SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

NORTHERN ONTARIO HOSPITALITY AND TOURISM INSTITUTE

SAULT STE. MARIE, ONTARIO

Sault College

COURSE OUTLINE

COURSE TITLE: INTRODUCTIONS TO RESORT OPERATIONS

CODE NO. : RES 110   **SEMESTER:**   1

PROGRAM: RESORT OPERATIONS PROGRAM

AUTHOR: PROFESSOR DERON B. TETT
HRM Dip., B.A.H., B. Ed.
OFFICE: L 40
PHONE: 759-2554, EXT. 583
Email: deron.tett@saultc.on.ca

DATE: 06/01   **PREVIOUS OUTLINE DATED:**

APPROVED:

_____   _____
                   DEAN   DATE

TOTAL CREDITS: 3

PREREQUISITE(S): NONE

HOURS/WEEK: 3

I.   COURSE DESCRIPTION:

This course will introduce students to the resort industry and how resorts fit into the tourism sector of the economy. The student will acquire knowledge of all aspects of resort operations and how each resort function and service contributes to the overall success of the business. In each area of study, students will develop their knowledge and skills and remain customer-focused. Further, this newly-acquired knowledge will assist students on further applications with other components of the Resort Operations Program such as convention planning, resort marketing and sales, human resource and food and beverage management.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1.   Apply knowledge and show understanding of the resort sector and its impact on tourism development.

        Potential Elements of the Performance:
        • Apply knowledge of the historic origins of resorts and their impact on the tourism sector
        • List and explain the various types of destination and nondestination resorts
        • Discuss the critical components in resort management
        • List and explain the different categories of the "resort guest"
        • Discuss the critical operational differences between a resort and a traditional hotel

        This learning outcome will constitute approximately 25% of the final mark.

2.   Identify and discuss the services and resources available to supervisors/managers in resort operations

        Potential Elements of the Performance:
        • Apply knowledge of mountain-based resorts
        • Apply knowledge of water-based resorts
        • Apply knowledge of golf-and tennis-based resorts
        • Apply knowledge of spa development and operation
        • Outline the main financial concerns when determining the economic feasibility of a destination or nondestination resort

- Discuss the importance of guest activity programming and format
- Identify and explain the need for program management and evaluation
- Discuss future growth in the resort environment

This learning outcome will constitute approximately 30% of the final mark.

3. Research and develop a new resort business based on your newly-acquired knowledge.

Potential Elements of the Performance:
- Utilize and employ the research process in completion of the course project
- Utilize current resources to define, identify and research the resort sector of Canada and beyond
- Explain the recreational amenities development process and various management structures
- Demonstrate an understanding of amenity strategy development
- Apply knowledge of resort design principles and practices
- Develop the concept for a resort business to be located in Algoma region

This learning outcome will constitute approximately 20% of the final mark.

4. Prepare a marketing package for the new resort business

Potential Elements of the Performance:

- Identify and discuss how to market the resort experience
- List and discuss how to develop a marketing plan
- Create a marketing package for the new resort business based on the research of the resort sector
- Prepare and present the new resort business in a formal presentation to the class

This learning outcome will constitute approximately 15% of the final mark.

5. Identify and explain ecotourism, cultural and heritage interpretation
   In the context of Algoma region

   Potential Elements of the Performance:
   - Demonstrate an understanding of the products and services associated with ecotourism in Algoma region
   - Explain the concept of cultural and heritage interpretation
   - Apply historical, geographical and geological knowledge of Lake Superior Park

   This learning outcome will constitute approximately 5% of the final mark.

6. Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the resort environment

   Potential Elements of the Performance:
   - Solicit and use constructive feedback in the evaluation of her/his knowledge and skills
   - Identify various methods of increasing professional knowledge and skills
   - Apply principles of time management and meet deadlines
   - Recognize the importance of the guest, the server-guest relationship, and the principles of good service

   This learning outcome will constitute approximately 5% of the final mark.

III. TOPICS:

- Introduction to the Resort and Tourism Environment
- The Resort Guest
- Recreational Amenities:Development and Management
- Design Principles
- Mountain-based Resorts
- Water-based Resorts
- Golf- and Tennis-based Resorts
- Ecotourism, Adventure, Heritage and Cultural Tourism
- Marketing the Resort Experience
- Resort Operations
- Resort Economics
- Guest Activity Programming and Format
- Program Management and Evaluation
- Spa Development and Operations
- The Future of Resorts

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Mill, Robert C., <u>Resorts: Management and Operation.</u> John Wiley and
Sons, Inc., Toronto, 2001.

V. EVALUATION PROCESS/GRADING SYSTEM:
<give breakdown of tests/assignments and their weights relative to calculating the final grade for the course>

The following semester grades will be assigned to students in postsecondary courses:

Grade	Definition	Grade Point Equivalent
A+	90 - 100%	4.00
A	80 - 89%	3.75
B	70 - 79%	3.00
C	60 - 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	

U	Unsatisfactory achievement in field placement or non-graded subject areas.
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see *Policies & Procedures Manual – Deferred Grades and Make-up*).
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.

Professor's Evaluation

Tests	**50%**
Projects/Assignments	**40%**
Student Professionalism	**10%**
(Attendance, dress code, conduct)	
	____
Total	**100%**

Assignments:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided in advance.

Tests:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

VI.   SPECIAL NOTES:

Dress Code
All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom.

Special Needs:
If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Rights and Responsibilities*. Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:
The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

<include any other special notes appropriate to your course>

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.