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# San José State University Dept. of Hospitality, Recreation and Tourism Mgt.

# Resort and Private Club Management HRTM 141 T TH 3pm-4:15 pm Spring 2011

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| Instructor: | Dr. Kate Sullivan, Professor  Call me Dr. Kate |
| Office Location: | 238 Sweeney Hall |
| Telephone: | 408-924-3201 |
| Email: | kate@email.sjsu.edu |
| Office Hours: | W 9-12 noon or by appt. |
| Class Days/Time: | T and Th 3-4:15 pm |
| Classroom: | BBC 222 |

## Course Description

Management and operation of resort and private club properties from their historical development to their economic and environmental impact; marketing and managing of management services provided by these facilities within the hospitality and recreation industries.

## Student Learning Objectives

**OBJECTIVE 1:** Students will be introduced to elements of the resort and private club industry through reading, lecture, discussion, and on-site research and study. By the end of the semester, students will be able to:

* 1. Describe the relationship of human/social need for hospitality services.
  2. Define the goals of various hospitality elements and related products and services.
  3. Identify and describe typical delivery system structures and be able to illustrate each with local examples.

**OBJECTIVE 2:** Students will learn about the service relationship. By the end of the semester, students will be able to:

1. Explain the role of courtesy in resort service.

1. Describe the service relationship in terms of psychological needs and social-psychological experiences.

**OBJECTIVE 3:** Students will be introduced to basic marketing concepts used in the field of resort and private club management. By the end of the semester, students will be able to:

1. Define the basic role of marketing in the resort management.
2. Provide/create illustrations which apply basic marketing concepts.
3. Discuss strategies for marketing related to social and economic trends.

**OBJECTIVE 4:** Students will look for trends and issues in the field. By the end of the semester, students will be able to:

1. Identify major challenges to the resort and private club industry.
2. Provide examples to illustrate responses to challenging trends and issues.
3. Create their own forecast for development and change in the field.

**OBJECTIVE 5:** Students will become familiar with career opportunities. By the end of the semester, students will be able to:

1. Explain the human resources management process for hiring, training, and

developing personnel.

1. Describe opportunities for entry and advancement in the field.
2. Identify key qualities, philosophies, or experiences associated with success in the field of resort management.

**Required Textbooks**

Available at Roberts Bookstore or Spartan Bookstore

Perdue, J. **Contemporary Club Mgt. 2nd Edition** ISBN 9780866122863

Gee, Chuck **World of Resorts from Development to Management 3rd Edition** ISBN: 9780866123464

### Other Readings

Private Club Management: There will be additional readings in this area and will be announced at a later date. There will also be supplemental information.

**Classroom Protocol**

**If you are sick, coughing or otherwise contagious, stay home! Bring tissues and use hand sanitizers.**

**Coming in late is distracting to all of us; eating in class is, too. Please do your best to** show excellence in your behavior. When a fellow student is presenting something, all screens down and away! Shut your phones off during class; I would prefer no texting or reading text messages while I am speaking. These rules are common courtesy especially for an HRTM major! Read my expectations for participation under course requirements.

If there is an earthquake, know to duck and cover. Do not take my lead as I am from the East coast and am still not calm during them! Go to your MYSJSU account and sign up for ALERT SJSU immediately! That is the SJSU police’s way to contact you should something bizarre happen on campus and evacuations are occurring. While you are in your account, be sure your email address is accurate because I will be sending out occasional messages to you via the roster.

There are times when I may be late or ill and I will give you notice via email as best as I can so as not to inconvenience you in anyway. Also, I have some hearing loss and cannot afford a hearing aid so bear with me! If you are sitting in the back of the room and say something I cannot hear, I may ask those in the front to relay what you said so that I can hear it. Sometimes I misinterpret what you said because I can’t hear certain intonations, so please don’t be offended.

## Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s [Catalog Policies](file:///C:\Users\kate\Downloads\Catalog%20Policies) section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at http://www.sjsu.edu/academic\_programs/calendars/academic\_calendar/. The [Late Drop Policy](file:///C:\Users\kate\Downloads\Late%20Drop%20Policy) is available at http://www.sjsu.edu/aars/policies/latedrops/policy/**.** Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at http://www.sjsu.edu/advising/.

## Assignments and Grading Policy

**Course Requirements Points**

A. Class Participation 10

B. Trends presentation 15

C. Midterm and Final 15 and 15

D. Field Trips 10

E. Homework 15

F. Resort Display day 20

Total points 100

**Explanation of the above requirements:**

### Class Participation

Attendance is expected and roll will be taken. You must come to class prepared, speak up, have something to say. It means reading before class and arriving at class with something to say, whether it is a question, comment or a topic. Quieter students need to speak up and more talkative students need to help the professor draw out the quiet ones. Asking questions of your peers is appropriate and encouraged. For example, “ Why do you feel that way?” “That’s interesting, can you say more?” Open communication means respecting the opinions of others, especially ones you disagree with. We come from a variety of backgrounds with a variety of opinions, thus, making a rich background for discussion. You must be willing to listen. You will be assessed for this 10% through your participation in each class discussion, in class assignments, activities and interaction with fellow students and the professor.

### Resort and private club trends/issues presentation

In a well organized manner, you will tell the class about a trend or relevant and current issue in the resort or private club industry. You may not stand up and be a commercial for a themed resort or club! e.g. Club med is really great because…You can, however, discuss an issue facing all 75 Club meds worldwide…Floodlight don’t spotlight an issue or trend! Your voice will be able to be heard in the back of the room or you will not pass this assignment! You may use powerpoint, handouts or props to strengthen your 3 minute presentation. You will also explain why this trend is important to resort or private club development and hospitality in general. On the day of your presentation, you will turn in a 1-2 page write-up about your reactions to what you presented. A copy of the information source you used will be attached to this paper. 12 point font please!

## Midterm and Final Examinations

A midterm examination and a comprehensive final examination are given to assess your ability to absorb the information covered in the class. Examinations will include true and false, multiple choice, short definitions, matching, and mini-essays. If you would like to see a copy of other exams I have given, ask me and I will bring one to class. Don’t let your reading stack up until the last week before the final. It will show. Study continuously! Students with English as a second language will not be able to use electronic dictionaries.

### Field Trips

You will be asked to meet at a specific location at a specific time, hopefully, class time but not always. We may have to do a Friday or Saturday tour. All tours will give you a behind-the-scenes look at the site. You are required to attend 2 out of 3 field trips. Car pooling is suggested. A follow up evaluation of what you observed will be required. On my priority list are the following: Ritz Carlton Half Moon Bay, Seascape Resort, Aptos; Capital Club, San Jose, Corinthian Event Center, San Jose, Silver Creek Country Club, San Jose

1. **Homework**

You will be given homework assignments which must be turned in on time the following week after issued. Use 12 point font. If you are absent at the class in which the homework is due, it will not be accepted in the next class. No late papers on homework. You must turn in 4 of 5 assigned homework papers.

1. **Create and Display a Resort or Private Club**

On a specified day, groups of 4,maximum 5 will sponsor and decorate a booth representing their self created resort or private club. You are expected to sell the resort to onlookers who are looking for either a pleasure vacation or a business conference location. A brochure which includes reasonable prices for your target market must be prepared including lodging and food costs. You will be graded on detail and ability of the group to work together. Industry representatives and your fellow group members will evaluate your work. More details will be given out in class.

**Final total percentage range and letter grade:**

96 – 100 A+

93 – 95 A

90 – 92 A-

86 – 89 B+

83 – 85 B

80 – 82 B-

76 – 79 C+

73 – 75 C

70 – 72 C-

66 – 69 D+

63 – 65 D

60 – 62 D-

59 and below F

###### Dr. Sullivan’s Teaching Philosophy

I want to help you learn and learn with you while we have fun along the way! I want to be a facilitator to you as you are introduced to the book, information, SJSU and each other! I want you to be more hospitable to yourself, those you will encounter in business or leisure, and those whom you don’t understand. In this class, I believe that sometimes you can lead the group! I expect your best. I expect you to read the books, take notes, go back over your notes after each class. Arrive early to class, pay attention, ask questions, work with others. I expect you to turn your cell phones off before class, don’t come in late or leave early unless absolutely necessary. I teach not only through lecture and discussion but with example. I use the readings and the field trips and guest speakers as additional help. I love to teach, have received some special awards for it, and want you to leave the class feeling special, ready to go and more aware of how to make this a more courteous and kind world!

**Email Philosophy**

Papers cannot be emailed. Hard copies are due in class on the date identified in this syllabus. If you have questions regarding the class, you can email me. Just be sure to put in the subject/address that you are in the 141 class because I’ll prioritize it as important to be read asap.

## University Policies

Students should know that the University’s [Academic Integrity Policy](http://sa.sjsu.edu/judicial_affairs/faculty_and_staff/academic_integrity/index.html) is available at http://sa.sjsu.edu/judicial\_affairs/faculty\_and\_staff/academic\_integrity/index.html. Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University’s integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sa.sjsu.edu/judicial_affairs/index.html) is available at http://www.sa.sjsu.edu/judicial\_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU’s Academic Policy F06-1 requires approval of instructors.

### Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.

## Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

## Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The [LARC website](http://www.sjsu.edu/larc/) is located at http:/www.sjsu.edu/larc/.

## SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The [Writing Center website](http://www.sjsu.edu/writingcenter/about/staff/) is located at http://www.sjsu.edu/writingcenter/about/staff/.

## Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The [Peer Mentor Center website](http://www.sjsu.edu/muse/peermentor/) is located at http://www.sjsu.edu/muse/peermentor/

# HRTM 141 Resort and Club Management

# Fall, 2010 Course Schedule

# T*he schedule is subject to change with fair notice given at least one week before via an announcement from the instructor or an email unless illness precludes this.*

Table Course Schedule

| Week | Date | Topics, Readings, Assignments, Deadlines |
| --- | --- | --- |
| 1 | 1/26/10 | Introduction and welcome |
| 2 | Week of 9/7 | Chapter 1 Types of Resorts  Chapter 10 Resort Operations/ Guest Activities |
| 3 | Week of 9/14 | Chapter 12 Spas, Pools and Indoor Waterparks  Principles of Private Club Management/ |
| 4 | Week of 9/21 | Types of Clubs/ Structure and Membership  Size and Scope of the club industry/The guest as your boss |
| 5 | Week of 9/28 | Field Trips |
| 6 | Week of 10/5 | Mountain Based Resorts Chapters 2 and 3 |
| 7 | Week of 10/12 |  |
| 8 | Oct 19  Oct. 21 | Review  Mid Term Examination |
| 9 | Week of 10/26 | Beach Resorts and Marinas Chapters 4 and 5 |
| 10 | Week of 11/2 | Golf and Tennis Resorts Chapter 6 and 7 |
| 11 | Week of 11/9 | Timeshare Resorts Chapter 9 |
| 12 | Week of 11/16 | Field Trips |
| 13 | Week of 11/23 | No class Happy Thanksgiving! |
| 14 | Week of 11/30 |  |
| 15 | Week of 12/2 | Casino Gaming |
|  | Mon Dec. 13th | Resort/Private Club Tradeshow Display day |
| Final Exam | Wed. Dec. 15th | Same classroom  2:45- 5 pm. |

**Letter to students from Dr. Kate**

Dear Students,  
  
You are no doubt aware of California’s budget deficit.  The CSU (California State University System) is facing a $585,000,000 reduction in funding.  The cut to San Jose State is around $40 million.  By cutting back on salaries for administrators, managers, staff workers, maintenance workers, nurses, instructors, librarians, etc., our campus can make up most but not all of the $40 million shortfall.  
  
Most of the workers mentioned above voted for a furlough plan, which means the workers will see a 9.23% reduction in pay and a corresponding reduction in workload.  This semester you will see the whole campus closed on designated days.  The faculty will also personally select six furlough days for the semester, which we must designate in writing.  It is illegal for us to do any work on a furlough day, no returning or taking phone calls, no reading emails, no grading papers, nothing.  
  
You are paying more for your education now than ever before.  Instructors may have to cancel some class meetings.  Many course sections cannot be offered and have been canceled.  Many lecturers have lost their jobs.  Please know that this situation is outrageous and heartbreaking for us.  We want you to have the best academic preparation possible, but that goal is becoming more difficult to reach given the economic realities we all face. The furlough agreement between the CSU administration and the faculty states that “…cuts of this magnitude will naturally have consequences for the quality of education we can provide….”  
  
We encourage you to step up and get involved in your higher education, your future, and the future of California.  Contact your state legislators and tell them what you think. Contact our Governor. Attend the rallies and events that will occur on campus this semester. By taking action, we can make change!

Dr. Kate Sullivan, Professor

CONTACT INFORMATION:

To find state legislators’ contact information, go to <http://www.leginfo.ca.gov/yourleg.html>

Governor Arnold Schwarzenegger

State Capitol Building Sacramento, CA 95814

Phone: 916-445-2841 Fax: 916-558-3160

To email Governor Schwarzenegger –  <http://gov.ca.gov/interact>

Dr. Charles B. Reed , Chancellor, California State University

401 Golden Shore, Rm. 641 Long Beach, CA 90802

Phone: (562) 951-4700 Fax: (562) 951-4986

For CSU Board of Trustees contact information, go to <http://www.calstate.edu/bot/addresslist.shtml>