Crafting Immersive Leisure Sector Customer Experiences Training Course



14 - 18 Dec 2026

Milan

5900 € (Per Person)

Ref: #EL1291_96630

Course Introduction / Overview:

In today's competitive leisure and hospitality landscape, providing a service is no longer enough. The modern consumer seeks memorable, engaging, and emotionally resonant experiences that transform a simple visit into a lasting memory. This shift towards what academics B. Joseph Pine II and James H. Gilmore termed "The Experience Economy" in their seminal book, is the core focus of this training course. This program is meticulously designed to equip professionals with the strategic and practical skills needed to architect, implement, and manage truly immersive customer experiences. From understanding the psychological drivers of guest engagement to leveraging cutting-edge technology and narrative design, participants will explore a comprehensive framework for creating unparalleled value. BIG BEN Training Center has developed this course to move beyond traditional customer service models, focusing instead on holistic journey design, sensory engagement, and the art of storytelling to foster deep brand loyalty and advocacy in the leisure sector.

Target Audience / This training course is suitable for:

- Hotel General Managers and Directors.
- Theme Park and Attraction Managers.
- Cruise Line Directors and Guest Experience Managers.
- Resort and Spa Managers.
- Event and Entertainment Planners.
- Marketing and Brand Managers in the tourism sector.
- Customer Experience (CX) and Guest Relations Professionals.
- Operations Managers in hospitality and leisure.
- Entrepreneurs in the tourism and entertainment industry.

Target Sectors and Industries:

- Hospitality and Hotel Management.
- Tourism and Travel Agencies.
- Theme Parks, Amusement Parks, and Attractions.
- Cruise Lines and Maritime Leisure.
- Resorts, Spas, and Wellness Centers.
- Museums, Galleries, and Cultural Heritage Sites.
- Entertainment and Live Event Production.
- Governmental tourism boards and destination management organizations.

Target Organizations Departments:

- Guest Services and Customer Relations.
- Marketing and Brand Management.
- Operations and Facilities Management.
- Product and Experience Development.
- Events and Entertainment.
- Human Resources and Staff Training.
- Strategic Planning and Innovation.
- Sales and Business Development.

Course Offerings:

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

- Analyze the core principles of the Experience Economy and apply them to the leisure sector.
- Design and map comprehensive, multi-touchpoint customer journeys.
- Develop compelling brand narratives and storytelling techniques to engage guests.
- Integrate sensory marketing elements to create a rich, immersive atmosphere.
- Leverage digital technologies like AR, VR, and mobile apps to enhance physical experiences.
- Implement personalization strategies using customer data ethically and effectively.
- Train frontline staff to become key actors in delivering the immersive experience.
- Establish key performance indicators (KPIs) to measure the impact of experience design.
- Master service recovery techniques that transform negative situations into positive memories.
- Innovate and prototype new guest experiences to maintain a competitive edge.

Course Methodology:

The training methodology for this course is designed to be highly interactive, practical, and engaging, ensuring participants can immediately apply the concepts learned. BIG BEN Training Center believes in a hands-on approach that moves beyond theoretical lectures. The program incorporates a blend of expert-led presentations, in-depth case study analyses of world-class leisure brands, and collaborative group workshops. Participants will actively engage in activities such as creating customer journey maps for a fictional resort, brainstorming sensory engagement strategies, and role-playing service recovery scenarios. A significant portion of the course is dedicated to a capstone project where teams design a complete immersive experience concept, from initial idea to operational plan, and present it for peer and instructor feedback. This dynamic learning environment is fostered through facilitated discussions, interactive Q&A sessions, and the use of practical toolkits and templates, ensuring a comprehensive and impactful educational experience.

Course Agenda (Course Units):

Unit One: Foundations of the Experience Economy

- Defining the immersive customer experience.
- The progression of economic value from commodities to experiences.
- Understanding the psychology of guest engagement and emotional connection.
- Key principles from Pine & Gilmore's "The Experience Economy".
- Differentiating between service quality and experience design.
- Analyzing best-in-class examples from the global leisure industry.
- The role of brand identity in crafting authentic experiences.

Unit Two: Designing the Customer Journey

- Introduction to customer journey mapping as a strategic tool.
- Identifying and analyzing all customer touchpoints from pre-arrival to post-departure.
- Crafting a compelling narrative and story arc for the guest experience.
- Techniques for creating emotional peaks and memorable moments.
- The art of sensory design: engaging sight, sound, smell, taste, and touch.
- Designing for different customer personas and segments.
- Workshop: Mapping a complete leisure customer journey.

Unit Three: Technology and Personalization in Experience Design

- Leveraging data and analytics to understand guest behavior.
- Implementing personalization strategies at scale.
- The role of Augmented Reality (AR) and Virtual Reality (VR) in enhancing experiences.
- Integrating mobile applications and digital touchpoints seamlessly.
- Introduction to gamification techniques to drive engagement and loyalty.
- Balancing high-tech and high-touch elements in the guest experience.
- Ethical considerations of data usage in personalization.

Unit Four: Operationalizing the Immersive Experience

- Aligning organizational culture with an experience-centric vision.
- Training and empowering frontline employees as experience ambassadors.
- The concept of "theming" in physical and digital environments.
- Mastering the art of proactive and empathetic service.
- Advanced service recovery strategies: turning problems into opportunities.
- Managing guest flow and eliminating friction points.
- Developing standard operating procedures (SOPs) for key experience moments.

Unit Five: Measuring, Innovating, and Future-Proofing

- Key metrics for measuring experience success (NPS, CSAT, CES, emotional metrics).
- Creating effective customer feedback loops for continuous improvement.
- Fostering a culture of innovation and experimentation.
- Future trends in leisure experiences: hyper-personalization, sustainability, and wellness.
- Developing a strategic roadmap for experience enhancement.
- Capstone Project: Presentation of immersive experience designs.
- Creating a personal action plan for implementation.

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:

How can leisure brands create deeply personal immersive experiences without infringing on guest privacy in an age of data-driven personalization?

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

This course distinguishes itself by moving beyond conventional customer service training to offer a holistic, strategic framework for experience architecture specific to the leisure sector. While other programs may focus on isolated elements like service standards or digital tools, this curriculum integrates psychology, narrative design, technology, and operational execution into a unified methodology. It is grounded in established academic principles, such as "The Experience Economy," providing a robust intellectual foundation for practical application. A key differentiator is the intensive focus on hands-on, project-based learning; participants do not just learn theory but actively design, map, and prototype an immersive experience from start to finish. This practical emphasis ensures that the skills acquired are directly transferable to the workplace. Furthermore, the course content is forward-looking, addressing emerging trends like hyper-personalization and the ethical use of data, preparing professionals not just for today's challenges but for the future of the leisure industry.