



Resorts: Management and Operation

By Mill, Robert Christie

Wiley, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreward. Preface. Chapter 1. Resorts: An Introduction. Introduction. History of Resorts. Types of Resorts. Industry Trends. Summary. Endnotes. Chapter 2. Mountain-Based Resorts: The Impact of Development on Operations. Introduction. The Development Process. Desirable Sites. General Design Guidelines. Capacity. Ski Runs. Ski Lift Networks. Base Area. Other Winter Sport Activities. Sustainable Development. Mountain Resort Maturation Cycle. Summary. Endnotes. Chapter 3. Mountain-Based Resorts: Managing the Operation. Introduction. History of Skiing. Economics. Size. Visits. Demographics. Skiographics. Trip Characteristics. Snowboarders. Snowtubing. Economic Feasibility. Analyzing Financial Statements. Operating Characteristics. Balance Sheet. Income Statement. Critical Ratios. Summer in the Mountains. Summary. Endnotes. Chapter 4. Beach Resorts: The Impact of Development on Operations. Introduction. Beach Resorts. The Development Process. Marinas. General Design Principles. Summary. Endnotes. Chapter 5. Beach Resorts: Managing the Operation. Beach Resorts. Profile of the Beach Resort Guest. Managing the Resource. Destination Resort Marinas. Boaters. Managing the Operation. Summary. Endnotes. Chapter 6. Golf/Tennis-Based Resorts: The Impact of Development on Operations. Introduction. General Guidelines. Planning and Development. Golf Course Types. Nines. Design Principles. Tennis. Summary. Endnotes. Chapter 7. Golf/Tennis-Based Resorts: Managing the Operation. Golfers. Market Segments. Operating Characteristics. Tournaments and...

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