Course Overview (QM Standards 1.2)

Course description: This course provides the student with the basic knowledge to perform the following procedures and responsibilities in resort area management: facilities planning, program organization, staffing personnel, advertising and public relations, and financial administration.

Course Goals and Objectives:

- Explain the history and development of the resort industry
- Explain the relationship between resorts and recreation
- Explain the corporate structure and ownership arrangements in the resort industry
- Explain how guest needs and behavior are met through resort programming
- Identify major features and amenities of mountain based resorts
- Explain the major environmental and socio-cultural concerns of resort development and operations
- Identify major features and amenities of golf and tennis based resorts
- Explain the major environmental and socio-cultural concerns of resort development and operations
- Recognize role of resorts as tourist attractions
- Explain the features and characteristics of various classifications of resorts
- Determine whether resort management is a preferred career path
- Search for resort properties suitable for performing an internship or obtaining part-time or full-time employment

Pre-Requisites (QM Standard 1.6)

No pre-requisites are required for this course.

Minimum Technical Requirements and Online Resources (QM Standards 1.5 & 1.7)

In addition to a web browser (preferable Firefox) that is Blackboard compatible, you will need the following software in order to complete the activities in this class:

1. Word processing package capable of reading and creating .doc, .docx or rich text formatted (rtf) documents.
2. *Adobe Acrobat Reader*: If you do not have *Adobe Acrobat Reader*, you can download it free from http://www.adobe.com/products/acrobat/readstep.html
3. Virus Protection Software: This course requires you to download and upload files from your PC. Virus protection software protects your computer and my computer.

Online Resources: This course makes use of many online resources. I have made every effort to make sure the links I have are up-to-date. However, due to the changing nature of the web, you may find that a resource is temporarily unavailable or has been removed. If this should happen, please send me an email and I will find an alternative resource or modify the assignment accordingly.

Instructor Information (QM Standards 1.8 & 5.3)

Individual instructors complete this information.

Virtual Office Hours
I am available in my virtual office by appointment only. Send me an email to set up an appointment.

Personal Commitment
My personal commitments to you as a participant include:

I will reply to course mail messages within 24 hours;

I will read all discussion postings and will reply where appropriate within 3 days

I will acknowledge my receipt of every course mail message immediately upon reading it. If I am unable to respond to the request or concern at the time of initial reply, I will give you an estimated time for my next reply.

If I am going to be away from the course space for more than a day or two, I will send a message to you indicating the length of my absence.

I will regularly update information regarding due dates in the course announcements.

Optional/Required Course Materials (QM Standard 4.6)
You will find your required textbook information in the course catalog at http://ilearn-wvrocks.wvnet.edu. All other required readings and videos are included in each of the modules.

Grading Policy (QM Standard 3.2)

Each module consists of a series of assignments, discussions and/or quizzes, each having specific point values. For each assignment or discussion you will be given the rubric or grading criteria from which you will be evaluated.

Assignment/Assessment	Point Value
M1A1: Course Introduction Discussion	50
M1A2: Chapter 1 Quiz	50
M1A3: Chapter 8 Quiz	50
M2A1: Chapter 10 Quiz	50
M2A2: Chapter 11 Quiz	50
M2A3: Exam 1	100
M2A4: Resort Activity Planning Discussion	50
M3A1: Chapter 2 Quiz	50
M3A2: Chapter 3 Quiz	50
M3A3: Hospitality Trends Discussion	50
M4A1: Chapter 4 Quiz	50
M4A2: Chapter 5 Quiz	50
M4A3: Exam 2	100
M4A4: Types of Marinas Discussion	50
M5A1: Chapter 6 Quiz	50
M5A2: Chapter 7 Quiz	50
M5A3: Research Paper on Resort in United States	100
M5A4: Bubba Watson's Hovercraft Discussion	50
M6A1: Chapter 9 Quiz	50
M6A2: Chapter 12 Quiz	50
M6A3: Exam 3	100
M6A4: Different Types of Spas Discussion	50
M7A1: Chapter 13 Quiz	50
M7A2: Chapter 14 Quiz	50
M7A3: Cruises Discussion	50
M8A1: Chapter 15 Quiz	50
M8A2: Research Paper to Locate Potential Resort Employment	100
M8A3: Exam 4	100
M8A4: Course Overview Discussion	50
Total Points	**1700**

All grades will be averaged and divided by the total points possible. Scores are not weighted.

Discussions (8*50 points)	400
Papers (2*100 points)	200
Exams (4*100 points)	400
Quizzes (15*50 points)	750
Total:	**1750**

Module Objectives and Assessments (QM Standard 2.2, 2.3, 2.4, 2.5, 3.4, 3.5, 5.1)
Module 1

After you have complete the readings and content for this module you will be able to:

- Explain the history and evolution of resorts over time. [M1S1, M1A2]
- Explain the resort history within the United States. [M1A2]
- Identify the different types of resorts and vacation options available. [M1A2]
- Develop an amenity strategy for guests. [M1A3]
- Identify the development stages of resorts. [M1A3]
- Explain the community management structures within resorts. [M1A3]

Module 2

After you have complete the readings and content for this module you will be able to:

- Define goals and objectives of recreational programming. [M2S1, M2A1, M2A2, M2A3]
- Perform cluster analysis on recreational activities. [M2A1, M2A2, M2A3]
- Describe the importance of retail operations in resorts. [M2A1, M2A2, M2A3]
- Explain the guest activity-programming model. [M2A1, M2A2, M2A3, M2A4]
- Explain the benefits of guest activity programming. [M2A1, M2A2, M2A3, M2A4]
- Identify the different types of resort activities to offer guests. [M2A1, M2A2, M2A3, M2A4]

Module 3

After you have complete the readings and content for this module you will be able to:

- Identify the different types of ski resorts. [M3A1, M3A2, M4A3]
- Explain the different types of permits required for ski resorts. [M3S1, M3A1, M3A2, M4A3]
- Identify the types of ski lifts at a resort. [M3A1, M3A2, M4A3]
- Explain the selection process of sites for ski resorts. [M3A1, M3A2, M3A3, M4A3]
- Identify the capacity limits of ski slopes and resorts. [M3A1, M3A2, M3A3, M4A3]
- Describe the importance of other recreational activities on ski terrain. [M3A1, M3A2, M3A3, M4A3]
- Explain this history of ski resorts. [M3A2, M3A3, M4A3]

- Explain the economics of ski resorts. [M3A2, M3A3, M4A3]
- Identify the demographics, skiographics, and trip characteristics of guests. [M3A2, M3A3, M4A3]
- Interpret financial statements of ski resorts. [M3A2, M3A3, M4A3]

Module 4

After you have complete the readings and content for this module you will be able to:

- Identify the steps of the development process of beach resorts. [M4A1, M4A2, M4A3, M4A4]
- Explain the profiles of beach resort guests. [M4S1, M4A1, M4A2, M4A3, M4A4]
- Identify the elements and areas to be considered when developing a beach resort. [M4A1, M4A3]
- Evaluate areas for desirable characteristics of beach resorts. [M4A1, M4A3]
- Describe the legal aspects of creating beach resorts. [M4A1, M4A3]
- Evaluate the different geographical elements to consider when engineering a beach area or resort. [M4A1, M4A3]
- Identify the different types of marinas. [M4A1, M4A3]
- Describe the importance of boaters. [M4A2, M4A3]
- Explain the "Blue Flag" certification. [M4A2, M4A3]
- Identify safety and services that should be offered to patrons. [M4A2, M4A3]

Module 5

After you have complete the readings and content for this module you will be able to:

- Identify the purpose and importance of golf resorts. [M5A1, M5A4, M6A3]
- Identify the different types of golf courses and hole types that can be developed. [M5A1, M5A4, M6A3]
- Identify future trends in golf. [M5S1, M5A1, M5A4, M6A3]
- Evaluate the differences between views of golfers' and non-golfers' on environmental impacts of golfing. [M5A1, M5A2, M5A3, M6A3]
- Examine the different types of property elements and topography when developing golf courses. [M5A1, M5A2, M5A3, M6A3]
- Examine the demographics and market segmentations of golfers. [M5A1, M5A2, M5A3, M6A3]
- Identify the different levels of ownership and membership of golf clubs and resorts. [M5A1, M5A2, M5A3, M6A3]
- Describe the importance and planning for remodeling. [M5A1, M5A2, M5A3, M6A3]
- Examine the operating characteristics of golf resorts: operations, income statements, expenses, and staffing. [M5A1, M5A2, M5A3, M6A3]
- Evaluate the importance of corporate and social events, pro-shop, and golf-cart fleet. [M5A1, M5A2, M5A3, M6A3]

Module 6

After you have complete the readings and content for this module you will be able to:

• Identify the benefits and perceptions of spas, pools, and indoor waterparks. [M6S1, M6A2, M6A3, M6A4]
• Explain the various spa treatments available. [M6A2, M6A3, M6A4]
• Describe the industry segments of indoor waterparks. [M6A2, M6A3, M6A4]
• Describe the importance of timeshare resorts and how they operate. [M6A1, M6A3, M6A4]
• Explain how to make reservations with a timeshare. [M6A1, M6A3, M6A4]
• Explain staffing of timeshare resorts. [M6A1, M6A3, M6A4]

Module 7

After you have complete the readings and content for this module you will be able to:

• Explain the different specialty resorts available to tourists. [M7A1, M8A3]
• Identify the demographics of specialty tourists. [M7A1, M8A3]
• Identify different adventure activities in the United States. [M7S1, M7A1, M8A3]
• Describe the cruise industry and experience. [M7A2, M7A3, M8A3]
• Identify the "major players" in the cruise industry. [M7A2, M7A3, M8A3]
• Identify the demographics and market segments of cruise travelers. [M7A2, M7A3, M8A3]
• Explain the operational side of cruise ships by departments. [M7A2, M7A3, M8A3]
• Review the health and safety responsibilities of cruise ships. [M7A2, M7A3, M8A3]

Module 8

After you have complete the readings and content for this module you will be able to:

• Explain the U.S. gaming market and the transition to resorts. [M8S1, M8A1, M8A3]
• Identify the profiles and demographics of gamblers. [M8A1, M8A3]
• Identify the organizational structure and staffing of casino resorts. [M8A1, M8A3]
• Describe the monetary operations of casinos. [M8A1, M8A3]
• Identify the different types of gaming options. [M8A1, M8A3]
• Evaluate whether resort management is a desirable career path. [M8A2]
• Identify the options available to West Virginia residents with regard to resort and hospitality careers. [M8A2]