prices in tourism, the Internet and pricing information asymmetry, and the unique characteristics of tourism strategic pricing.

A recent study examined the impact of the Recreational Fee Demonstration Program on visitation of high volume national parks. Baseline, multivariate demand models were developed based on secondary data from 10 years prior to the fee policy change, and were used to predict demand in years following the fee change. The predictions of the baseline demand models were then compared to the sites’ actual visitation. The significant differences between the actual and the predicted visitation indicate that the fee hike might have had an adverse effect on visitation. In the 8 demo-fee large national parks analyzed from 1996 to 2000 (including the Grand Canyon) there were approximately 16 million fewer visitors than were predicted, representing a drop of roughly 11 percent in annual visitation compared to the models’ prediction.

Zvi’s research was published in a variety of tourism and hospitality journals including Tourism Economics, Journal of Hospitality and Tourism Research, Journal of Travel Research, Journal of Leisure Research, the Cornell Quarterly, Journal of Travel and Tourism Marketing, FIU Hospitality Review and others. He is a guest editor of the Journal of Travel and Tourism Marketing’s special issue on Yield Management in tourism. He is also an editorial review board member of Tourism Management, the Cornell Quarterly and the Journal of Human Resources in Hospitality & Tourism, as well as an ad-hoc reviewer for Tourism Economics, Journal of Hospitality and Tourism Research, Journal of Management Sciences and Regional Development, and the Journal of Travel and Tourism Marketing. Twice during the past 5 years his research received the Best Paper award at the International CHRIE annual conference, as well as the ANABAR Citation of Excellence in the Highest Quality Rating category.

At the University of Illinois, he is teaching leisure marketing services and will teach tourism demand forecasting in the spring. At Ben-Groin University he taught forecasting methods for hospitality and tourism and quantitative models in hospitality and tourism management.

He received his Ph.D (1995) from Purdue University with a concentration in economics and forecasting from the department of Hospitality and Tourism Management. He holds an M.B.A. degree (1988) from Tel-Aviv University’s Graduate School of Management with a major in marketing, and B.A. in economics (1983) from the University of Haifa.