

Unit 17- Resort and Destination Management (THM2008)

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- a) Recognize the workings of a fully operational hospitality venture
- b) Review the departmental interactions in a hospitality setting
- c) Analyze the effectiveness of a resort or destination site
- d) Establish the development of a service attitude and management style
- e) Identify guest requirements so as to better meet their individual needs

Knowledge – at the end of the module/unit the learner will have been exposed to the following: (This can be a list of knowledge/content items)

- a) An understanding of the principles of managing a hospitality operation in a resort or club setting
- b) An understanding of the methods for operational and financial efficiencies
- c) An appreciation of the approaches for resort and club marketing
- d) A knowledge of the various approaches for recreational and sport activity management, and retail management

Skills – at the end of the module/unit the learner will have mastered the following skills:

Applying knowledge and understanding

The learner will be able to:

- a) Apply the principles of resort planning in a planning exercise for a resort.
- b) Draw up a marketing plan for a resort.
- c) Draw up financial plans for resort development
- d) Demonstrate resort and club good management

Judgment Skills and Critical Abilities

The learner will be able to:

- a) Critically evaluate resort plans.
- b) Investigate resorts so as to distinguish problems in their management.
- c) Critically evaluate operational efficiencies and service quality.