

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM3230
Subject Title	Resort Management
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	HTM2303 Hotel Operations
Objectives	This subject provides students with the basic understanding of resort hotels management. It helps students to develop an understanding of service and facilities needed in different types of resort hotels, selecting the suitable site, designing and providing activities, and managing the resort operations.
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent Professional</p> <ul style="list-style-type: none"> • Possess and be able to apply the skills, knowledge and abilities relevant to managerial concepts in resort operations. • Identify the internal and external environment in resort hotels businesses, and explain the basic elements of a resort complex. • Apply basic concepts in the planning and developing of a resort hotel, and to plan and evaluate the resort and recreational facilities for different types of customers. <p>B. Critical Thinkers</p> <ul style="list-style-type: none"> • Demonstrate creativity, strategic and critical thinking to inform sound judgment in an HTM workplace environment. • Define, and resolve problems relevant to HTM management and operational areas in a resort hotel context. <p>C. Innovative Problem Solvers</p> <ul style="list-style-type: none"> • Demonstrate a global outlook by analyzing customer feedbacks from different resorts hotels. • Interpret resort hotels design and development trends with an international perspective.

	<p>D. Effective Communicators</p> <ul style="list-style-type: none"> • Communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas. • Apply a wide range of routine applications and demonstrate individual and group dynamics in communication. • Communicate and react proactively to the stakeholders in the hospitality industry in the areas of resort planning and management. <p>E. Lifelong Learners</p> <ul style="list-style-type: none"> • Work as a team and follow the necessary steps to conduct appropriate design and development for resort hotels and to propose effective implementation and evaluation methods. • Identify resort hotel development changes and evaluate new dynamic industry forces in order to develop new directions for the future. <p>F. Ethical Leader</p> <ul style="list-style-type: none"> • Recognize and identify ethical issues and apply corporate social responsibilities in resort hotels planning, designing, development, implementation and evaluation. <p>G. Socially Responsible Global Citizen</p> <ul style="list-style-type: none"> • Demonstrate a global outlook and cultural sensitivity before, during and after the development of a resort hotel in different regions and countries.
<p>Subject Synopsis/ Indicative Syllabus</p> <p><i>(Note 2)</i></p>	<ol style="list-style-type: none"> Introduction of Resort Hotels Overview of Different Types of Resort Resort Hotels Planning and Development Spa, Pools and Indoor Waterparks The Impact of Development on Operations of Mountain-Based Resorts, Beach Resorts, Golf Resorts, and Floating Resorts Managing the Operation of Mountain-Based Resorts, Beach Resorts, Golf Resorts, and Floating Resorts Planning and Development of Major Recreational Activities Uniqueness of Timeshare Resort and Condo Hotels Eco-resorts

	<p>j. Safety and Security Issues</p> <p>k. Current Local, Regional and Global Trends of Resort Hotels</p>																																																																						
<p>Teaching/Learning Methodology</p> <p>(Note 3)</p>	<p>I. Interactive lectures will be given with class discussions and illustrations of real world case examples.</p> <p>II. Tutorials will be held to provoke active class participation in discussion of various issues and in practicing the analytical skills either in groups or individually depending on the complexity of the problem set for consideration.</p> <p>III. Case Studies will be used to give students the opportunity to place themselves in the position of the decision-makers in group project.</p> <p>IV. Guest speaker may be invited to reinforce students understanding of the subject matters, update the latest development of the industry and stimulate their thinking on the relevant topics.</p>																																																																						
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p> <p>(Note 4)</p>	<table border="1" data-bbox="518 1010 1469 1697"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="7">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> <th>g</th> </tr> </thead> <tbody> <tr> <td>1. Class participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Individual Assignment</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>3. Midterm Test</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Group Project</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>5. Final Exam</td> <td>30%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="7"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> Class Participation - Participation and interaction in discussions, Guest Speaker class, oral presentations, and class exercises will be evaluated. Individual Assignment - Individual assignment will be given to understand and clarify the concepts and principles covered in lectures. 	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)							a	b	c	d	e	f	g	1. Class participation	10%	✓	✓	✓	✓	✓	✓	✓	2. Individual Assignment	10%	✓	✓	✓		✓	✓	✓	3. Midterm Test	20%	✓	✓	✓		✓	✓	✓	4. Group Project	30%	✓	✓	✓	✓	✓	✓	✓	5. Final Exam	30%	✓	✓	✓		✓	✓	✓	Total	100 %							
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	<p>3. Midterm Test - Midterm test focuses on knowledge and intellectual skills by testing the students' understanding and application of resort hotel strategies and concepts. The test will require students to answer a series of multiple-choice questions and/or short answer questions.</p> <p>4. Group Project - Group project includes an oral presentation and a group written assignment related to the design and development of a new resort hotel.</p> <p>5. Final Exam - A comprehensive examination will be conducted at the end of the semester to assess the overall understanding of the subject.</p>	
Student Study Effort Expected	Class contact:	
	▪ Mass Lecture	26Hrs.
	▪ Tutorial	13Hrs.
	Other student study effort:	
	▪ Preparation for classroom participation	42Hrs.
	▪ Case and presentation preparation	42Hrs.
	Total student study effort	123Hrs.
Reading List and References	<p><u>Textbook:</u></p> <p>Mill, R. (2012). <i>Resorts: Management and operation</i> (3rd ed.). Hoboken, N.J.: Wiley.</p> <p><u>Suggested Readings:</u></p> <p>Ali, Faizan, Hussain, Kashif, & Ryu, Kisang. (2017). Resort hotel service performance (RESERVE) - an instrument to measure tourists' perceived service performance of resort hotels. <i>Journal of Travel & Tourism Marketing</i>, 34(4), 556-569.</p> <p>Cabral, O. (2017). <i>Resorts: Management and operation</i>. New York: Scitus Academics LLC.</p> <p>Denizci Guillet, Basak, & Kucukusta, Deniz. (2016). Spa market segmentation according to customer preference. <i>International Journal of Contemporary Hospitality Management</i>, 28(2), 418-434. https://doi.org/10.1108/IJCHM-07-2014-0374</p> <p>Ernst and Young (2003). <i>Resorting to Profitability</i>. Sydney: Tourism Task Force (TTF) Australia.</p> <p>Gee, C. (2010). <i>World of resorts: From development to management</i> (3rd ed.). Lansing, Michigan: American Hotel & Lodging Educational Institute.</p>	

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Mak, A. H., Wong, K. K., & Chang, R. C. (2009). Health or self-indulgence? The motivations and characteristics of spa-goers. *International Journal of tourism research*, 11(2), 185-199.

	<p>McNeil, K. R., & Ragins, E. J. (2005). Staying in the spa marketing game: Trends, challenges, strategies and techniques. <i>Journal of Vacation Marketing</i>, 11(1), 31-39</p> <p>Melih Madanoglu, & Sherie Brezina. (2008). Resort spas: How are they massaging hotel revenues? <i>International Journal of Contemporary Hospitality Management</i>, 20(1), 60-66.</p> <p>Murphy, P. (2008) <i>The Business of Resort Management</i>. Butterworth-Heinemann: Boston, London.</p> <p>Prideaux, B. (2009) <i>Resort Destinations: Evolution, Management and Development</i>. Butterworth-Heinemann: Boston, London.</p> <p>Prideaux, B. (2000). The resort development spectrum — a new approach to modeling resort development. <i>Tourism Management</i>, 21(3), 225-240.</p> <p>Tabacchi, M. H. (2010). Current research and events in the spa industry. <i>Cornell Hospitality Quarterly</i>, 51(1), 102-117.</p> <p>Tsai, Henry, Suh, Eunju, & Fong, Charlotte. (2012). Understanding Male Hotel Spa-Goers in Hong Kong. <i>Journal of Hospitality Marketing & Management</i>, 21(3), 247–269. https://doi.org/10.1080/19368623.2012.624295</p> <p>Wall-Reinius, Sandra, Ioannides, Dimitri, & Zampoukos, Kristina. (2019). Does geography matter in all-inclusive resort tourism? Marketing approaches of Scandinavian tour operators. <i>Tourism Geographies</i>, 21(5), 766–784. https://doi.org/10.1080/14616688.2017.1375975</p> <p>Wisnom, M.S., Capozio, L.L (2012) <i>Spa Management: An Introduction</i>. Pearson: Boston, New York</p> <p>Y G Tharakan. (2011). Youth's Perception of Spa for Health and Wellness - A Case Study. <i>International Journal of Hospitality & Tourism Systems</i>, 4(2), 47.</p> <p>Zopiatis, Anastasios, Savva, Christos S, & Lambertides, Neophytos. (2020). The non-inclusive nature of ‘all inclusive’ economics: Paradoxes and possibilities of the resort complex. <i>Tourism Management (1982)</i>, 78, 104054. https://doi.org/10.1016/j.tourman.2019.104054</p>
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