



INTERNATIONAL  
HOTEL SCHOOL



## World of Resorts from Development to Management



### - Duration -

10 weeks  
(5-10 hours per week).



### - Certification -

Graduates receive the IHS Short Course Certificate as well as an AHLEI award.

## Course Description

This course explores the resort industry from concept and development to management and operations. Students will learn about types of resorts, resort history, facilities planning, personnel organisation, front and back of house management, resort marketing and sales and the future of resorts.

## What does the programme cover

- The resort concept
- Resort history
- Special considerations in planning and development
- The planning and development process
- Facilities Planning and Design
- Major recreational activities and facilities
- Resort Opening: Management, Staffing, and Human Resources
- Front of House management
- Heart of House Management: part 1
- Heart of House Management: part 2
- Safety, security, and risk management
- Resort marketing and sales promotion
- Managing resort financial resources
- Reflections and Revelations: global issues in resort tourism

### IHS ONLINE CAMPUS

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