



**School of Business and Creative Design**

Hospitality and Tourism Management Program

**Course Outline – Winter 2014**

**Course Code:** HAT 3073

**Course Title:** Resorts and Gaming

*Prepared By:* Jeanne Frenette

*Date:* Spring 2011

*Revised By:* Steve Rawcliffe

*Date:* December 2013

*Approved By:* Yvonne Clarke, Associate Dean

*Prerequisite:* None

*Corequisite:* None

*Prerequisite for:* None

## 1. Course Description

*This course provides an overview of the unique services provided to the resort guest. Learners will examine a range of amenities, entertainment and recreational facilities available at various types of resorts including seasonal properties, cruise lines, casino hotels, and other entertainment and attractions.*

## 2. General Education and Essential Employability Skills

**This course provides the following provincial Essential Employability Skills:**

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #6: Personal

**Is this course approved as a General Education course?**

☒

**No**

☐

**Yes**

Students should refer to their program's restricted General Education courses for final determination.

## 3. Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Evaluate characteristics of various resort types
2. Compare and contrast motivations of guests for resort markets
3. Discuss the factors affecting the range of recreational activities that can be offered by a resort
4. Demonstrate activity planning.
5. Summarize gaming operations and casino related activities

## 4. Course Objectives

*Learning Outcome  
Reference Number*

### Unit 1 Resort Operations

- |     |  |       |
|-----|--|-------|
| 1.1 | Identify types of resorts and explain the unique characteristics of specific resort segments | [1]   |
| 1.2 | Discuss motivation, behaviours and demographic characteristics of resort guests              | [1]   |
| 1.3 | Develop a guest profile for various resort markets   | [2]   |
| 1.4 | Discuss the stages in the development process including the                                  | [1,2] |

	amenity strategy	
1.5	Explain how the design principles of a resort impact the guest experience	[1,2,3]
1.6	Describe how each season impacts the opportunities and activities of specific resort segments	[1,2,3]
1.7	Perform a needs assessment for a specific clientele group.	[2]
1.8	Identify unique marketing strategies for a resort operation as opposed to other lodging types	[1]
<b>Unit 2</b>	<b>Guest Activity Programming</b>	
2.1	Identify the benefits of activity programs to the guest	[2,4]
2.2	Identify the role & responsibilities of the activity director and activity team	[4]
2.3	Analyze a guest activity programming model	[4]
2.4	Discuss the impact of cultural influences on guest activity programming	[2,4]
2.5	Outline the reasons guests participate in planned activity	[2,4]
2.6	Describe how to perform a cluster and activity analysis	[4]
2.7	Explain the application of life stage information and format structure to recreation	[2,4]
2.8	Design an activity programme for a resort guest	[4]
2.9	Describe how to evaluate a resort activity	[4]
2.10	Discuss trends in the spa market	[1,3]
<b>Unit 3</b>	<b>Gaming</b>	
3.1	Explain economic and sociological impacts of casino operations	[5]
3.2	Discuss gaming regulations and licensing for casinos	[5]
3.3	Describe the design, layout and décor in casinos	[5]
3.4	Identify the departments within a casino and define the roles and responsibilities of various positions within the organizational structure	[5]
3.5	Identify the various table games within a casino and explain game objectives basic rules of play for specific table games	[5]
3.6	Identify and explain the various types of slot machines and explain operational characteristics and game features of a slot machine	[5]
3.7	Describe horse racing operations	[5]

- 3.8 Explain typical accounting and financial reporting processes [5]
- 3.9 Discuss and identify Marketing strategies within a casino [5]
- 3.10 Identify career opportunities within the gaming industry [5]
- 3.11 Perform a SWOT analysis (strengths, weakness, opportunities and threats) of a casino facility [5]

## 5. Resources and Supplies

### a. Required

Mill, Robert Christie. Resorts: Management and Operation, 3rd edition, John Wiley & Sons Inc. 2012.

### b. Supplemental

Various readings related to the course topic will be assigned for the purpose of discussion and review. The student is encouraged to utilize various sources of current knowledge including the large selection of periodicals in the resource centre and the thousands of related sites on the World Wide Web.

## 6. Methodology

*This course will consist of lectures, independent learning, class activities and audiovisual presentations designed to explain the concepts and principles necessary for successful completion of this course. Group/Individual projects, assignments, hands on application, presentations, visiting guest speakers, and site inspections will be used as a means of sharing information. Active participation and cooperation is vital to the student's success.*

## 7. Student Evaluation

The following elements will determine the student's final grade:

Test 1	15%
Test 2	15%
Test 3	15%
Quiz/In-class Assignments/discussion (5 @ 2% each)	10%
Assignment 1	15%
Assignment 2	15%
Assignment 3	15%
<b>Total</b>	<b>100%</b>

### **Missed Test Policy**

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time

- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

### **Due Dates and Late Submissions**

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. For further clarification, the student may consult with the Program Coordinator or the Dean.

## **8. Academic Integrity**

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

## **9. Related Items**

### ***Students with Disabilities***

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103

ext.3427 or by arranging a personal interview with the professor to discuss your needs.

***Student Rights and Responsibility Policy***

*Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.*

*Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.*

***Prior Learning Assessment Statement***

*This course is eligible for Prior Learning Assessment*

☒ **Yes**      ☐ **No**

*If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.*

***Date of Withdrawal without Academic Penalty***

*Please consult the Academic Regulations and Registrar's published dates.*

***Waiver of Responsibility***

*Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.*

*Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.*