



**San José State University
Dept. of Hospitality Management**

**Resort and Private Club Management
HSPM 141 MW 12-1:15 pm Fall 2013**

Instructor: Dr. Kate Sullivan, Professor
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Office Hours: 9am to 10 am T and Th or by appt.

Class Days/Time: MW 12-1:15 pm

Classroom: Clark 202

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 Outcomes

OUTCOME 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 resort and private club hospitality services.
2. Define the goals of various hospitality elements and related products and services within resorts and private clubs.
3. Identify and describe typical business processes within a resort and private club and be able to illustrate each with local examples.

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

OUTCOME 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.

OUTCOME 4: Students will look for trends and issues in the field and communicate an example to the class. 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.

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

1. Explain the management process for resort development and club management

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

Required Textbooks

Perdue, R. **Contemporary Club Mgt. 3rd Edition** ISBN 9780866122863

AND

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

Classroom Protocol.

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 section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The Late Drop Policy 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 at <http://www.sjsu.edu/advising/>.

Assignments and Grading Policy

Course Requirements	Points	SLO
A. Class Participation	10	1-5
B. Trends presentation/paper	10/10	2,3
C. Midterm and Final	15/15	4, 5
D. Field Trips	10	1,2,5
E. Volunteer	10	1-5
F. Resort Tradeshow	20	4
	Total points	100

Explanation of the above requirements:

A. 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.

B. Resort and private club trends/issues presentation

In a well organized manner, you and one other student (or you may work alone) will tell the class about a trend or relevant and current issue in the resort or private club industry. You will be timed! Maximum 5 minutes or you receive a zero. Under 3 minutes, you receive a zero. Students in audience must ask two questions or you receive a zero. Powerpoint or Prezi or other visuals must be used or you receive a zero. A reference source must be turned in on one sheet of paper at the end of your presentation only (no late papers accepted) so that you can be verified that you did not plagiarize or you will

receive a zero. You cannot cut and paste this assignment. I want to really hear and see a trend or issue in the resort and club mgt. 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 any props to strengthen your 3-5 minute presentation. You will BOTH also explain why this trend is important to resort or private club development and hospitality in general. **On the day of your presentation, a summation of your presentation (topic, source of visuals, etc) and a list of the information sources you used will be handed to me. 12 point font please!**

C. 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.

D. 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: Cordevalle Resort and Private Club; Pebble Beach Resort; Ritz Carlton Half Moon Bay, Seascape Resort, Aptos; Capital Club, San Jose; Corinthian Event Center, San Jose, The Glass House, Downtown San Jose; Silver Creek Country Club, San Jose

E. Volunteer- There will be several opportunities to volunteer at golf tournaments, events, etc. related to this class. Eight hour minimum for full credit.

F. Create and Display a Resort or Private Club in a tradeshow booth

On a specified day, groups of 4, maximum 5, will create, decorate and represent a booth highlighting 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!

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 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 (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 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/>

Fall, 2013 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 email unless illness precludes this.

Table 1 Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/21	Introduction and welcome
2	Week of 8/26	Overview of Private Clubs and Resorts Chpts 1-2 in both texts Chapter 10 Resort Operations/ Guest Activities
3	9/02 9/04	9/02 No class Labor Day Resort Development and Management; How is a resort different from a hotel?
4	Week of 09/9	Golf and Tennis Resorts Chapter 6 and 7
5	Week of 09/16	Beach resorts; Marinas; Cruise Ships
6	Week of 09/23	Spas, Pools and Waterparks

Week	Date	Topics, Readings, Assignments, Deadlines
7	9/30 10/2	Mountain Based resorts Field Trip Ritz Carlton Half Moon Bay
8	Oct 7 Oct.9	Review Mid Term Examination (based on resort mgt. only)
9	10/14 10/16	No Class IMEX conference Principles of Private Club Management, Operations and Ownership Chapters 3-4
10	Week of 10/21	Types of Clubs/ Structure and Membership Chapters 5,6,7
11	Week of 10/28	Size and Scope of the club industry/The guest as your boss Timeshare Resorts Chapter 9
12	Week of 11/04	Field trips Silicon Valley Athletic Club and Silicon Valley Capital Club
13	Week of 11/18	Timeshares, /vacation ownerships
14	11/25 11/27	Field trip No class Happy Thanksgiving!
15	Week of 12/2	Casino Gaming and Entertainment Management
	Tuesday, 12/9	Resort/Private Club Tradeshow Display day Location TBA
Final Exam	12/12	Same classroom 9:45 am-11:30 am