Strategic Operations Management for Theme Parks and Attractions Training Course



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4100 € (Per Person)

Ref: #EL1207_269130

Course Introduction / Overview:

This comprehensive training course is designed to provide professionals with a strategic understanding of the business and operational intricacies of theme parks and attractions. It moves beyond frontline service to focus on the high-level management principles that drive profitability, guest satisfaction, and safety. The curriculum is informed by academic research and practical insights, drawing on principles outlined in "Themed Entertainment: An Interdisciplinary Approach to Attraction Design" by Paul H. Allen and Brent J. Allen. This book provides a foundational understanding of the creative and operational fusion that defines successful attractions. Participants will learn how to manage complex operations, from ride maintenance and guest flow to staffing and financial planning. The course also addresses crucial aspects such as risk management, crisis response, and the strategic use of data to enhance the guest experience. BIG BEN Training Center has developed this program to be highly interactive, incorporating real-world case studies from leading attractions worldwide. The training emphasizes a holistic approach to management, ensuring that leaders can balance safety, efficiency, and consistently high-quality guest experience.

Target Audience / This training course is suitable for:

- Theme Park and attraction managers.
- Operations and facilities directors.
- Guest experience and service managers.
- Maintenance and engineering supervisors.
- Food and beverage managers.
- Marketing and public relations professionals.
- Safety and risk management personnel.

Target Sectors and Industries:

- Theme parks and amusement parks.
- Water parks and family entertainment centers.
- Zoos and aquariums.
- Resorts and integrated entertainment complexes.
- Hospitality and tourism.
- Government agencies are responsible for public spaces and events.
- Event and venue management.

Target Organizations Departments:

- Operations and guest services.
- Facilities and maintenance.
- Food and beverage.
- Marketing and communications.
- Safety and security.
- Finance and business development.
- Human resources.

Course Offerings:

By the end of this course, the participants will have able to:

- Formulate and implement a strategic plan for daily theme park operations.
- Optimize guest flow and queue management for a seamless experience.
- Develop and maintain rigorous safety protocols for all attractions.
- Manage financial performance and control operational costs effectively.
- Utilize data analytics to personalize the guest journey and improve services.
- Lead and motivate a diverse team in a high-pressure, guest-facing environment.
- Plan for and respond to unexpected crises and emergencies.

Course Methodology:

This training course employs an intensive, case-study-driven methodology that simulates the dynamic environment of theme park operations. The program blends expert-led sessions with a variety of team-based simulations where participants will be challenged to solve complex operational problems, such as a ride malfunction, a large-scale power outage, or a guest relations crisis. These exercises will include tasks like creating a daily operational plan, developing a communication protocol for a high-risk situation, and analyzing guest satisfaction data to identify areas for improvement. BIG BEN Training Center has designed the curriculum to foster collaborative problem-solving and critical thinking. The training will also feature workshops on technology tools for operations management and a final capstone project where participants will create a detailed operational strategy for a new attraction. This practical and dynamic approach ensures that participants are not only knowledgeable but also fully prepared to manage the unique challenges of the themed entertainment industry.

Course Agenda (Course Units):

Unit One: Strategic Operations and Business Models

- The business of themed entertainment.
- Revenue streams and financial management.
- Operational planning for peak and off-peak seasons.
- The guest journey mapping and touchpoints.
- Team organization and leadership structures.
- Crisis management and business continuity.
- Benchmarking and competitive analysis.

Unit Two: Guest Experience and Service Excellence

- Designing a frictionless guest experience.
- Queueing theory and managing guest flow.
- Service recovery and complaint resolution.
- Personalization through technology and data.
- Frontline staff training and empowerment.
- The psychology of customer satisfaction.
- Creating a memorable and immersive experience.

Unit Three: Safety, Maintenance, and Risk Management

- Developing a comprehensive safety culture.
- Ride and attraction maintenance protocols.
- Emergency response and medical preparedness.
- Security and crowd control.
- Regulatory compliance and inspections.
- Risk assessment for new attractions.
- Managing vendors and contractors.

Unit Four: Talent Management and Leadership

- Recruiting and onboarding a diverse workforce.
- Performance management and coaching.
- Fostering a positive and safe work environment.
- Employee engagement and retention.
- Leadership in a high-pressure environment.
- Cross-departmental collaboration.
- Change management.

Unit Five: Innovation and The Future of Attractions

- Leveraging data analytics for operational insights.
- Implementing new technologies like virtual reality.
- Future trends in guest experience.
- Sustainability in theme park operations.
- Planning for expansion and new developments.
- The impact of social media on guest experience.
- Building a career in attraction management.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In what ways does a strategic focus on seamless operational efficiency, from ride maintenance to guest flow, become the most critical factor in a theme park's long-term brand reputation and profitability?

What unique qualities does this course offer compared to other courses?

This training course is distinguished by its strategic focus on the operational core of theme parks and attractions, rather than a broad overview of the industry. Unlike other programs, this curriculum, developed by BIG BEN Training Center, provides a deep dive into the business and management principles required to run a large-scale entertainment venue successfully. It uniquely links operational efficiency directly to guest satisfaction and brand loyalty, teaching participants how to use data, technology, and strategic planning to create a competitive advantage. The course emphasizes practical problem-solving through realistic case studies, preparing leaders to manage complex and unpredictable situations with confidence. By addressing everything from financial controls to team leadership and crisis management, this program ensures participants gain a holistic and actionable skill set that is essential for leading and innovating in the fast-paced world of themed entertainment.