



Resorts: Management and Operation

Robert Christie Mill

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This book provides authoritative coverage of every aspect of resort management and operation. The resort industry is booming, increasing the demand for energetic management personnel well-versed in the unique issues and problems of resort management and operations. From activity programming, guest safety, and security to corporate and meeting planning, the management of seasonal employees, and more, "Resorts: Management and Operation" provides professionals and students with need-to-know information on a host of resort-specific issues. The book focuses on the three essential elements of the resort industry - recreational facilities, lodging/food and beverage, and guest activities. It explains the relationship between the natural resource base and the development of recreational facilities; discusses the operational and logistical challenges that resort managers face; and demonstrates the development of revenue-producing, guest-satisfying activities based on demographic and psychographic factors as well as the physical ability of the guest. This completely practical guide features thorough coverage of: ski areas, golf and tennis resorts, spas, theme parks, gaming, and more; resort design principles and practices; marketing the resort experience; resort economics; and guest activity format structure, management, and evaluation. Filled with industry examples that illustrate problems and solutions, "Resorts: Management and Operation" provides in-depth knowledge of a broad spectrum of issues and gives readers the indispensable preparation and confidence they need to achieve success in one of the world's most glamorous and demanding industries.

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