Digital Transformation for Leisure and Recreation Training Course



19 - 23 Oct 2026

LONDON

5900 € (Per Person)

Ref: #EL2861_96730

Course Introduction / Overview:

The leisure and recreation sector is undergoing a profound evolution, driven by rapid technological advancements and shifting consumer expectations. Success in this new landscape requires more than just adopting new tools; it demands a strategic reimagining of how services are delivered, experiences are created, and operations are managed. This course provides a comprehensive roadmap for navigating this digital shift, moving from foundational concepts to advanced implementation strategies. Drawing upon seminal ideas like the 'Experience Economy' by B. Joseph Pine II and James H. Gilmore, we explore how to transition from providing services to curating memorable, technology-enhanced experiences. Participants will learn to leverage data analytics for decision-making, optimize facility management with smart technology, and engage customers through personalized digital marketing. BIG BEN Training Center has designed this program to be intensely practical, equipping leaders and managers with the skills to not only understand digital transformation but to confidently lead it. This training course is an essential investment for any professional aiming to build resilient, innovative, and customer-centric leisure and recreation organizations ready for the future.

Target Audience / This training course is suitable for:

- Leisure and Recreation Managers.
- Park and Facility Directors.
- Hospitality and Tourism Professionals.
- Sports Club and Fitness Center Managers.
- Event and Program Coordinators.
- Marketing and Customer Experience Specialists.
- Operations and IT Managers in the leisure sector.
- Entrepreneurs and business owners in recreation and tourism.
- Public sector officials involved in community recreation services.
- Strategic Planners and Business Development Executives.

Target Sectors and Industries:

- Tourism and Hospitality.
- Parks and Recreation Management.
- Sports and Fitness Clubs.
- Entertainment and Theme Parks.
- Cultural Heritage and Museum Management.
- Event Management and Production.
- Wellness and Spa Resorts.
- Governmental and municipal agencies responsible for public leisure facilities.
- Non-profit organizations focused on community recreation.

Target Organizations Departments:

- Operations Management.
- Marketing and Communications.
- Guest and Customer Services.
- Information Technology (IT).
- Strategic Planning and Development.
- Facility and Asset Management.
- Human Resources and Training.
- Event Planning and Management.
- Finance and Revenue Management.

Course Offerings:

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

- Develop a comprehensive digital transformation strategy tailored to a leisure or recreation organization.
- Analyze and map the digital customer journey to identify key points for technological intervention.
- Implement digital marketing and omnichannel communication strategies to enhance customer engagement.
- Leverage data analytics and business intelligence to inform strategic decision-making and optimize operations.
- Evaluate and select appropriate technologies, including IoT, AI, and CRM systems, for facility management.
- Design and integrate immersive experiences using tools like virtual and augmented reality.
- Lead change management processes to foster a culture of digital innovation and adaptability.
- Measure the return on investment (ROI) of digital initiatives and report on key performance indicators.
- Address cybersecurity and data privacy challenges within a digital leisure environment.
- Formulate a practical action plan for a digital pilot project within their organization.

Course Methodology:

The training methodology for this course is designed to be immersive, interactive, and directly applicable to the professional challenges faced by participants. BIG BEN Training Center believes that true learning occurs through active participation and real-world problem-solving. The program moves beyond traditional lectures to incorporate a dynamic blend of expert-led presentations, in-depth case study analyses of successful digital transformations in the leisure industry, and collaborative group workshops. Participants will engage in practical exercises, such as mapping a digital customer journey and developing a technology implementation roadmap. Team-based activities and peer-to-peer discussions are central to the learning process, allowing for the exchange of diverse perspectives and experiences. Throughout the course, there will be a strong emphasis on creating actionable strategies, culminating in a capstone project where each participant develops a tangible digital initiative plan for their organization. Continuous feedback from the instructor ensures that theoretical concepts are effectively translated into practical, implementable skills.

Course Agenda (Course Units):

Unit One: Foundations of Digital Transformation in Leisure and Recreation

- The Digital Shift in the Modern Leisure Industry.
- Defining Digital Transformation, Digitization, and Digitalization.
- Identifying Key Drivers and Challenges of Digital Adoption.
- Mapping the Digital Customer Journey in a Recreation Context.
- Core Technologies: Cloud, Mobile, and Social Media Integration.
- Understanding the 'Experience Economy' Framework in a Digital Age.
- Case Study Analysis of Early Adopters in the Leisure Sector.
- Assessing Your Organization's Digital Maturity.

Unit Two: Enhancing the Visitor Experience with Digital Tools

- Crafting an Omnichannel Digital Marketing Strategy.
- Leveraging Mobile Applications for Engagement and Service Delivery.
- Achieving Personalization through Customer Data and AI.
- Implementing Virtual Reality (VR) and Augmented Reality (AR) for Immersive Experiences.
- Building Online Communities with Social Media and User-Generated Content.
- Applying Gamification Techniques to Increase Visitor Participation.
- Managing Online Reputation and Digital Customer Feedback Systems.
- Workshop: Designing a Digitally Enhanced Visitor Experience.

Unit Three: Optimizing Operations and Facility Management

- Smart Facility Management using the Internet of Things (IoT).
- Implementing Integrated Online Booking and e-Ticketing Systems.
- Utilizing Customer Relationship Management (CRM) Software Effectively.
- Automating Workflows for Enhanced Operational Efficiency.
- Applying Data Analytics for Resource Allocation and Staff Scheduling.
- Ensuring Cybersecurity for Digital Systems and Customer Data Protection.
- Integrating Contactless Technologies for Health, Safety, and Convenience.
- Case Study: The Fully Integrated Smart Recreation Center.

Unit Four: Data-Driven Strategy and Digital Leadership

- Collecting, Analyzing, and Visualizing Big Data in the Leisure Sector.
- Using Predictive Analytics for Demand Forecasting and Revenue Management.
- Developing Key Performance Indicators (KPIs) for Digital Initiatives.
- Building a Strategic and Phased Digital Transformation Roadmap.
- Leading and Managing Organizational Change in a Digital Environment.
- Fostering a Culture of Continuous Innovation and Digital Literacy.
- Calculating the Return on Investment (ROI) for Technology Projects.
- Workshop: Building a Business Case for a Digital Project.

Unit Five: Future Trends, Sustainability, and Implementation

- Exploring Emerging Technologies: AI, Blockchain, and Wearables.
- The Role of Digitalization in Promoting Sustainable Leisure Practices.
- Addressing Ethical Considerations in Data Collection and Algorithmic Bias.
- Building Strategic Digital Partnerships and Ecosystems.
- Best Practices for Selecting and Managing Technology Vendors.
- Developing, Launching, and Scaling a Digital Pilot Project.
- Capstone Workshop: Creating a Personal Digital Transformation Action Plan.
- Final Presentations and Peer Feedback Session.

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:

As leisure experiences become increasingly personalized through data, how can organizations balance bespoke services with the preservation of spontaneous, communal discovery and privacy rights?

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

This course distinguishes itself by offering a holistic, strategy-first approach to digital transformation, rather than focusing narrowly on specific technologies. While many programs teach how to use digital tools, this training course emphasizes how to think strategically about their integration to achieve core business objectives. It uniquely bridges the gap between enhancing the front-end customer experience and optimizing back-end operational efficiency, providing a complete 360-degree view of a digitally mature leisure organization. The curriculum is built upon established academic frameworks like the 'Experience Economy' but is delivered through a highly practical lens, using contemporary case studies and hands-on workshops. A key differentiator is the capstone project, which requires participants to develop a real-world, implementable action plan, ensuring they leave not just with knowledge, but with a tangible roadmap for change. Furthermore, the course content extends to crucial future-focused topics such as sustainability and data ethics, preparing leaders to build responsible and resilient organizations for the long term. It is a course in leadership and strategic management, applied to the digital context of the modern leisure industry.