



Philadelphia University
Faculty of Administration and Financial Sciences
Department of Tourism and Hotel Management
Semester, 2008/2009

Course Syllabus

Course Title: Resort Management	Course code:0 381330
Course Level: Third year	Course prerequisite (s) and/or corequisite (s):0381101
Lecture Time:	Credit hours: 3

Academic Staff Specifics

Name	Rank	Office Number and Location	Office Hours	E-mail Address

Course module description:

It offers a complete approach to the operation of resort properties beginning with historical development, financial investment management. The course examines the future and the impact of the condominium concept, time sharing, technological change, and the increased cost of energy and transportation.

Course module objectives:

- 1- To be familiar with the different stages of preparing and designing the resort.
- 2- Determine the needs of the planning stages of the development for various types of tourism resorts.
- 3- To be familiar with the promotional strategies and the physical capacities.
- 4- Prepare the marketing and investment plan and the physical capacities to tourism resort .

Course/ module components

- **Books (title , author (s), publisher, year of publication)**
Resort design management by Margaret huff published by planning architecture 1999.
 - Sport, leisure, and tourism information sources by Scarrott martain 1999 published by Hillman.
 - Tourism analysis a handbook-London Longman 1995.
- **Support material (s) (vcs, acs, etc).**
- **Study guide (s) (if applicable)**
- **Homework and laboratory guide (s) if (applicable).**

Teaching methods:

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

Learning outcomes:

- Knowledge and understanding
- 1- To understand the tourism resort as a new product.
 - 2- To know the importance of the resorts in tourism development and strategies.
 - 3- To understand the development stages.
 - 4- To know the basic skill of resort management.
 - 5- To understand the various techniques of how to work out the tourist needs for the recreational facilities and activities.
- Cognitive skills (thinking and analysis).

- 1- Skills of solving problems.
- 2- Skills of designing the tourism resort.
- 3- Skills of analyzing and distribution of recreational facilities within the resort.
- 4- Thinking of how do determine the size of demand.

- Communication skills (personal and academic).
- 1- **Personal skills for working out the resort design and development.**
 - 2- **Skills of writing reports and development policy.**
 - 3- **Communications with all relative establishment and municipalities.**
- Practical and subject specific skills (Transferable Skills).
- 1- **Specific skills for some national and international case studies.**
 - 2- **Analyzing the different procedures for site planning and development.**
 - 3- **Specific skills to study the environment (internal and external).**

Assessment instruments

- Short reports and/ or presentations, and/ or Short research projects
- Quizzes.
- Home works
- Final examination: 50 marks

<u>Allocation of Marks</u>	
Assessment Instruments	Mark
First examination	15
Second examination	15
Final examination: 50 marks	50
Reports, research projects, Quizzes, Home works, Projects	20
Total	100

Documentation and academic honesty

- Documentation style (with illustrative examples)

- Protection by copyright
- Avoiding plagiarism.

Course/module academic calendar

week	Basic and support material to be covered	Homework/reports and their due dates
(1)	Resort concept /types of resorts /history of development for resort.	
(2)	Selecting the site and location of the resorts.	
(3)	Strategies for facilities and activities distribution..	
(4)	Development plan.	
(5)	The principles of tourism and site design.	
(6)	Product life cycle.	
First examination		
(7)	Skiing resorts/ golf resorts.	
(8)	Sea side and beach resort spa.	
(9)	Environmental tourism and resorts.	
(10)	Sustainable tourism.	
(11)	Facilities for accommodation resort.	
Second examination		
(12)	Food and beverage facilities public area facilities.	
(13)	Loans and investment of the resorts.	
(14)	Marketing the resort.	
(15)	The future of resorts.	
Specimen examination (Optional)		
(16)	General review.	
Final Examination		

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**

Language	ISBN	Publisher	Edition	Title	Author	Course Name	Code
العربي		دار الحامد عمان 2006	الاولى	ادارة وتسويق القرى والمجمعات السياحية	د.موفق الحميري	ادارة القرى والمجمعات السياحية	381330
العربي		دار الوفاء الاسكندريه 1998	الاولى	ادارة الفنادق والقرى السياحية	ياسين الكحلي		
العربي		دار صفاء عمان 1999	الاولى	التخطيط السياحي في سبيل تخطيط مكاني شامل ومتكامل	د.عثمان محمد غنيم		
العربي		مؤسسة الثقافة الجامعيه الاسكندريه 1993	الاولى	التخطيط السياحي	د.نبيل الروبي		

Journals

- 1- international travel of tourism research.
- 2- Journal of hertatige Torism.

Websites

- www.Jafari@uwstout.edu