

Sample syllabus

Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY
Department of Recreation, Health and Tourism
TOUR 330 Resort Management— (3)

Fall Semester 2004

Day/Time: Tues, Thurs, 9:00 - 10:15 a.m.

Location: Occoquan 220

Professor: Dr. Russ Brayley

Office Location: Occoquan Room 303G

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

Phone Number: (703) 993-4698 Fax Number: (703) 993-2025

EMAIL Address: rbrayley@gmu.edu

PREREQUISITES:

TOUR 200 or POI

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..

REQUIRED TEXT

Mill, R.C.. (2001). *Resorts Management and Operation* New York: John Wiley & Sons.
446 pp.

EVALUATION

Requirements

1. Semester Project (250 points)
2. Midterm Exam 1 (50 points)
3. Midterm Exam 2 (100 points)
4. Final Exam (100 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

Additional Information:

1. Turn off all sound emitting devices before entering the classroom. This is an absolute requirement!
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.



- ❖ All students are held to the standards of the George Mason University Honor Code.
- ❖ STUDENTS WITH DISABILITIES: Students having documentation on file with the Disability Support Services Office should bring this to the attention of the professor.