

Unit 15: Resort Management

Unit code: A/601/1754

QCF level: 5

Credit value: 15

- **Aim**

The aim of this unit is to enable learners to gain understanding of the function and structure of resort operations, quality systems and procedures and management issues relating to incidents.

- **Unit abstract**

This unit is designed to develop learners' understanding of the complexities of the management of a tour operator's resort operations. Learners will investigate the function and structure of tour operators. Their research will consider different types of tour operators and develop their understanding of how the operation is organised to meet the needs of a variety of tour operators that are providing very different types of holiday programmes in different locations.

Learners will examine the role and impact of quality systems and procedures in relation to services, health and safety and the legal environment. They will examine the importance and effectiveness of these systems in different types of tour operator.

Learners will explore a range of incidents and their effect on the resort office and tour operator. They will examine procedures used to manage a range of incidents and how they are guided by government and trade associations.

- **Learning outcomes**

On successful completion of this unit a learner will:

- 1 Understand the function and structure of resort operations
- 2 Understand the role and impact of quality systems and procedures
- 3 Understand the management issues relating to incidents.

Unit content

1 Understand the function and structure of resort operations

Function: coordination and provision of services with suppliers; customer service, customer information; communication (between a country, resort office; resort based representatives; suppliers; customers), legal requirements eg health and safety, contracts, provision of service, meeting local laws; profit margins and budgets, setting and achieving targets; training personnel; differences between the different types of tour operator; understanding the role of handling agents

Structure: different structures for different types of tour operation eg summer and winter sun programmes, programmes for developed and developing countries, camping and self-catering programmes, sports programmes; specialist programmes eg sailing, trekking; other elements of structure eg job titles, seniority, lines of communication, line management, links with head office and other offices

2 Understand the role and impact of quality systems and procedures

Quality systems and procedures: health and safety eg ensuring that health and safety standards are achieved and maintained, audits and checks are undertaken, reporting of and dealing with irregularities including documentation, communication and efficiency to minimise disruption, conflict and critical incidents; legal eg responsibilities including consumer protection legislation, contract law, relevant regulations and appropriate local laws; contractual obligations, reporting and dealing with irregularities; guidelines; codes of conduct; services eg reporting and dealing with irregularities, documentation, minimise disruption, conflict and critical incidents; training of personnel

3 Understand the management issues relating to incidents

Types of incidents: natural incidents eg hurricanes, avalanches, floods and fire; transport incidents eg crashes, hijacks, unsuitable vehicles; medical incidents eg food poisoning, Legionnaire's disease, typhoid outbreak; political problems eg civil disputes, riots, strikes; accommodation issues eg safety, fire

Management of incidents: appropriate guidelines; role and function of personnel, duty office; decision making; liaison and communication with external organisations, affected customers and families, other passengers; contingency planning; internal communication channels, media coverage

Learning outcomes and assessment criteria

Learning outcomes On successful completion of this unit a learner will:	Assessment criteria for pass The learner can:
LO1 Understand the function and structure of resort operations	1.1 analyse the function of the resort operations of tour operators 1.2 analyse the structure of the resort offices of different types of tour operator
LO2 Understand the role and impact of quality systems and procedures	2.1 discuss how effective quality systems and procedures affect legal and conflict situations 2.2 analyse the impact of quality systems and procedures implemented by a specified tour operator on its operations
LO3 Understand the management issues relating to incidents	3.1 analyse incidents that could affect the operation of a resort 3.2 evaluate the procedures to be implemented by a tour operator to deal with different incidents 3.3 discuss how procedures to be implemented by a tour operator link with guidelines of trade associations and government bodies

Guidance

Links

This unit can be linked with:

- *Unit 1: The Travel and Tourism Sector*
- *Unit 5: Marketing in Travel and Tourism*
- *Unit 8: Legislation and Ethics in the Travel and Tourism Sector*
- *Unit 13: Special Interest Tourism*
- *Unit 14: Tour Operations Management*
- *Unit 17: Work-based Experience*
- *Unit 21: Incoming and Domestic Tourism.*

This unit maps to the following Management NVQ units:

- B8: Ensure compliance with legal, regulatory, ethical and social requirements
- D6: Allocate and monitor the progress and quality of work in your area of responsibility
- E5: Ensure your own actions reduce risks to health and safety
- E6: Ensure health and safety requirements are met in your area of responsibility
- F3: Manage business processes
- F5: Resolve customer service problems
- F6: Monitor and solve customer service problems
- F7: Support customer service improvements
- F8: Work with others to improve customer service
- F11: Manage the achievement of customer satisfaction.

Essential requirements

This unit complements *Unit 14: Tour Operations Management*. It is essential that learners understand the functions of tour operators so that they can appreciate the role and purpose of the resort office and identify the interrelationships and interdependencies of functions with those of the operation.

Employer engagement and vocational contexts

Guest speakers who have been involved in resort management could be invited to give details of the structure, role and purpose of the resort operation and to give learners an appreciation of the different structures adopted by different types of tour operator. For example, the structure and organisation of the operation for a camping tour operator, a long-haul tour operator and a mass-market tour operator are significantly different. Learners will also benefit from a visit to a tour operator.

For learning outcome 3 it is desirable for learners to have access to the duty office and/or discussions with the duty office manager. If this is not possible, a guest speaker who is or has been involved in crisis management procedures will further support evidence for this learning outcome.

Tutors should have experience of working at a senior level within this industry and preferably have some managerial experience.

The most desirable and beneficial method of study for this unit is for learners to visit a destination with a tour operator. On site, they will be able to appreciate the complexities of resort management and the importance of providing a quality experience for the customer. Aspects of core subjects such as marketing, finance, human resources management and customer service would be included automatically on a well-structured visit with a tour operator to a holiday destination.