

The Hong Kong Polytechnic University

Subject Code	HTM4306
Subject Title	Resort and Spa Hotel Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM2303 Hotel Operations
Objectives	This subject provides students with the basic understanding of resort and spa hotel management. It helps students to develop an understanding of service and facilities needed in different types of resort and spa hotel, selecting the suitable site, providing activities, and managing the hotel operations.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <p>Apply the skills, knowledge, and abilities relevant to managerial concepts in resort and spa management areas of an integrated hotel operation; Identify the internal and external environment in resort and spa businesses, and explain the basic elements of a resort and spa complex; Apply basic concepts in the planning and developing of a resort hotel, and to plan and evaluate the resort and spa facilities for different types of customers.</p> <p>B, Critical thinker:</p> <p>Demonstrate creativity, strategic and critical thinking to inform sound judgment in an HTM workplace environment; Identify, define, and resolve problems relevant to HTM management and operational areas in a food and beverage context.</p> <p>C. Innovative problem solver:</p> <p>Demonstrate a global outlook by analyzing customer feedback from the different resort and spa operations; Interpret hotel design and development trends with an international perspective.</p> <p>D. Effective communicator:</p> <p>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; Working as groups, plan and implement different marketing, human resources, and operational strategies based on the positioning of different types of resort and spa</p>

	<p>operations.</p> <p>E. Lifelong learner:</p> <p>Utilize the different resort hotel development theories and strategies for flexible implementation in any HTM workplace environment; Modify and upgrade the existing development concepts into the future projects; Plan, manage and evaluate the personal positioning in pursuit of self-determined goals in the hospitality industry.</p> <p>F. Ethical leader:</p> <p>Develop environmental and cultural sensitivity and understand personal and corporate social responsibility expected of professionals working in resort development and management.</p> <p>G. Socially responsible global citizen:</p> <p>Understand different cultures and social developments in the hospitality industry and integrate the uniqueness of the cultural difference into the hotel development; Preserve the local authenticity and promote the local culture to a global environment.</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>Key topics to be addressed in this subject:</p> <ul style="list-style-type: none"> • An introduction of Resort Hotels • Resort Hotels Operations • The importance of Guest Activities and Retails • Spa, Pools and Indoor Waterparks • Hotel Spa Design and Management • Different Types of Resort and Development • 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 • The Uniqueness of Timeshare Resorts and Condo Hotels • Current Local, Regional and Global Trends of Resort and Spa Hotels