



TOUR 330 **Resort Management**

Fall Semester 2009

Day/Time: Tues, Thurs, 9:00 - 10:15 a.m. (September 1 – December 10)

Location: PW BRH 132

Professor: Dr. Russ Brayley

Office Location: 208 Bull Run Hall

Office Hours: Tues & Thurs 11:30 a.m. - 1:00 p.m. and other times by appointment.

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PREREQUISITES:

TOUR 200 and TOUR 220 (ineligible students will be dropped from the class before the final drop deadline)

COURSE DESCRIPTION

Survey of effective practices in the management of resort recreation enterprises. Includes examination of other basic resort operations including front desk, food and beverages, amenities, and housekeeping. Management of a variety of resort types such as ski resorts, beach resorts, dude ranches, business retreats, adventure camps, health spas, and golf resorts is studied.

COURSE OBJECTIVES

This course examines all aspects of resort operations, with particular emphasis on the management of resort recreation departments. The role of structured and facilitated recreation in the resort experience, and the enterprise contribution of the recreation amenity (directly and indirectly) is explored. Principles and practices of resort recreation programming, planning and management are contrasted with those of public, private and other commercial recreation service provision.

At the completion of this course students should be able to:

1. Identify and critically evaluate resort operational structures and management organization.
2. Understand the unique needs and circumstances of resort guests.
3. Recognize and measure the financial contributions of recreation services to resort profitability.
4. Demonstrate awareness of sources of information, training, and professional support for professionals involved in resort recreation.

5. Adjust commonly used program concepts and/or develop new concepts for application in resort settings.
6. Explain the relationship of recreation and guest services to food and beverage, housekeeping, conference/meeting services, and real estate divisions of the resort enterprise.
7. Identify and developed informed opinions about current and emerging issues in resort recreation management..
8. Fully explore career opportunities in the resort industry.
9. Describe the research and evaluation skills needed to function in resort recreation management.

EVALUATION

Requirements

1. Unit Tests (150 points)
2. Midterm Exam (100 points) [Scheduled for Thursday, October 8 at 9:00 a.m.]
3. Assignments (100 points)
4. Final Exam (125 points) [Scheduled for Tuesday, December 15 at 7:30 a.m.]
5. Professionalism [see rubric] (25 points)

Grading Scale

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

480 - 500 + A+
465 to 479 = A
450 to 464 = A-
430 to 449 = B+
415 to 429 = B
400 to 414 = B-
370 to 399 = C+
350 to 369 = C
300 to 349 = D
299 and below = F

COURSE OUTLINE

- I. Resorts: An Introduction
- II. The Resort Guest
- III. Recreational Amenities
- IV. Design Principles
- V. Resort Types: Mountain, Water-Based, Golf and Tennis - Based
- VI. Marketing the Resort Experience
- VII. Resort Operations
- VIII. Resort Economics
- IX. Programming
- X. Spas and Health Resorts

- XI. The Future of Resorts / Issues
- XII. Careers in Resort Recreation Management

IMPORTANT DATES

Tuesday, September 1	First day of class
Tuesday, September 15	Last day to add this class. Last day to drop this class with no tuition penalty
Friday, October 2	Last day to drop this class (Tuition penalty applies)
Thursday, October 8	Mid-term exam
Tuesday, October 13	No class meeting (Columbus Day recess)
Thursday, November 26	No class meeting (Thanksgiving recess)
Thursday, December 10	Last class meeting
Tuesday, December 15	Final examination (7:30 a.m.)

Additional Information:

1. Turn off or silence all sound emitting devices before entering the classroom.
2. Make-up exams, assignments, other learning activities, or tutoring necessitated by absence from class will only be provided if the absence is excused. When tardiness or an absence is anticipated, it is the responsibility of the student to advise Dr. Brayley at a professionally appropriate time (preferably before, but no later than the scheduled end of the class period). However, notification alone does not necessarily excuse the absence. Further documentation should be offered and may be required.
3. Laptop computers may be used for note-taking and in-class topical research. Other activities during the class period (including work on projects unrelated to this class, social networking, recreational web-surfing, and personal entertainment) are distracting and professionally inappropriate.
4. Students who require special accommodations due to disabilities (documented by the Disability Support Services office), or student athletes and student government officers who have duties that occasionally conflict with the class schedule must bring this to the attention of the instructor during the first week of the semester.
5. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor.
6. Students are encouraged to discuss class or content issues with Dr. Brayley in person. A telephone conversation is the second most preferred way to deal with questions or discuss issues. All e-mail inquiries will be answered but appropriate time should be allowed for the e-mail to be received and a response formulated.
7. The George Mason University Honor Code applies to all aspects of this class.

Rubric for Evaluation Student Professionalism (TOUR 330)

Your professional conduct will be evaluated using the criteria described and discussed in the booklet “The Spirit of Professionalism”. Specifically, the following will be considered:

1. Accountability and Responsibility

- Student accepts responsibility for shortcomings or failings
- Student demonstrates desire to learn from mistakes
- Student shows appropriate concern for the impact of his/her work on others in a work group

2. Punctuality and Dependability

- Student is seated and ready to take notes and participate in class discussion at 9:00 a.m.
- Student submits assignments on time or early, and has developed contingency plans for possible delays.
- Student attends all class meetings
- Student does not engage in conduct that wastes other students' time

3. Dress and Appearance

- Student is clean and well groomed
- Student is modest in dress

4. Language and Communication

- Student refrains from using profanity
- Student demonstrates attentiveness to clear and concise written and verbal communication

5. Courtesy and Respect

- Student follows appropriate classroom etiquette
- Student demonstrates appropriate deference to guests and other in positions of authority
- Student regularly practices normal social graces

6. Honest Evaluation

- Student accepts honest and fair criticism as constructive feedback
- Student uses evaluation as a step to improvement
- Student provides honest, fair, and helpful feedback to others

7. Integrity

- Student is honest
- Student takes credit only for his/her original work, and gives credit to the work of others
- Student does not hide behind excuses or rationalizations
- Student does not encourage or tolerate dishonesty in other class members