



## Course Specifications

<b>Course Title:</b>	<b>Resorts Management</b>	
<b>Course Code:</b>		
<b>Program:</b>	<b>B.Sc. of Tourism and Hospitality Management: Tourism and Events Management (Minor Specialization)</b>	
<b>Department:</b>	<b>Tourism and Hospitality Management</b>	
<b>College:</b>	<b>College of Business</b>	
<b>Institution:</b>	<b>Umm Al Qura University</b>	

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## A. Course Identification

<b>1. Credit hours:</b> 3
<b>2. Course type</b> a.          University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> b.                  Required <input type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b> 12 <sup>th</sup> Semester/4 <sup>th</sup> Year
<b>4. Pre-requisites for this course (if any):</b>
<b>5. Co-requisites for this course (if any):</b>

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		30

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	30

## B. Course Objectives and Learning Outcomes

### 1. Course Description

The course highlights the management and operation of resorts. The course contains details about operations, planning, development, management, marketing and financial issues that differentiate resorts business from other types of hotels' businesses. A critical thinking was also included in this course to let students be able to identify the differences between resorts and its related requirements based on the resort type, location, climate, activities, and life-style.

### 2. Course Main Objective

The course aims to equip students with fundamentals skills and knowledge related to resorts management and operations. Students are required to be creative and self learner to meet the in class tasks and assignments.

### 3. Course Learning Outcomes

CLOs		Aligned PLOs
<b>1</b>	<b>Knowledge and Understanding</b>	
1.1	Differentiate between resort management and other types of hotels	
1.2	Identify the evolution of the resort concept	
1.3	Memorize the economic, social, and environmental considerations in the resort planning and development process	
1.4	Describe resort facilities planning main concepts and distinguish it for resorts from that for other types of hotels	
1.5	List a range of recreational activities that can be offered by a resort	
1.6	Define the relationship between various resorts departments	
1.7	Develop solutions to advance the resort performance and resort security related issues.	
1.8	Appraise the media, methods, and materials used in resort advertising and promotion	
1.9	Measure profitability and outline profit planning procedures	
1.10	Evaluate problems facing resort managers in the future and analyze alternate sources for resort financing	
<b>2</b>	<b>Skills :</b>	
2.1	Present his understanding or resorts management in the required assignment and tasks	
2.2	Implement research skills and self learning skills to meet the required in class activities and requested assignments	
<b>3</b>	<b>Values:</b>	
3.1	Develop creative solutions to exceed resorts' customers expectations	
3.2	Implement teamworking values and leadership values in his in class activities and assignments	

### C. Course Content

No	List of Topics	Contact Hours
1	Introduction	3
2	Resorts Management Vs Other types of Hotels' management and operations	3
3	Resorts Design and Layout	3
4	Resorts Activities and Operation	3
5	Marketing a Resorts at the Era of Metaverse and Social Media	3
6	Resorts Financial Management	3
7	Economic, Social, and Environmental Considerations in the Resort Planning and Development Process	3
8	Resorts Security Management and Challenges	3
9	Handling Resorts Updated Challenges	3
10	The Future of Resorts Management	3
<b>Total</b>		

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and Understanding</b>		
1.1	Differentiate between resort management and other types of hotels	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.2	Identify the evolution of the resort concept	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.3	Memorize the economic, social, and environmental considerations in the resort planning and development process	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.4	Describe resort facilities planning main concepts and distinguish it for resorts from that for other types of hotels	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.5	List a range of recreational activities that can be offered by a resort	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.6	Define the relationship between various resorts departments	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.7	Develop solutions to advance the resort performance and resort security related issues.	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.8	Appraise the media, methods, and materials used in resort advertising and promotion	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
1.9	Measure profitability and outline profit planning procedures	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.10	Evaluate problems facing resort managers in the future and analyze alternate sources for resort financing	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
<b>2.0</b>	<b>Skills</b>		
2.1	Present his understanding or resorts management in the required assignment and tasks	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
2.2	Implement research skills and self learning skills to meet the required in class activities and requested assignments	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
...			
<b>3.0</b>	<b>Values</b>		
3.1	Develop creative solutions to exceed resorts' customers expectations	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
3.2	Implement teamworking values and leadership values in his in class activities and assignments	Active Learning strategies	Exams Team Work Assignments (Team work and Individual) In Class Activities/ Course Work
...			

## 2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Mid term Exam	5	10%
2	Individual Assignment	7	20%
3	Team work Assignment	9	20%
4	In Class activities/ Course work (quizzes- problem solving cases, etc.)	Every week	10%
5	Final exam	12	40%
6			
7			
8			

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

### Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

The course director is available at his office hours to help and support students. The academic advising unit is also affording the service to the college students.

- Office hours ( 1.5 hr/week).
- E-mail (available).
- Watsapp
- Black Board facility for female Campus

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<p>Gee, C. Y. (2010). World of Resorts: From Development to Management (3rd). American Hotel &amp; Lodging Educational Institute. ISBN 13: 978-0-86612-346-4 2.</p> <p>Murphy, P. (2008). The Business of Resorts Management. Butterworth-Heinemann</p> <p>Lawson, F. (1998). Hotels and Resorts Planning Design and Refurbishments. Butterworth Architecture</p>
<b>Essential References Materials</b>	<ul style="list-style-type: none"> <li>• Cornell Hotel and Restaurant Administration Quarterly</li> <li>• Hospitality Review</li> <li>• International Journal of Hospitality Management</li> <li>• International Journal of Contemporary Hospitality Management</li> <li>• Managing Service Quality</li> <li>• Service Industries Journal</li> </ul>
<b>Electronic Materials</b>	<a href="https://hospitalityinsights.ehl.edu/">https://hospitalityinsights.ehl.edu/</a>
<b>Other Learning Materials</b>	Additional readings will be posted in Blackboard depending on the course progress.

### 2. Facilities Required

Item	Resources
<b>Accommodation</b> (Classrooms, laboratories, demonstration rooms/labs, etc.)	Class room with max of 20 seats- Active Learning Halls;
<b>Technology Resources</b> (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, White board, flip chart, Blue glue; Markers.
<b>Other Resources</b> (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Questionnaire
Quality of learning resources	Faculty	Questionnaire
Extent of achievement of course learning outcomes	Faculty	Exams & Students performance

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

Council / Committee	
Reference No.	
Date	