

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VI

Subject Name: Resort Designing, Development & Management

Subject Code: 163304

Sr. No.	Course Content	Weightage	Hrs.
1.	History and Concept Concept of Resort Development Stages involved in designing Growth patterns of Resort in India and world Measures to be adopted for natural and heritage surroundings Types of Resort	10%	06
2.	Recreational Activities & Facilities Beach sport, Water Sports, Aero Sports, Spas, Health Farms, Mineral Springs Therapeutic Purposes, Special Historic and Cultural centers, Man-made attraction - Appu Ghar, Essel world, Folk Museums, Art Centre ,Convention centre, snow skiing, Horse Riding, Golf, Night Shows, Zoo, Kids Zone and Rides,	10%	06
3.	Resort Planning and Designing Process Elements of Resort design Layout Safety, Security and Risk Management, Market Assessment, Role of Intermediary, planning variables & features Market Survey before planning, planning management	20%	12
4.	Managing Resources and Products designing Human Resource planning and development Financial Planning and development Upkeep and Cleanliness of station Efficiency of Resort Model Transport service Adding Aesthetics to Approach Roads Core Benefits ,Tangible Features, International Markets and global products Economies of Sale, Standardized building methods & Quality Assurance	20%	12
5.	Marketing and sales Marketing Mix Promotion Mix Service Mix Guest Mix Strategies	20%	12

6.	Global Issues and Challenge Ecological consideration Participation in Area Development Government Planning abroad Need for Govt. Aid & Control Public Participation	20%	12
	TOTAL	100	60

Text Books:

1. Chuck YIM gee, 2010, World of Resort from development to Management, third edition, published by AHLEI

Reference Books:

1. Douglas G. Lockhart and David Drakakis - Smith, 1997, Island Tourism, Trends Prospects, Pinter – A Cassell Imprint
2. Victor T.C. Middleton, 1998, Sustainable Tourism – Marketing Perspective , Butterworth Heinemann
3. Philip Kotler and Gary Armstrong, 1987, Marketing – An Introduction, Prentice Hall Inc. New Jersey