

Technical College of the Lowcountry
921 Ribaut Road
Beaufort, SC 29901-1288

Candice Chastain
Business Technologies Division
Building 14, Room 118
Phone:843.525.8278
cchastain@tcl.edu



HOS 141
RESORT DEVELOPMENT AND MANAGEMENT

COURSE DESCRIPTION

This course is a study of the operation of resort properties, including historical development, planning, financial investment management, and marketing.

3 Cr (3 lect/pres, 0 lab, 0 other)

COURSE FOCUS

This course focuses on the operation of resort properties, including historical development, planning, financial investment management, and marketing.

TEXT AND REFERENCES

Mill, R. C. Resorts Management and Operation. Second Edition
2008. Hoboken, New Jersey: John Wiley & Sons, Inc, ISBN 978-0-471-74722-2.

COURSE GOALS

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

1. analyze program effectiveness
2. analyze site factors
3. anticipate shopping motivations
4. approximate spa benefits
5. compare resort hotel and condominium operations
6. compute mountain resort financial ratios
7. contrast traditional versus economy lodges
8. critique mountain resort challenges
9. critique operational and environmental standards
10. define keywords and terminology
11. demonstrate setup guidelines
12. depict developer role
13. depict golf market demographics
14. derive profit variables

15. describe casino financial ratios
16. describe cruise ship market
17. describe luxury market equipment
18. design guest activities
19. detail golf resort financial solutions
20. determine changing resort trends
21. determine mountain resort profit potential
22. determine ski area capacity
23. differentiate golf course designs
24. discuss profit generating capabilities
25. document natural resources balance
26. exhibit site planning design principles
27. explain marina site planning design principles
28. explain resort design principles
29. explain specialty resort trends
30. identify demographic trends
31. identify key design elements
32. identify tennis court development factors
33. illustrate activity programming model
34. illustrate guest activity plan
35. implement casino financial solutions
36. incorporate culturally different activities
37. incorporate guest activities
38. outline recreational development process
39. present guest activity programming model
40. realize profit variables
41. realize resort capacity impact
42. recognize casino market demographics
43. reveal spa types
44. review management opportunities
45. understand swimming pool operational guidelines

STUDENT CONTRIBUTION

Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class.

COURSE EVALUATION

The grade scale is as follows:

90 - 100 =	A
80 - 89 =	B
70 - 79 =	C
60 - 69 =	D
Below 60 =	F

Grade Calculation: 30% Chapter Quizzes
 30% Mid-term Exam
 30% Final Exam
 10% Online Activity (Answering Discussion Questions and/or Case Study)

COURSE SCHEDULE

The class meets for 3 lecture/presentation hours per week.

Approved by: Kenneth Flick Developed/Revised: 8/15/2014
Ken Flick, Division Dean for Business/Industrial Division

ADA STATEMENT

The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ACADEMIC MISCONDUCT

There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student's responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the *TCL Student Handbook*, the Division Office, and the Learning Resources Center.

ATTENDANCE

The College's statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in **and** communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course **OR if a student stops attending class, it is the student's responsibility to initiate and complete the necessary paperwork.** Withdrawing from class may have consequences associated with financial aid and time to completion.

When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor **MUST** withdraw the student with a grade of "W", "WP", or "WF" depending on the date the student exceeded the allowed absences and the student's progress up to the last date of attendance

or

o under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.

Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.

- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.

A copy of TCL's **STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL)** is on file in the Division Office and in the Learning Resources Center.

HAZARDOUS WEATHER

In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVW 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

EMERGENCY TEXT MESSAGE ALERT

Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp