

3 RESORT PLANNING AND DEVELOPMENT

Prerequisite: Economics, Marketing, Accounts, Accommodations, Food & Beverage

Credits: 4

Overview

This course focuses on the uniqueness of resort development, management, and operation. Students will be introduced to resort management principles, and the socio-cultural, economic, and environmental issues involved in resort planning.

General Objectives

This course is designed to:

- 1 provide an overview of the resort concept and development and associated issues
- 2 enable the student to evaluate the economic and social effect of Resorts Management
- 3 develop the student's ability to analyze and evaluate the nature of resort activities
- 4 develop attitudes to quality and value in respect of people, management and customer care

Learning Outcome

Upon successful completion of this course, the learner will:

- 1 define concepts of resort development.

Topics

1.0 Resort Concepts

Objectives

Upon completion of the topic the student will be able to:

- 1.1 discuss and list the differences between hotel management and resort management.
- 1.2 discuss and list the differences between resort site management and resort area management

- 1.3 discuss the complexities of resort management, resort sites and resort areas
- 1.4 describe the historical development of resorts.
- 1.5 identify the important factors in contemporary resort management
- 1.6 explain the term "social tourism" and how it influenced the resort concept.
- 1.7 explain the resort life cycle.

Content

- Characteristics of Hotel management vs Resort management.
- Resort history

2.0 Factors That Affect Planning and Development

Objectives

Upon completion of the topic the student will be able to:

- 2.1 discuss the similarities and differences between resort development and urban development.
- 2.2 discuss the importance of planning as an ongoing process.
- 2.3 discuss the spending power of tourists and the effect that tourist spending has on the receiving community.
- 2.4 discuss the challenges of developing an infrastructure capable of sustaining resort operations (eg, appropriate architectural designs, etc)
- 2.5 describe the factors that must be taken into consideration when assessing environmental and social impacts.
- 2.6 explain the important factors of sustainability that are necessary for resort development.
- 2.7 explain the importance of corporate responsibility and sensitivity with respect to community interests.

Content

- Socio-cultural impact
- Economic impact
- Physical & Environmental impacts

3.0 The Planning and Development Process

Objectives

Upon completion of the topic the student will be able to:

- 3.1 describe the different perspectives of resorts as expressed by private companies and management.
- 3.2 explain the following terms:
 - “composition of a resort”.
 - “master plan”.
 - “environmental impact statement”.
 - “commitment phase of resort planning and development”.
- 3.3 outline five (5) phases of the planning and development process.

Content

- The five phases of Resort planning & development
- The role of professional planners

4.0 Facilities Planning

Objectives

Upon completion of the topic the student will be able to:

- 4.1 discuss three (3) important planning concepts for resort facilities.
- 4.2 describe the basic elements of a resort.
- 4.3 discuss the importance of the development of recreational and shopping facilities.
- 4.4 list four (4) important factors to be taken into consideration when planning entertainment facilities.

Content

- Facilities planning concepts
- Basic elements of a resort complex, site or area
- Facilities for the physically challenged

5.0 Recreational Activities and Facilities

Objectives

Upon completion of the topic the student will be able to:

- 5.1 discuss the importance of innovation and creativity in the planning and development of recreational facilities.
- 5.2 discuss various resort themes.
- 5.3 discuss the importance of creating a mix of recreational facilities.
- 5.4 discuss the importance of incorporating nature into recreational facilities.

Content

- Golf
- Tennis
- Sailing
- Cricket
- Swimming
- Health Club and Spa Facilities
- Nature Activities

6.0 Front Office Management

Objectives

Upon completion of the topic the student will be able to:

- 6.1 discuss the elements of the reservation process
- 6.2 describe a variety of reservation systems
- 6.3 explain the basic functions of:
 - the night audit
 - the reception center
 - the check-in/check-out systems
 - the concierge
- 6.4 discuss the important factors in the generation of repeat visitors

Content

- Reservations
- Reception
- Front Office Systems
- Guest Relations and Activities

7.0 Operations Management

Objectives

Upon completion of the topic the student will be able to:

- 7.1 discuss the organizational charts of a variety of departments
- 7.2 identify the human resource requirements
- 7.3 discuss the common meal plans offered by resorts
- 7.4 define and discuss merchandising of a variety of food products
- 7.5 develop a range of housekeeping documentation
- 7.6 discuss inventory control methods used in the housekeeping department
- 7.7 describe the role of the Engineering Department
- 7.8 identify factors to be taken into consideration when planning and managing a resort:
 - air conditioning systems
 - ventilation systems
 - refrigeration systems
 - plumbing systems
 - systems for the maintenance of resort equipment and vehicles
- 7.9 identify systems for the maintenance of grounds
- 7.10 describe the function of purchasing within a resort situation
- 7.11 discuss the organization of a resort accounts department
- 7.12 describe methods of solid and liquid waste management, energy conservation and the 3R's (reducing, re-using, recycling)
- 7.13 describe the marketing strategies used.

Content

- Food & Beverage
- Housekeeping and Laundry
- Plant Engineering and Maintenance
- Grounds Maintenance
- Greening and Energy Conservation
- Purchasing
- Accounts
- Marketing strategies

8.0 Security and Safety Issues

Objectives

Upon completion of the topic the student will be able to:

- 8.1 discuss the role of the security staff and their duties within the organization
- 8.2 identify the key security challenges within a resort complex
- 8.3 discuss the range of contemporary security equipment available to resort management

Content

- The Security Programme
 - priorities
 - organizations
 - legal issues

9.0 Managing the Resort Investment

Objectives

Upon completion of the topic the student will be able to:

- 9.1 identify the levels of profitability planning for a resort
- 9.2 interpret the basic financial statement prepared by a resort's accounting department
- 9.3 define "liquidity ratios", "solvency ratios", "profitability ratios", "activity ratios", and "operating ratios"
- 9.4 describe methods of evaluating capital in investment decisions.

Content

- Profitability planning
- Interpretation of financial statements
- Definitions
- Capital investments

Instruction Format

Lectures
Discussion
Synthesis

Assessment and Evaluation

Two individual assignments – 20%
One group assignment – 20%
Examination – 60%

Recommended Text

Resort Development and Management, Chuck Y Gee; published by Educational Institute of the American Hotel and Motel Association.

Hotel and Resort Planning and Development, Bohen and Boyd.

Resorts: Management and Operation, 2nd Edition 2007, R C Mill; published by Wiley

World of Resorts: From Development to Management, 3rd Edition 2010, C Y Gee; published by AH & LA

Resort Development (Development Handbook Series), 2nd Edition 2008, Urban Land Institute; published by Urban Land Institute

Marketing and Managing Tourism Destinations 2013, A Morrison; published by Routledge

Resources

Managing Front Office Operations, 6th Edition, M L Kasavana and R M Brooks; published by Education Institute of American Hotel and Motel Association.

Hotel Front Office Management, 3rd Edition, J A Bardi; published by Wiley and Sons.

Attendance

Students are encouraged to attend all class sessions as all information presented may not be covered in the required text. Participation of students is an integral component of the learning process.