

# FOR 473: RESORT MANAGEMENT SYLLABUS

Oregon State University – Cascades Campus  
Spring 2005, Tu/Th 9:00am – 10:15am

## INSTRUCTOR

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**Office Hours:** 30 minutes following class  
Feel free to arrange other times by appointment

## COURSE DESCRIPTION

This course provides an overview of resort management and operations in the context of ski, golf, gaming, and other types of resorts. The principles of successful marketing, management, and development of a resort will be covered. The course includes a review of the history of the growth of resorts in the United States, expansion of resorts world wide, and their operations and characteristics.

## LEARNING OUTCOMES AND INSTRUCTIONAL OBJECTIVES

Upon completing this course, students will be able to actively contribute to the effective management of resorts through skills in a range of areas, including planning, management, and marketing.

Specific instructional objectives are for students to be able to:

- Describe the history and development of the resorts industry.
- Understand the relationship between the natural resource and the recreational facility.
- Identify the characteristics of resort patrons.
- Develop an amenity strategy.
- Describe the planning and development process of various themed resorts.
- Contribute to a resort's marketing, operations and financial activities.
- Contribute to guest activity programming.

## COURSE PRE-REQUISITES

None

## REQUIRED MATERIALS AND/OR READINGS

The required text for this course is:

Mill, R.C. 2001. *Resorts: Management and Operation*. New York: Wiley & Sons. ISBN: 0-471-36188-7

This text is available at the Campus Bookstore, eCampus.com, and Amazon.com. In addition, we will make extensive use of the Internet for class assignments.

# FOR 473: RESORT MANAGEMENT SYLLABUS

## COURSE STRUCTURE AND EXPECTATIONS

The course will address management topics through a combination of lectures, guest speakers, writing assignments, and student-led discussions. Students will be responsible for having read the assigned material before coming to class.

It will be necessary to use the World Wide Web (WWW) and Blackboard for this course. Some assignments and instructor communications will be given via the web and email. It will be necessary for all students to have access to the WWW, an ONID account, and email to successfully complete this class.

## STUDENTS WITH DISABILITIES

Students with documented disabilities who may need special accommodation, who have any emergency medical information the instructor should know of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible – and no later than the first week of the term. If alternative testing is needed, the student should make the request at least one week in advance of the test. Students seeking accommodation should be registered with the Office of Services for Students with Disabilities.

## STUDENT CONDUCT

The goal of Oregon State University is to provide students with the knowledge, skill and wisdom they need to contribute to society. Our rules are formulated to guarantee each student's freedom to learn and to protect the fundamental rights of others. People must treat each other with dignity and respect in order for scholarship to thrive. Behaviors that are disruptive to teaching and learning will not be tolerated, and will be referred for disciplinary action. Behaviors that create a hostile, offensive or intimidating environment based on gender, race, ethnicity, color, religion, age, disability, marital status or sexual orientation will be referred to the Affirmative Action Office.

## ACADEMIC DISHONESTY AND CONDUCT

This course conforms to the Oregon State University Administrative Rules Relating to Student Conduct. Put simply, you are expected to do your own work. For those of you who need more guidance, the following comes from OSU documents:

Academic Integrity – students are expected to be honest and ethical in their academic work.

Academic dishonesty is defined as an intentional act of deception in one of the following areas:

- cheating: use or attempted use of unauthorized materials, information or study aids
- fabrication: falsification or invention of any information
- assisting: helping another commit an act of academic dishonesty
- tampering: altering or interfering with evaluation instruments and documents
- plagiarism: representing the words or ideas of another person as one's own.

Example: you must write your own report and term paper in your own words. “Cutting and pasting” blocks of text from other sources is considered plagiarism. Of course, you may quote from source material, but the quote must be brief (usually less than a paragraph), enclosed within quotation marks, and correctly cited in the text and in the reference section. Please ask in advance if you are uncertain regarding the appropriate use of material from other sources.

# FOR 473: RESORT MANAGEMENT SYLLABUS

## COURSE GRADING

- 1. Midterm (25% of grade).** The midterm is an hour-long exam that will be given in week 5 of the course. This exam will assess the extent to which instructional objectives have been met.
- 2. Final Exam (25% of grade).** The final is a one hour exam that will be given during the final exam week. This exam may be either comprehensive or focus on the second half of the course, depending on the results of the midterm.
- 3. Research Project (30% of grade).** This is a written and oral presentation pertaining to resort management. The written component will represent 50% of the Research Project grade. The oral component will represent 50% of the Research Project grade.
- 4. Class participation/homework (20% of grade).** You are expected to participate in class discussion – of the instructor's lectures, of class assignments, and of student presentations. Students who attend class, successfully complete homework, and demonstrate their achievement of the learning objectives through informed discussion can earn the full 20%. Points will be deducted for students who miss classes, miss or incorrectly complete homework, or do not engage in informed discussion.

Your grade will be comprised of the following requirements:

Requirement	Portion of grade (%)
Exams	50
Project	30
Class participation/homework	20
Total	100

# FOR 473: RESORT MANAGEMENT SYLLABUS

## PROJECT DETAILS

### Project Teams

1. You may complete the research project individually or you may select one other project team member.
2. Teams are limited to two students.
3. Select your other team member carefully.
4. All team members will share the same project grade.

All written Research Papers are due on Thursday of the 9<sup>th</sup> week of class at the beginning of the class.

### Written Research Paper

1. The paper must contain at least five (5) pages and typically less than ten (10) pages.
2. Use double spaced 12 point Times New Roman font.
3. It can be on any topic included in the textbook that interests you.
4. The textbook cannot be used as a source.
5. It must be in APA format.
6. Accurately document the sources used in your paper.

Always give credit for material used from any source whether you paraphrase or directly quote. Use APA reference styles. You should use a minimum of five sources.

A university-level paper is expected to have no spelling errors, grammatical errors, or reference errors.

Papers are to be written in past tense and NOT IN FIRST OR SECOND PERSON. Do not use “I feel” or “we believe” declarations. Remember that the paper should answer who, what, when and where to ensure the reader understands concepts, facts and assumptions related to the information. A research paper is well organized and comprehensive. Use headings to help organize information followed by supported topic sentences. Be concise, accurate, and factual.

### Presentation

1. Each individual/team will present their research project (15-25 minutes).
2. Every member of the team must participate in the presentation.
3. PowerPoint slides are required (estimate about one slide per presentation minute); other visual aids are optional.
4. The presentations must include an interactive question and answer discussion at the end.

### Paper Ideas

- Choose a specific resort and describe its development from inception/building through the present.
- Write about a specific topic related to resort management, following one of the topics discussed in the text.
- Research a published article on resort management in the library and use this and supporting research as the basis for your project.
- Write about trends in the resort industry.

## FOR 473: RESORT MANAGEMENT SYLLABUS

### READING ASSIGNMENTS

Week		Date	Topic	Reading
1	T	3/29	Objectives	
	TH	3/31	Resorts: An Overview	Preface and Chapter 1
2	T	4/5	The Resort Guest	Chapter 2
	TH	4/7	Recreation Amenities	Chapter 3
3	T	4/12	Design Principles	Chapter 3
	TH	4/14	Mountain-Based Resorts	Chapter 5
4	T	4/19	Mountain-Based Resorts	Chapter 5
	TH	4/21	Water-Based Resorts	Chapter 6
5	T	4/26	Golf and Tennis Resorts	Chapter 7
	<b>TH</b>	<b>4/28</b>	<b>MIDTERM Chapters 1 - 7</b>	
6	T	5/3	Marketing the Resort Experience	Chapter 8
	TH	5/5	Marketing the Resort Experience	Chapter 8
7	T	5/10	Resort Operations	Chapter 9
	TH	5/12	Resort Economics	Chapter 10
8	T	5/17	Guest Activity Programming & Format	Chapter 11
	TH	5/19	Program Management & Evaluation	Chapter 12
9	T	5/24	Spa, Development & Operation	Chapter 13
	TH	5/26	Project Presentations – <b>Written Project DUE</b>	
10	T	5/30	Project Presentations	
	TH	6/2	Future Trends	Chapter 14
<b>11</b>	<b>W</b>	<b>6/8</b>	<b>FINAL – 10:15-12:15</b>	