San José State University
Department of Hospitality Management

HSPM 141, Resort and Club Management, Fall 2019

Course and Contact Information

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| Instructor: | Terry D. Thompson |
| Office Location: | McQuarrie Hall |
| Telephone: |   |
| Email: | Terry.thompson@sjsu.edu |
| Office Hours: | Tuesday- Thursday12:00-12:45 Macquarrie 438B |
| Class Days/Time: | Thursday 3:00-5:45 pm |
| Classroom: | BBC 225 |
| Prerequisites: | Upper class standing |

Course Format

Faculty Web Page and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at and/or on [Canvas Leaning Management System course login website](http://sjsu.instructure.com/) at http://sjsu.instructure.com. You are responsible for regularly checking with the messaging system through [MySJSU  (Links to an external site.)Links to an external site.](http://my.sjsu.edu/)at http://my.sjsu.edu (or other communication system as indicated by the instructor) to learn of any updates.

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.

Course Learning Outcomes (CLO)

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 be exposed to real life resort operations. By the end of the semester, students will be able to:

1. Experience some of the team member duties that are performed in a resort.
2. Experience some of the management duties that are performed in a resort and club.
3. Be familiar with the accounting and profit and loss statements in a resort and club.

Objective 3: 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 resorts and private club industry.
2. Discuss current trends in the resort and club industries.
3. Provide examples to illustrate responses to challenging trends and issues.

Objective 4: 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.
2. Describe opportunities for entry and advancement in the field.
3. Identify key qualities, philosophies, or experiences associated with success in the field of resort and club management.

Required Texts/Readings

Textbook

Resorts: Management and Operations, 3rd edition, by Robert Christie Mill, published by Wiley,

ISBN: 978-1118071823

This book is available at the Spartan Bookstore to rent or purchase.

Other Readings

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

Other technology requirements / equipment / material

There will be presentations and you may use PowerPoint or other technology at that time.

Carli Lowe

University Archivist

Dr. Martin Luther King, Jr. Library

San José State University
carli.lowe@sjsu.edu

Course Requirements and Assignments

                                                                        Points

This will change. I will keep you abreast.

1. Class Participation 10
2. Individual Presentation 100
3. Midterm 50
4. Quizzes             60
5. Homework 15
6. Group Presentation 100
7. Final 100

                                      Total Points: 435

 Class Participation

         Attendance is expected, and roll will be taken. You must come to class prepared, speak up, and have something to contribute.  Feel free to ask questions of or disagree with your fellow students. Please share your prior industry experience stories and examples to help educate the class. 10% of your grade will be assessed through your participation in class discussion, assignments, activities and interaction with fellow students and the lecturer.

1. Individual Presentation

An individual presentation in a well organized manner, where you will tell the class about a trend or relevant and current issue in the resort or private club industry.  You must be heard in the back of the room and you can use PowerPoint, handouts, or props to strengthen your 3 minute presentation. You will explain why this trend/issue is important to the resort or private club development and hospitality in general. You must have me sign off on your topic before you prepare for your presentation, as to insure that you do not present a commercial or spotlight one issue at one location. On the day of your presentation, you will turn in a 2 page paper about your trend or issue, including a bibliography. 12 point font, double spaced papers only please.

 Midterm

A midterm examination will be given to assess your ability to absorb the information covered in the class about resorts. Examinations will include true or false, multiple choice, short definitions, matching and short-essays.

1. Homework

You will be given homework assignments which must be turned in at the beginning of class the following week after issued (see “Homework Due:” on the syllabus). Use 12-point font, double spaced if a paper is assigned.  Homework assigned will educate you and give you real experience for working in a resort or club. If you are absent at the class in which the homework is due, it may be e-mailed ahead of time for full credit or late for partial credit.

1. Group Presentation
2. Quizzes will happen at the end of two chapters. Quizzes, can and will be unannounced. Some quizzes will be open notes and some quizzes will be closed notes. My advice is to not miss class.

 Final

A final examination is given to evaluate your ability to absorb the information covered in the class about clubs. Examinations will include true or false, multiple choice, short definitions, matching and short-essays.

 Final Evaluation

Group Presentation:

Groups of students will select a resort or club, write a research paper and present their findings to the class when scheduled. Not everyone in your group will receive the same grade. It will be based on the individual contributions of each team member up to the final presentation. Those students with minimal input may be kicked out of the group by the other members of the group.

Each person will spotlight their department and their offerings in the group paper and presentation.  For example, in their selected resort or club there might be a spa, restaurant, child care facility, retail shop, recreational facility and banquet hall. For each of their departments, students must make up a menu of offerings with features, benefits and prices. This must be presented in a professional manner and handed out to each student in the class during the presentation. For example, a list of spa offerings with prices, a menu with prices for a restaurant, and class schedules for recreation classes all in a tri-fold brochure.

 Your group research paper and presentation should include, but is not limited to the following information:

1. Description of the location, size, age, product/customer mix, length of season, amenities, food and beverage, recreational activities, ownership structure and any additional unique features.
2. How does the conceptual design of the resort or club maintain the integrity of the environment’s natural resources? Does the resort generate profit as a recreational facility? If so, how is the environmental integrity maintained? If not, why?
3. How does the resort or club generate demand and revenue to extend its length of season?
4. Include a diagram of the organizational chart including the General Manager, Executive Members, Managers and Assistant’s names and departments. Use the internet to find these out if the property will not share them when you call or visit.
5. What changes is the resort or club making to adapt to future trends? Do you see sustainable growth in consumer demand? If not, why?
6. What level of service is provided? How is the guest satisfaction measure? Consult AAA and Mobil Travel Guide criteria or if a club, TripAdvisor and Yelp.
7. Are there any operational challenges, i.e. available skilled labor, turnover, housing staff, morale, etc?
8. Is the property attempting to lessen their environmental footprint by going “green”? How are they doing?
9. Any recommendations you would suggest for the resort or club to enhance revenue and/or guest satisfaction?
10. Lastly a financial income statement for one month of operation

  I encourage you to have fun and use all of the resources available to you. You can visit the location, you can call and speak to staff, read reviews on TripAdvisor and Yelp. Provide the resort or club’s marketing material and any other information to support your paper and presentation. Please provide footnotes.

Each person in class will fill out an anonymous feedback form to aid the presenters in future presentations and also to congratulate them on their successes. The presentation should be about 20 minutes: 15 minutes to discuss the resort or club as a group and then 1-2 minutes for each student to present and sell their department’s offerings.

Grading Information

Papers, homework assignments and presentations will be graded on being on time (hard copy handed in during the beginning of class), on using correct grammar and spelling, on following the assignment, and on using multiple outside sources. These may be e-mailed to me at least two days before the due date and I will be happy to offer you suggestions on perfecting your assignment. Again, final papers/assignments may not be e-mailed to me, but hard copies turned in during the beginning of class.

Determination of Grades

* All hard copies of papers and homework must be turned in during the class due date as noted on the syllabus. Do not e-mail final assignments unless you are out sick. No work will be accepted after the due date for full credit.

 Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.”  See [University Policy F13-1 (Links to an external site.)Links to an external site.](http://www.sjsu.edu/senate/docs/F13-1.pdf) at http://www.sjsu.edu/senate/docs/F13-1.pdf for more details.

 Grading Scale

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|  A plus = 100-97% | A = 96-93% |  A minus = 92-90% |
| B plus = 89-87% | B = 86-83% | B minus = 82-80% |
| C plus = 79-77% | C = 76-73% | C minus = 72-70% |
| D plus = 69-67% | D = 66-63% | D minus = 62-60% |
| F = 59-0% Unsatisfactory |  |  |
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 Classroom Protocol

 **Laptops are not** to be used during class. **Cell phones** will be off your desk and on silent. Any student seen using cell phone during class will be dismissed from class for the remainder of the day. I ask that you participate in class and take part in the discussions and answer questions. Please raise your hand and I will call on you. Attendance is required, and participation will make up 10% of your grade. If you arrive late, please take a seat by the door as to minimize the distraction.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page (Links to an external site.)Links to an external site.](http://www.sjsu.edu/gup/syllabusinfo/) at http://www.sjsu.edu/gup/syllabusinfo/”

HSPM 141, Resort and Club Management, Fall 2019 Course Schedule

The schedule is subject to change with fair notice given at least one week before via an announcement from the instructor or an e-mail unless illness precludes this.

Course Schedule

| Week | Date | Topics, Readings, Assignments, Deadlines |
| --- | --- | --- |
| 1 |   |  Orientation and assignment of first project |
| 2 | August 23 | Lecturer introduction, welcome and student introductions (elevator speech – 30 seconds). Course overview and review of the syllabus                           |
| 3 | August 30 | Types of Resorts                                                      Reading Due: Chapter 1 Homework Due: Resort Job Interest |
| 4 | Sept 6 | Mountain Based Resorts                                           Reading Due: Chapter 2 and 3           Homework Due: Resume |
| 5 | Sept 13 | Hotel visitHomework: Cover letter                                          Reading Due: Chapter  4 and 5                                                                   |
| 6 | Sept 20 | Beach and Golf Resorts                                           Reading Due: Chapter 6 and 7             Homework Due: What you learned at the hotel paper |
| 7 | Sept 27 | Timeshare Resorts                                                    Reading Due: Chapter 9          Homework Due: Individual Presentations |
| 8 | Oct 4 | Resort Guest Activities  and Specialty Resorts       Reading Due: Chapter 10 Homework Due: Individual Presentations and Review |
| 9 | Oct 4 | Midterm on Resort Management                             Introduction to Clubs |
| 9 | October 11 |   |
| 10 | Oct 18 | Type of Clubs                                                          Reading: Chapter 11. Homework: Individual visit to a club |
| 11 | Oct 25 | Club visit                                                                 Reading: Chapter 12Homework Due : |
| 12 |   | Clubs – The guests as your boss                             Reading: See Canvas                 Homework Due: What you learned at the club                       |
| 13 |   | Club  visit                                                                Reading: See Canvas                     Homework Due : Guest apology letter |
| 14 |   | Group Presentations                      Homework Due: What you learned at the club |
| 15 |   | Group Presentations                      Homework Due: Employee coach/counseling |
| 16 |   | Study/Conference day                                          No classes |
| Final Exam |   | Final on Club Management, Location to be Determine |