

Dakota County Technical College

SMGT 1245: Introduction to Resort Operations

A. COURSE DESCRIPTION

Credits: 2

Lecture Hours/Week: 2

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Resorts provide an environment of restoration to their guests. As in other hospitality facilities, the emphasis is always on the guest; however, successful resorts maintain far higher guest service standards than their hotel counterparts. In addition, resorts offer the most fascinating element of all to their guests - escape. Interpretation and delivery of "escape" is both dynamic and evolving. Students in this course will study the components and operation of resorts from a management perspective.

B. COURSE EFFECTIVE DATES: 11/04/2010 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. become acquainted with resort master plan objectives and their impact on operations
2. contrast similarities and differences between the resort and hotel industries
3. describe the history of resorts and the impact that cultural and lifestyle influences have on a resort's continuing development
4. distinguish the many resort recreational activity and facility options and considerations for ongoing resort development
5. examine resort organizational structures and operations, including front-of-the-house, heart-of-the-house, outdoors, and condominiums
6. explore the concepts of market segmentation and techniques of market outreach
7. explore the important relationship between the resort and its physical and environmental location
8. identify the basic elements of a resort and explore the planning and design factors of each
9. identify the elements of profitability planning and budgeting, and the application of ratio analysis to guide ongoing performance management
10. recognize the ongoing developmental nature of the resort industry and the local and global factors that influence development

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted