


**PRT 3209-90 Resort Management
Summer 2013**

Instructor: Linda S. Ralston, Ph.D.	Online Course Requirement
<ul style="list-style-type: none"> • Associate Professor • Department of Parks, Recreation and Tourism • Office: Annex 1001 • Telephone: 801-581-8080 (The office phone forwards to my mobile phone when I am away from my desk.) • FAX: 801-581-4930 • Email: Please use Mail via Canvas 	<p>This is a fully online course conducted via Canvas. All readings, lectures, assignments, and assessments are available beginning the first day of the semester. The deadlines on the Canvas Assignment and Assessment pages are the final word on all deadlines. Students may finish course requirements early according to their own academic schedule but they may not complete the components late. Online courses require students to be self-driven and accountable for meeting course deadlines.</p>
<p>Weekly Question and Answer Chat: Please check the calendar to select a time that best fits your schedule.</p>	
<p>Office Hours:</p> <ul style="list-style-type: none"> o Tuesday: 10am to 12 noon & 1pm to 2pm (Available in Annex 1001) o Chat available via Canvas (Please request an appointment in advance via an email on Canvas to ensure that I am available.) 	

Course Description: This course offers a complete approach to the operation of resort properties. Beginning with the resort concept and the historical development of resorts, the course then covers the planning, development, management, marketing, and financial aspects of the resort business. The course also examines the future outlook for resorts and the impact of the condominium concept, timesharing, technological change, "green" initiatives, and eco-tourism. This course is designed to reflect the 13 chapters covered in the textbook.

Course Learning Objectives: At the completion of this course, students should be able to:

1. Identify important ways in which resorts and resort management differ from classic hotels and hotel management.
2. Describe the origins and development of the resort form.
3. Summarize economic, social, and environmental considerations in the resort planning and development process.
4. Identify the participants in the resort planning and development process and how their efforts are organized and coordinated.
5. Describe the three basic planning concepts that generally apply to resort facilities.
6. Outline planning and design issues as they affect the accommodation of people with disabilities.
7. Detail the many factors involved in developing and operating golf, tennis, ski, boating, swimming, and health club/spa facilities at a resort.
8. Describe the role that infrastructure and striking natural surroundings play in the success of a resort's recreational offerings.
9. Explain how a resort moves through various preopening activities to its grand opening.
10. Explain how resorts are managed, discuss their organizational structures, and distinguish managers

from leaders.

11. Summarize labor force issues for resorts, including the role of a resort's human resources department, employee productivity issues, and the impact of labor unions.
12. Describe front-of-the-house operations and functions.
13. Summarize the importance of guest relations to resorts and outline typical guest activities and services.
14. Define the relationships between heart-of-the-house departments and describe the services they provide.
15. Discuss the essential role of security at resorts.
16. Describe how resorts can manage the various risks they face and control their insurance costs.
17. Summarize the fundamentals of resort marketing, including market segmentation and positioning, and discuss the marketing tools of advertising, promotion, and publicity.
18. Detail the elements of profitability planning and budgeting, and identify essential financial statements.
19. Describe various methods of evaluating investment proposals.
20. Discuss how geopolitical issues and changes in global economies will affect the development and growth of the resort industry.
21. Explain how resorts are adopting "green" policies and responding to the demand for ecotourism.

Teaching & Learning Methods: This course is designed with fourteen chapter related modules that may be completed sequentially according to the one unit per week schedule or completed earlier in the semester. Each learning module will include a study guide, required reading, recorded lecture, printed lecture notes, supplemental resources, and related assignments. Several modules will feature recorded interviews/panel discussions with food and beverage management experts and/or videos from the American Hotel & Lodging Associations.

Certification: The student must complete the comprehensive final examination with a minimum of 75% in order to earn the American Hotel & Lodging Association/Educational Institute (AHLA/EI) Certification. The weekly study questions, weekly quizzes, and self-study questions have been designed to assist you in achieving the AHLA/EI certification.

Required eTextbook: *World of Resorts: From Development to Management*, Third Edition, by Chuck Yim Gee. The textbook is available via AHLA CourseLine which will be linked from the Canvas Course pages. The AHLA key code is available at the University Campus Bookstore. The key code will grant you access to the electronic textbook and the final certification exam.

Prerequisite Courses: None.

Computer Skills Required: Ability to use a web browser to surf the Canvas pages that serve as the primary medium for the course. If this is your first online course we recommend that you consider your readiness for learning online via Canvas. During the course orientation, each student is encouraged to complete the Readiness for eLearning quiz and follow the suggestions for improving your readiness with the corresponding orientation guides. It is your responsibility to maintain your computer and related equipment in order to participate in the online portion of the course.

System Requirements: Students may "attend" the on-line class lessons from anywhere you have ready access to a computer equipped with a reliable Internet connection. If you are operating on a system with a "Firewall" or other security system that might interrupt your participation or ability to open MP3/MP4 or PDF files, please contact the Uonline office for assistance or visit the Student Documents provided by the Technology Assisted Curriculum Center (TACC). Additional resources are available at the Canvas corporate support site.

Course Requirements and Assignments:

PARTICIPATION: Participation points are earned by actively engaging and contributing positively to the community learning environment shared by all students. Active and positive contributions during class exercises and discussion consists of accessing the course materials with sufficient time to complete the readings, lectures, assessments, and/or assignments prior to the deadlines, asking thoughtful and probing questions on the discussion board, and generally positive contributions to the learning environment.

REFLECTION ASSIGNMENTS: Following several lectures there will be interactive assignments designed to provide an opportunity to reflect on what you have learned, examine your own attitudes and beliefs regarding the topic, or to explore resources available on the Internet or in your community. There are 3 types of these reflection assignments: Discussion Board postings, and Individual Written Assignments. These assignments are due the Monday (12 noon) following the week assigned, unless otherwise noted.

- **Discussion Board Postings:** Reflection questions will be provided for each assigned discussion board topic related to the corresponding week's topic in an effort to facilitate open discussion. Please note that students will be evaluated according to the Review Rubric. The key to earning the full points available is based on your ability to integrate what you have learned on the topic through the readings, lecture, and study questions.
- **Assignment Page Submissions:** All submissions on the Assignment page require documents to be typed on a word processor and submitted as an attachment on the Canvas Assignment Page. You are responsible for preparing a quality document in a format that can be opened and read by the instructor. Therefore, you should use Microsoft Word 2003 or 2010 and save your files with a ".doc" or ".docx" extension. If you use any other software then we request that you save your file in Rich Text Format (".rtf") or in Adobe Reader format (".PDF"). If you submit any other type of document you will earn a zero for the submissions. Please Note: Any assignment or discussion found to contain a significant amount of material copied from a published document or from the Internet without the appropriate citation will be receive zero credit. **Plagiarism will not be tolerated.**


QUIZZES/EXAMS: There will be weekly timed quizzes during the semester designed to ensure your comprehension and retention of key points from the chapter and lecture. These are designed to help you achieve success on the final/certification exam and to evaluate your comprehension and retention of the material. Format for the exams will include multiple choice, matching, short answer, and essay or application problems. A variety of study tools are available on the Canvas to assist students in preparing for the exams. You will be allowed multiple attempts of the weekly quizzes, but the final exam will be a proctored exam with only one attempt. Only excused absences will be accepted for approval of make-up exam.

Further details regarding the assignments for this course will be made available on the first day of the course via the PRT 3209 Canvas Assignment Page.

AHLA Certification: The Educational Institute of the American Hotel and Lodging Association (AHLA) provides students the opportunity to earn certificates for individual courses, such as this course. Students are **not required** to pursue the certification but all students will take the same final exam. The AHLA Key Code will allow two attempts at the final certification exam. The results from the first attempt will be utilized for the final grade in this course. If you fail to achieve the required 70% for the AHLA/EI certification then you are permitted a second attempt. Students earning this course's AHLA certification, but may elect to earn the certificate in order to earn advanced certifications (i.e., Hospitality Operations Certificate, Hospitality Management Certificate). The final exam will require that you sign up to complete the exam at the Uonline Exam Center. If you are located outside the Salt Lake City area, we can arrange a supervised or proctored setting.

Grading Policy:

It is the student’s responsibility to ensure that all assignments and assessments are completed in a timely manner. All deadlines for the assignments and assessments have been posted on the Canvas Calendar. Please note that **all late assignments will be deducted 10% per day late or portion of day late. No assignment will be accepted that is over one week past the due date. Additionally, no late assignments are accepted after the first Monday of the last full month of the semester even if the due date occurs during the last month of the semester (Summer: July 2, 2013).** (An individual grade worksheet in Microsoft Excel has been prepared for the students to use each semester. Please see the Week 1 Course: Week by Week and the Grade Book of PRT 3209 Canvas. All assignments will be graded within one week of the due date. Please take the time to review the grading rubric and the instructor’s comments to better understand your individual grades. The Canvas resources have been provided in order to assist students achieve excellence.

PRT 3209 Grade Scale		
Letter Grade	Percentage Required	
A	93-100%	
A-	90-92%	
B+	87-89%	
B	83-86%	
B-	80-82%	
C+	77-79%	
C	73-76%	
C-	70-72%	
D+	67-69%	
D	63-66%	
D-	60-62%	
E	59% or less	The bar has been established and it is up to you to clear the bar to earn the grade you target for this course. Aspire to be the most you can possibly become! Begin by challenging yourself to achieve an A grade in this course. It is very possible if you plan and prepare adequately

Class Schedule: (Please see the Calendar and Assignment Page on Canvas)

Week/Class Meeting	Topic/Required Reading	Assignments/Quizzes
Week 1/May 13	Course orientation/Chapter 1: Introduction to the Resort Industry	
Week 2/May 20	Chapter 2: Resort History	Orientation Related Assignments & Chapters 1 Quiz close Friday at noon
Week 3/May 27	Chapter 3: Special Considerations in Planning and Development	Chapter 2 Quiz closes Friday at noon
Week 4/June 3	Chapter 4: The Planning and Development Process & Chapter 5: Facilities Planning and	Chapter 3 Quiz close Friday at noon
Week 5/June 10	Chapter 6: Major Recreational Activities and Facilities	Chapter 4 & 5 Quizzes close Friday at noon
Week 6/June 17	Chapter 7: Resort Opening: Management, Staffing, and Human Resources	Chapter 6 Quiz closes Friday at noon
Week 7/June 24	Chapter 8: Front-of-the-House Management	Chapter 7 Quiz closes Friday at noon

Week 8/July 1	Chapter 9: Heart-of-the-House Management I: Food and Beverage, Housekeeping, Laundry, and Valet Operations & Chapter 10: Heart-of-the-House Management II: Plant, Grounds, Energy, Accounting, and Procurement	Chapter 8 Quiz closes Friday at noon
Week 9/July 8	Chapter 11: Safety, Security, and Risk Management	Chapter 9 & 10 Quizzes closes Friday at noon
Week 10/July 15	Chapter 12: Resort Marketing and Sales Promotion & Chapter 13 Managing Resort Financial Resources	Chapter 11 Quiz closes Friday at noon
Week 11/July 22	Chapter 14: Reflections and Revelations: Global Issues in Resort Tourism	Chapter 12 & 13 Quizzes close Friday at noon
Week 12/July 29	Review for and complete the final exam.	Chapter 14 Quiz closes Wednesday at noon/ Final Exam on Thursday and Friday

General Course Policies

Please review the Department of Parks, Recreation and Tourism Course Policies for details regarding tardiness, cell phones, visitors, etc. The University of Utah has established policies regarding attendance (<http://registrar.utah.edu/handbook/attend.php>) and Student Behavior (<http://www.regulations.utah.edu/academics/6-400.html>) that apply equally to the online learning environment and the physical classroom environment.

Accommodation Statement:

“The University of Utah seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in the class, reasonable prior notice needs to be given to the Center for Disability Services (<http://disability.utah.edu/>). ~~CDS will~~ work with you and the instructor to make arrangements for accommodations.” (www.hr.utah.edu/oeo/ada/guide/faculty/)”

“Reasonable accommodations will be made for students with physical, cognitive, systemic, learning or psychiatric disabilities. Please notify your instructor or the Program Coordinator of pertinent disabilities at the first class session. Disabilities must be listed on the "Participant Agreement, Release, and Acknowledgment of Risk" form. The Department of Parks, Recreation and Tourism maintain an environment supportive of the Americans with Disabilities Act (ADA), and of non-discrimination.”

Class Civility:

“All students are expected to maintain professional behavior in the classroom setting, according to the Student Code, spelled out in the Student Handbook. Students have specific rights in the classroom as detailed in Article III of the Code. The Code also specifies proscribed conduct (Article XI) that involves cheating on tests, plagiarism, and/or collusion, as well as fraud, theft, etc. Students should read the Code carefully and know they are responsible for the content. According to Faculty Rules and Regulations, it is the faculty responsibility to enforce responsible classroom behaviors, and I will do so, beginning with verbal warnings and progressing to dismissal from class and a failing grade. Students have the right to appeal such action to the Student Behavior Committee.”

“Faculty...must strive in the classroom to maintain a climate conducive to thinking and learning.” PPM 8-12.3, B. *“Students have a right to support and assistance from the University in maintaining a climate conducive to thinking and learning.”* PPM 8-10, II. A.

Students who are distractive to the instructor and/or other students may be asked to leave the classroom. This includes students enrolled in an online course who should follow basic netiquette and professional behavior via the online course delivery. "Netiquette" stands for "Internet Etiquette", and refers to the set of practices developed over the years to make the online course experience pleasant for everyone. Like other forms of etiquette, netiquette is primarily concerned with matters of courtesy in communications.

- Discussion threads, e-mails, and chat rooms are all considered to be equivalent to classrooms, and student behavior within those environments shall conform to the Student Code. Specifically:
 - Posting photos or comments that would be off-topic in a classroom are still off-topic in an online posting.
 - Off-color language and photos are never appropriate.
 - Using angry or abusive language is called "flaming" is not acceptable and will be dealt with according to the Student Code.
 - Do not use ALL CAPS, except for titles, since it is the equivalent of shouting online, as is overuse of certain punctuation marks such as exclamation points !!!! and question marks ?????.
 - Course e-mails, e-journals, and other online course communications are part of the classroom and as such, are University property and subject to GRAMA regulations and the Student Code. Privacy regarding these communications between correspondents must not be assumed and should be mutually agreed upon in advance, in writing.

Final Exams: It is against University policy to give final exams at a time other than the scheduled periods for final exams. At the start of each semester, find out the exam dates for each course and make plans to be there for the exams. All conflicts with other exams must be resolved with the course instructor at least two weeks prior to the final exam.

Incompletes: University policy states that an incomplete may be given only when the student has passed at least 80% of the course work.

Late Assignment Submissions:

This online course has set due dates for all assignments, assessments, and discussions. All submissions are due at 12 noon on the date assigned. Any assignment received even one minute after the deadline or later will be considered late. The Canvas clock is the final word on the time "stamp" on assignments, assessments, and discussions. All late submissions will be penalized 10% per day or portion of day late. **No assignment will be accepted that is over 7 days late.** The only exceptions to this policy are those due to officially sanctioned University activities, religious holidays, and illness with medical documentation.

Additionally, no late assignments are accepted after the first Tuesday of the last full month of the semester even if the due date occurs during the last month of the semester (Summer: July 2, 2013).

Please plan ahead in order to submit assignments early or no later than the deadline to avoid the loss of points due to late submissions or missed opportunities. Please note the following FAQ:

- It is your responsibility to maintain your computer and related equipment in order to participate in the online portion of the course.
- Equipment failures will not be an acceptable excuse for late or absent assignments.
- You are responsible for making sure your assignments, including attachments, are received before the deadline and in a readable format. Please ensure you have attached the correct file before closing the Canvas Assignment page.
- You are responsible for submitting the assignment with the required naming convention, correct file extension, and using the software type and version required for the assignment.
- Canvas uses electronic dating to close (the Assignment Drop Box, Discussion Postings, and Assessments/Quizzes), so late submissions over one week late will be locked out.
- Dr. Ralston may elect to use a plagiarism detection service in this course, in which case you will be required to submit your paper to such a service as part of your assignment.

Minimum Grades: Grades of "C-" or better must be earned in major or allied field courses for the course to count toward completion of the major.

Student Absences:

The University expects regular attendance at all class meetings. You are responsible for satisfying the entire range of academic objectives, requirements and prerequisites as defined by the instructor. If you fail to

access the Canvas resources for the first week, you may be required to withdraw from the course. If you are absent from class (or fail to log in to Canvas on a weekly basis) to participate in officially sanctioned University activities (e.g. band, debate, student government, intercollegiate athletics), religious obligations, or with instructor's approval, you will be permitted to make up both assignments and examinations within one week of the excused absence. The involved students must deliver written documentation of absence to their instructors, preferably before the absence but in no event later than one week after the absence.

Syllabus Disclaimer:

“This syllabus has been created as a guide to the class and is as accurate as possible. However, all information is subject to change as class needs change. Any changes will be discussed during class session and will be documented on the Canvas Announcement page.” The PRT 3209 Canvas resource provides detailed information regarding the calendar, weekly lessons, required readings, assignments, and assessments. Students are encouraged to view the PRT 3209 Canvas resource as it provides links to numerous items that may assist in making a decision regarding the appropriateness of this course for their career development.

Withdrawals: Students may drop a course with no penalty by the end of the second week of the semester. The grade "W" is given when a student officially withdraws from a class or from school after the tenth calendar day of the term. After the mid-point of the course (see semester schedule for exact date) students may petition for withdraw for a non-academic emergency. Petitions and supporting documentation are submitted to the office of the Dean of the College of Health. Such petitions must be submitted by the last day of the regular course instruction.