

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Hospitality Operations</u>			
COURSE RUBRIC AND NUMBER	<u>HAMG 1317</u>			
COURSE TITLE	<u>Recreational Services</u>			
COURSE CREDIT HOURS	3	3	:	0
	Credits	Lec		Lab

I. Catalog Description

Studies the recreation and entertainment industry. Emphasizes sporting and entertainment venues, tourism attractions, and other public and private sector special events. **(3:0)**.

II. Course Objectives

A. Unit I. Introduction, Mountain-Based Development Process, and Managing Operations

1. Discuss the historical perspective of the resort industry.
2. Identify the types of resorts.
3. Describe mixed use developments.
4. Examine industry trends.
5. Identify the key elements in the development process.
6. Define the main factors affecting the attractiveness of a site.
7. Explain the role of general design principles in site planning.
8. Describe the process used to determine the capacity of a site.
9. Explain the impact of capacity on site design.
10. Identify changing trends and demographic profiles in mountain based resorts.
11. Discuss critical variables in determining a resort's profit potential.
12. Examine the challenges of a seasonal resort.

B. Unit II. Beach Resorts and Marinas Development and Managing Operations

1. Identify the key elements in the development process.
2. Define the main factors affecting the attractiveness of a site.
3. Explain the role of general design principles in site planning for a marina.
4. Describe the five developmental criteria that improve guest convenience, safety, and security.
5. Analyze the interdependencies between the four principles that guide marina design.
6. Identify the changing trends in beach resorts and destination resort marinas.
7. Explain the demographics profiles of the market.
8. Discuss operational environmental standards.

C. Unit III. Golf/Tennis-Based Resorts Impact of Development and Managing Operations

1. Identify the major planning and development elements.
2. Explain the difference between the various types of golf course design.
3. Discuss the terms of land consumption, frontage, maintenance costs, and integrity.
4. Explain the role of general design principles in site planning.
5. Discuss how to balance the relationship between the integrity of natural resources and generating a profit.
6. Identify the major factors affecting the overall development of tennis courts in a resort setting.
7. Discuss the changing trends in golf market.

8. Describe the demographic profiles of the golf market.
9. Identify the critical variables in determining a golf-based resort's profit potential.
10. Discuss potential solutions to financial problems faced by golf-based resorts.

D. Unit IV. Recreational Amenities

1. Describe the stages of the recreational amenities development process.
2. Discuss the elements involved in creating an amenity strategy.
3. Explain the impact on the overall development process of resort operations.
4. Discuss the relationship between developers and managers of an amenity package.
5. Discuss successful planning and implementation of resort operations.
6. Identify the role of the developer in the various types of community management structure.
7. Explain the opportunities for effectively structuring the management of a community and its amenities.

E. Unit V. Timeshare Resort Operations and Guest Activities

1. Explain the major differences in the way traditional resorts operate.
2. Discuss the guest and owner characteristics of timeshare resort operations.
3. Describe the steps in marketing timeshare product.
4. Discuss the reservations and the front desk for timeshare resorts.
5. Explain the role of housekeeping for timeshare resorts.
6. Discuss the role of maintenance and engineering for timeshare resorts.
7. Explain the guest activity programming model.
8. Discuss how knowledge of cultural differences and individual needs are used to design guest activities.
9. Identify how cluster or activity analysis can help meet the objectives of guest activity program.
10. Describe the steps required to effectively plan a guest activity program.
11. Identify the approaches in evaluating the effectiveness of guest activity programs.

F. Unit VI. Retail, Spas, Pools, and Indoor Waterparks

1. Identify the various motivations for tourist shopping.
2. Explain how tourist needs can be met.
3. Describe the role of shopping and retail in resort operations.
4. Discuss the impact on sales productivity of layout and design.
5. Identify the economic benefits of developing a spa within the resort operation.
6. Describe the equipment needs of the luxury market in terms of layout and design.
7. Identify the various treatment types and benefits of spa facilities.
8. Discuss how the room set-up guidelines impact guest safety.
9. Identify guidelines for the effective development and operation of swimming pools and waterparks at a property.

G. Unit VII. Specialty Resorts, Cruise Ships, and Casinos

1. Identify the changing trends in and demographic profiles of the market for specialty resorts.
2. Explain the differences in traditional lodges and ecolodges.
3. Identify the changing trends in and demographic profiles of the cruise ship market.
4. Explain the critical variables in determining a cruise ship's profit potential.
5. Discuss potential solutions to financial problems relevant to cruise ships.
6. Explain the financial ratios relevant to cruise ships.
7. Identify the changing trends in and demographic profiles of the casino market.
8. Discuss the critical variables in determining a casino's profit potential.
9. Discuss the potential solutions to financial problems faced by casinos.
10. Identify the important financial ratios relevant to casinos.

III. THECB Learning Outcomes (WECM)

1. Identify various segments of the recreation and entertainment industry.
2. Discuss management techniques as they pertain to operating recreation and entertainment environments.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the practice needed to become competent with front desk duties.
2. Activities will be graded on the basis of being correct and complete.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. It is the responsibility of the students to complete assignments as outlined in the syllabus.
5. Activities will require time outside of the classroom.

B. Unit Written Exams, Lab Hours, Assignments, and Attendance

1. There will be written exams.
2. A minimum of 15 Lab hours will be assigned.
3. Completion of assignments and satisfactory attendance will be part of the evaluation of the competence of a student.

C. Final Evaluation

1. The course grade will be based on a point scale for each item used in the evaluation.
2. The final grade will be determined by the percent of the total points accumulated during the course.

D. Grading Scale:

900-1000 points (90 – 100%)	=	A	Incomplete	=	I
800-0899 points (80 – 89%)	=	B	Withdrawal	=	W
700-0799 points (70 – 79%)	=	C			
600-0699 points (60 – 69%)	=	D			
000-0599 points (00 – 59%)	=	F			

E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (Americans with Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.