



INTERNATIONAL
HOTEL SCHOOL
SHORT COURSES

World of Resorts from Development to Management



ADMISSION REQUIREMENTS

You must be 16 years or older.



DURATION

5-10 hours per week,
10 weeks



CERTIFICATION

AHLEI short course
certificate

Introduction

This course explores the resort industry from concept and development to management and operations. 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 will I learn?

- 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
- Safety, security, and risk management
- Resort marketing and sales promotion
- Managing resort financial resources
- Reflections and Revelations: global issues in resort tourism