

Faculty of Higher Education

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| Subject Code | HOH609 |
| Subject Name | Managing Resort Operations |
| Credit points | 6 |
| Study Level | Year 2 |
| Delivery mode | On campus |
| Location | Melbourne |
| Prerequisites | None |

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| Subject Coordinator |
| Lynn Richardson |
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| Subject Overview | <p>This subject provides an overview of the global resort sector and explores the uniqueness of resort development, management and operations. In particular, students will examine topics unique to this sector such as integrated resorts, niche product and service delivery options such as wellness, spa, gym and aqua recreational activities. Importantly, this subject contextualises resort management and operational factors within a challenging global environmental, political and sociological setting. Students are offered an opportunity to generate ideas and gain insight into the human impact and cost of resort activities given the resort imperatives of revenue generation and sustainability.</p> |
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| Learning Outcomes | Distinguish the relevance and importance of factors such as resort location, size, type and governance oversight within the global resorts sector. |
| | Evaluate key issues of social, economic and environmental factors that impact on the performance and viability of resort operations. |
| | Analyse the importance of risk management within the resort context and show how this relates to the successful operational functions of different types of resorts. |
| | Appraise niche resort product and service delivery offerings. |
| | Evaluate issues and trends relating to resort sustainability, and technological innovation. |
| | Investigate and report on 'best practice' resort management strategies. |

| Assessments | Details | Weighting |
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| | Online quizzes. | 30% |
| | Essay | 30% |
| | Report and Presentation | 40% |

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| Graduate Attributes addressed in this subject | Ethical and social understanding |
| | Systematic and coherent body of knowledge |
| | Communication skills |
| | Personal attributes – imagination, reflection of content, contextualisation and visualisation of internal and external environments |