Subject Code	HOH609
Subject Name	Managing Resort Operations
Credit points	6
AQF Level	6 (Year 2)
Delivery mode	On campus
Prerequisites	HOH501 Fundamentals of the Resort and Hotel Industry

Subject Overview	In this subject, students will gain an understanding of the global resort sector, with a focus on the distinctive aspects of resort development, management, and operations. The subject is designed to equip students with the knowledge and skills necessary to navigate the complexities of managing resort operations in a dynamic global environment. Students will explore the unique characteristics of resorts, delving into specialised topics such as integrated resorts, niche product and service delivery options—including wellness, spa, gym, and aqua recreational activities—and the operational challenges that arise in these contexts. The subject also examines the broader environmental, political, and sociological factors that impact resort management, providing students with a contextual understanding of the industry. By completing this subject, students will be able to generate innovative ideas for balancing the imperatives of revenue generation with sustainability goals, gaining insights into how resort activities influence and are influenced by global trends and challenges.

Learning Outcomes	Distinguish the relevance and importance of factors such as resort location, size, type, risk management and governance oversight within the global resorts sector.
	Analyse niche resort product and service offerings, comparing their potential to meet emerging market demands and enhance guest experiences.
	Evaluate issues and trends relating to resort sustainability, technological innovation and other issues of social, economic, and environmental factors that impact on the performance and viability of resort operations.
	Identify best practice resort management strategies, focusing on optimising staff performance, enhancing guest experiences, improving operational workflows.

Assessments	**Indicative assessments**	**Weighting**
	Quizzes	35%
	Essay	25%
	ePoster Presentation (group)	15%
	Report (individual)	25%

Graduate Attributes addressed in this subject	*Ethical and social understanding and sustainability literacy*
	Systematic and coherent body of knowledge
	Cognitive skills to *analyse, critique*, *and consolidate* knowledge
	Interpersonal and *Teamwork* skills
	Communication skills
	Personal attributes - Imagination, reflection of content, contextualisation and visualisation of internal and external environments

© William Angliss Institute