



Philadelphia University
Faculty of Administration and finance Sciences
Department of Hotel and Tourism Management
First Semester, Academic Year 2014-2015

<u>Course syllabus</u>	
Course title: Hotels and Resorts Management	Course code: 0381314
Course level: 3rd year	Course prerequisite (s) and/or co-requisite (s): 0381141
Lecture time: 11.15 – 12.30	Credit hours: 3

<u>Academic Staff</u>				
<u>Specifics</u>				
Name	Rank	Office number and location	Office hours	E-mail address
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This course is covered in the following College and Department Learning Outcomes:

Department Learning Outcome no. 1, no. 2, and no. 4

Course module description:

This unit aims to help students improving their management practices for hotel and resort industry. It concern with practical issues of quality and productivity of the utilities and facilities provided at the resort. Students should have particular skills to make the resort services both unique and pleasurable for the guest.

module objectives:

- 1- Understand the different types of resorts.
- 2- To identify operational environmental standards for all types of resorts
- 3- To explain the techniques used in distributing activities and facilities in the resort.
- 4- To participate in resort design and understand master plan development.
- 5- To be familiar with management problem solving.
- 6- To learn how to manage the space and capacities within the resort.
- 7- To be familiar with new types of resorts.

module components

Books (title , author (s), publisher, year of publication)

1. Robert Christie mill 2012 Resort Management and Operation. John Wily & Sons, Inc.
2. Schwanke, Dean, et al. 1997 Urban Land Institute, Resort Development Handbook. Washington ,D. C. :Urban Land Institute.
3. Chuck Y. Gee, 1984 Resort Development and Management. Published by: educational Institute of the American Hotel And Motel Association.
4. Gunn, C. A., 1993 Tourism planning, 3rd ed. Taylor and Francis, Bristol, Pennsylvania.

Teaching methods:

Lectures, discussion groups, tutorials, problem solving, debates, etc.

Learning outcomes:

- Knowledge and understanding:
 1. To know the major factors influencing the development of the resort industry.
 2. To understand the various ways resorts can be classified.
 3. To know methods of distributing facilities.
 4. To understand the balance between the physical capacity of a site and the economic needs of the resort development.
- Cognitive skills (thinking and analysis).
 1. To think about the impact of capacity on site design and layout.
 2. To analysis the range of information used in site selection and confirmation process.
 3. To think about the challenges of seasonal resort, along with possible solution to stabilizing year-around revenue.
 4. To analysis the changing trends of the market for resort destination.
- Communication skills (personal and academic).
 1. Attending seminars.
 2. Participating in understanding Master plan.
 3. Participating in developing resort recreational activities and facilities.
 4. Reading Resort journals and magazines.
 5. Internet research.
- Practical and subject specific skills (Transferable Skills).
 1. Selecting the suitable site of different types of Resorts.
 2. Plan the layout of different types of the Resorts.
 3. Organize and manage the resort..
 4. Prepare and present a resort master plan..

Assessment instruments:

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Homework
- Final examination: 40 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	20
Second examination	20
Final examination	40
Reports, research projects, quizzes, homework, Projects	20
Total	100

Course/module academic calendar

Week	Basic and support material to be covered	Homework/reports and their due dates
10/23 -10/19	Resort history knowledge.	
10/30 -10/26	Resort types and purposes.	
11/6 -11/2	Current trends and importance of Resorts	
11/13 -11/9	Sites analyze and site requirements.	
11/20 -11/16	The structure and operation of the Resort.1	
11/27 -11/23 First Exam	The structure and operation of the Resort. 2	
12/4 -11/30	Mountain-Based Resorts	
12/11-12/7	General Design Guidelines	
12/18 -12/14	Mountain-Based Resorts; Managing & Operation	
12/25 -12/21	Beach Resorts: General design principles	
2015/1/1 -12/28 Second Exam	Beach Resorts; Managing & Operation. Golf Resorts: general guidelines	
1/8 -1/4	Spa Resorts: Layout and design	
1/15 -1/11	Resort Operation: the importance of guest activities.	
1/22 -1/18	Program planning and evaluation	
1/ 29 -1/25	Specialty Resorts: Natural-based environmental activities, ecotourism, adventure	
2/9 -2/1 Final Exam	General review	
2/12 - 2/9	Submitting Final Exam Results	

Expected workload:

On average students need to spend 2 hours of study and preparation for each 50-minute lecture/tutorial.

Attendance policy:

Absence from lectures and/or tutorials shall not exceed 15%. Students who exceed the 15% limit without a medical or emergency excuse acceptable to and approved by the Dean of the relevant college/faculty shall not be allowed to take the final examination and shall receive a mark of zero

for the course. If the excuse is approved by the Dean, the student shall be considered to have withdrawn from the course.

Module references

Books

الحميري، د. موفق عدنان ادارة القرى والمنتجعات السياحية. مؤسسة الوراق للنشر والتوزيع. عمان - الاردن 2008
Robert Christie mill 2012 Resort Management and Operation. John Wily & Sons, Inc.

Journals :

Apart from books , you will find it valuable to get into the practice of reading relevant articles from Journals and periodicals (including newspapers and magazines). There is a large and growing rang of relevant academic journals. Some of the more relevant are:

- 1- International journal of Hospitality Management.
- 2- Cornell Hotel and Restaurant Administration Quarterly.
- 3- International Journal of Contemporary Hospitality Management.
- 4- Journal of Hospitality and Tourism Management.
- 5- Journal of Hospitality and Tourism Research.
- 6- International Journal of Hospitality Management.

Websites

1. www.cityofbath.com.uk

This website includes information about the original Roman baths in Bath, England. It is a World Heritage city.

2. Jan.ucc.nau.edu/jah3/resorthistory.htm

This site contains excellent information about U.S. resorts from 1750-1900, with many links to specific resorts.