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 Goal:
Upon satisfactory completion of the course, the student will be able to:

• 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 1.7)

No pre-requisites are required for this course.

Minimum Technical Requirements and Online Resources (QM Standards 1.5 & 1.6)

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.
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.

Attendance Verification and Financial Aid (QM Standards 1.4)

Federal Guidelines require colleges to verify attendance in class. Attendance in a fully online class is verified by active student engagement in an activity. You must complete the Learner Responsibilities Quiz found in the orientation in order to receive verification of attendance. If you have financial aid and/or scholarships and do not complete the activity your financial aid and scholarship checks may be withheld. In addition, you must complete this activity before the first module of your course can be accessed.

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.

Course Materials (QM Standard 4.1 & 4.4)
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.

Grading Scale:

A = 1485-1650
B = 1320-1484
C = 1155-1319
D = 990-1154
F = <990
<table>
<thead>
<tr>
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<td>M1A3: Chapter 8 Quiz</td>
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<tr>
<td>M2A1: Chapter 10 Quiz</td>
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<td>M2A4: Resort Activity Planning Discussion</td>
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<td>M3A1: Chapter 2 Quiz</td>
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<td><strong>Total Points</strong></td>
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Module Objectives and Assessments (QM Standard 2.2, 2.3, 2.4, 2.5, 3.4, 3.5, 5.1)

Module 1: Resorts and Resort History
After you have completed 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: Recreational Programming and Activities
After you have completed 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: Ski Resorts
After you have completed 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: Beach Resorts
After you have completed 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,
• 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: Golf Resorts
After you have completed 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: Spas and Timeshares
After you have completed 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: Specialty Resorts
After you have completed 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: Gaming and WV Careers in Resort Management
After you have completed 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]