



## Resorts: Management and Operation

By Robert Christie Mill

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### **Resorts: Management and Operation** By Robert Christie Mill

Effectively Develop and Manage a Resort Property-Revised and Updated

In recent years, the definition of "resort" has expanded to include any facility that provides recreation and entertainment in combination with lodging. Revised and updated for these changes, *Resorts: Management and Operation, Second Edition* covers both new trends, like the increasing popularity of timeshares and cruise ships, and tried-and-true businesses like ski areas, golf resorts, spas, and casinos. The book provides a comprehensive look at how today's industry classifies, develops, markets, and manages these various properties.

In addition to covering new growth areas in the resort field, this Second Edition also features a wide range of resources for learning, including:

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New chapters on cruise ships, specialty resorts, and casinos, highlighting the newest trends in the industry

\*

New resort case studies in each chapter

\*

Expanded coverage on spas, pools, and indoor waterparks

\*

Quick Getaway sidebars, showing practical examples and applications of theories discussed in the book

\*

Updated statistics throughout the text that reflect the latest industry information

\*

Enhanced discussions of the importance of developing facilities from an environmentally conscious and business-smart perspective so that the integrity of the natural base is maintained

Students on their way to a career in resorts, as well as professionals seeking to

update or improve their understanding of the business, will find **Resorts: Management and Operation, Second Edition** the key to success in this exciting industry.

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## **Resorts: Management and Operation** By Robert Christie Mill Bibliography

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## **Editorial Review**

From the Back Cover

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About the Author

Robert Christie Mill, PhD, CHA, is a Professor in the School of Hotel, Restaurant, and Tourism Management in the Daniels College of Business at the University of Denver.

## **Users Review**

**From reader reviews:**

**Maria Macdonald:**

Why don't make it to be your habit? Right now, try to prepare your time to do the important work, like looking for your favorite publication and reading a reserve. Beside you can solve your problem; you can add your knowledge by the book entitled *Resorts: Management and Operation*. Try to make the book *Resorts: Management and Operation* as your friend. It means that it can being your friend when you feel alone and beside that of course make you smarter than previously. Yeah, it is very fortunated in your case. The book makes you a lot more confidence because you can know almost everything by the book. So , let's make new experience in addition to knowledge with this book.

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