Subject Name: Resort Hotel and Spa Management
Subject Code: HTM3012
No. of Credits: 3 credits
Total Contact Hours: 42 hours
Prerequisite: None

Subject Description
This subject provides students with the basic understanding of resort and spa hotel management. It helps students to develop an understanding of service and facilities needed in the resort and spa hotel, select the suitable site, activities provided for the guest, and managing the hotel operations.

Programme Learning Outcomes
See separate files for BSc and HD programme outcomes.

Subject Outcomes
Students will be able to identify the internal and external environment in resort planning and explain the basic elements of a resort and spa complex.

Students will be able to apply concepts in the planning and developing of a resort hotel and explain the importance of safety and security.

Students will be able to evaluate the planning of resort facilities for the leisure tourists' needs and consider different marketing strategies.

Students will be able to communicate and react proactively to the stakeholders in the hospitality industry in the areas of resort planning and management.

Assessment Weighting
Continuous Assessment: 60%
Examination: 40%
Key topics to be addressed in this subject (Subject to regular update)

1. Classifications of resort hotel
2. Resorts hotels in tourism sector
3. The internal and external environment in resort planning
4. The planning and developing of a resort hotel
5. The planning of resort facilities for leisure tourists’ needs
6. Basic elements of a resort and spa complex
7. Planning the recreational activities and facilities
8. Strategies in destination marketing approach
9. The advertising and promotional marketing strategies
10. The resort hotel experience