

## Resort Management

This module introduces students the function of management as an integrating activity within the hotel and resort sectors. It will investigate the principles behind the concepts of resort management including: quality management; operational strategies; performance and control systems. Students will also consider the use of revenue and pricing; principles of sustainability, effective marketing approaches as well as legal considerations.

Learning outcomes:

On successful completion of this module, students should:

- Understand and discuss the development of this sector
- Apply management principles and techniques to resort business to analyse and evaluate their functional strategies
- Analyse the value of being able to forecast demand and apply principles of effecting change through tactical price setting, product development and revenue management
- Apply principles of holistic management performance measurement and assess key performance indicators
- Appraise the sustainability of resort businesses and the possible future directions

### Syllabus

- Resorts: Overview, Features and History
- Challenges for the Resort Market
  - Market conditions
  - Changing demand trends
  - Competition
- Resort Seasonality
- Governance
- Challenges and Strategies for Resort Management
- Marketing Issues for Resorts
- Environmental and site management
- HR Practices
- The Future of Resorts

### Lesson Plan

Session	Subject
1	Introduction, Overview, Features and History
2	Challenges for Resort Market
3	Challenges for Resort Market
4	Resort Seasonality
5	Governance
6	Challenges and Strategies for Resort Management
7	Challenges and Strategies for Resort Management
8	Marketing Issues for Resorts
9	Environmental and Site Management
10	HR Practices
11	The Future of Resorts
12	Case Study/In Class Test
13	Revision
14	Revision

#### Recommended textbook

Murphy. Peter, 2008. The Business of Resort Management. Butterworth-Heinemann

'Resort Management', Author: Du Daming, FuDan University Publisher.