

The Hong Kong Polytechnic University

Subject Code	HTM4306
Subject Title	Resort and Spa Hotel Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM2303 Hotel Operations
Objectives	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, selecting the suitable site, providing activities, and managing the hotel operations.

Intended Learning Outcomes

Upon completion of the subject, students will be able to:

A. Professional Competence

- Possess and be able to apply the skills, knowledge and abilities relevant to managerial concepts in resort and spa management areas of an integrated hotel operation
- Identify the internal and external environment in resort and spa businesses, and explain the basic elements of a resort and spa complex.
- Apply basic concepts in the planning and developing of a resort hotel, and to plan and evaluate the resort and spa facilities for different types of customers.

B. Critical Thinkers

- Demonstrate creativity, strategic and critical thinking to inform sound judgment in an HTM workplace environment
- Be able to identify, define, and resolve problems relevant to HTM management and operational areas in a food and beverage context.

C. Effective Communicators

- Be able to communicate effectively using a variety of media/technologies in a variety of situations to express clear ideas
- Apply a wide range of routine applications and demonstrate individual and group dynamics in communication.
- Communicate and react proactively to the stakeholders in the hospitality industry in the areas of resort planning and management
- Working as groups, plan and implement different marketing, human resources, and operational strategies based on the positioning of different types of resort and spa operations.

D. Innovative Problem Solvers

- Demonstrate a global outlook by analysing customer feedback from different resort and spa operations
- Interpret hotel design and development trends with an international perspective.

F. Ethical Leaders

- Develop environmental and cultural sensitivity and understand personal and corporate social responsibility expected of professionals working in HTM/Hotel ICON in resort development and management

**Subject Synopsis/
Indicative Syllabus**

Key topics to be addressed in this subject :

- a. An introduction of Resort
- b. Resort Hotel Operations
- c. The importance of Guest Activities and Retails
- d. Spa, Pools and Indoor Waterparks
- e. Hotel Spa Design and Management – Hotel ICON spa operations to be used for tour and operation analysis.
- f. Different Types of Resort
- g. Uniqueness of Timeshare Resort and Condo Hotels
- h. Current Local, Regional and Global Trends of Resort and Spa Hotels