

Effective from A.Y: 2019-20

Learning objective: The learner will be able to understand the functioning and management of a resort.

Course Methodology:

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

Syllabus:

UNIT 1: Introduction to Resort Management	6 Hours
Introduction, Types of resorts, Industry trends, History and features of resorts, Growth of Indian Resort market. Resort designing and planning process, Tourists Resorts.	
UNIT 2: Challenges and Opportunities in Resort Management	12 Hours
Changing market and competitive conditions, Demand trends, Competition, Resort seasonality, Resorts and human resources, Governance, Environment and site management, Labour shortage, Stress, Turnover, Quality service and Total quality management.	
UNIT 3: Resort Operations	6 Hours
The importance of recreational amenities, Future of resort management, Risk management, Security, Crisis management.	

Suggested Readings:

1. Peter Murphy, 'The Business of resort Management'. (Latest edition), Routledge, London.
2. Robert, Christie. M. 'Resorts management and operation'. (Latest edition), Routledge, London.
3. Victor T.C Middleton, 'Sustainable Tourism'. (Latest edition), Oxford University Press, Bangalore.
4. Micah Solomon. 'The Heart of Hospitality: Great Hotel and Restaurant Leaders Share Their Secrets'. (Latest edition), Routledge, London.
5. Theodore Kinni, 'Be Our Guest: Perfecting the Art of Customer Service'. (Latest edition), Oxford University Press, Bangalore.

Learning outcomes:

The learner will be able to:

1. Describe different types of resorts.
2. Understand the challenges and opportunities in resort management