Advanced Leisure Facility Operations Management Training Course



19 - 23 Oct 2026

Cape town

4600 € (Per Person)

Ref: #EL4437_274294

Course Introduction / Overview:

The contemporary leisure and recreation industry is a dynamic and rapidly evolving sector, demanding a new breed of manager equipped with a sophisticated blend of operational, financial, and strategic skills. This course provides a comprehensive A to Z guide to mastering the complexities of modern leisure facility management. It moves beyond traditional facility maintenance to encompass the entire operational ecosystem, from strategic financial planning and innovative marketing to exceptional customer experience design and robust risk management. As noted by academics like Peter Taylor in works such as "Managing Sport and Leisure Facilities," successful management requires a proactive and strategic approach. This program, offered by BIG BEN Training Center, is meticulously designed to instill this mindset. Participants will explore cutting-edge best practices, learn to leverage technology for efficiency, and develop the leadership capabilities necessary to drive performance, enhance community engagement, and ensure the long-term sustainability and profitability of any leisure or recreation facility. This is an essential training for professionals aiming to achieve operational excellence and become leaders in this competitive field.

Target Audience / This training course is suitable for:

- Leisure Facility Managers.
- Recreation and Parks Directors.
- Sports Complex Operations Managers.
- Community Center Managers.
- Fitness and Wellness Center Directors.
- Aquatic Facility Supervisors.
- Venue and Arena Managers.
- Operations Coordinators and Supervisors.
- Aspiring professionals in the leisure and recreation industry.
- Entrepreneurs planning to open a leisure facility.

Target Sectors and Industries:

- Private Health and Fitness Clubs.
- Community Recreation Centers.
- Sports and Entertainment Venues.
- Hotel and Resort Recreation Departments.
- Municipal and Government Parks and Recreation Agencies.
- Non-Profit and Community-Based Organizations.
- Educational Institutions with sports and recreation facilities.
- Corporate Wellness Facilities.
- Theme Parks and Attractions.

Target Organizations Departments:

- Operations Management.
- Facility Management and Maintenance.
- Guest Services and Customer Relations.
- Events and Programming.
- Finance and Administration.
- Marketing and Sales.
- Human Resources and Staff Development.
- Health, Safety, and Risk Management.

Course Offerings:

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

- Develop comprehensive operational plans to ensure smooth day-to-day facility functioning.
- Implement strategic financial management, including budgeting, forecasting, and revenue generation.
- Design and execute effective marketing and promotional campaigns for leisure services.
- Master customer journey mapping to enhance the overall guest experience and satisfaction.
- Lead and motivate diverse teams to deliver exceptional service and achieve organizational goals.
- Establish robust health, safety, and emergency response protocols.
- Analyze industry trends and integrate new technologies to improve operational efficiency.
- Conduct effective risk assessments and implement mitigation strategies.
- Plan and manage preventative maintenance programs for facility assets.
- Formulate long-term strategic plans for facility growth and sustainability.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lectures to create a dynamic learning environment that fosters collaboration and critical thinking. The course incorporates a blend of expert-led presentations, in-depth case studies of successful leisure facilities, and interactive group discussions where participants can share experiences and solve common challenges. A significant portion of the training is dedicated to hands-on workshops and practical exercises, such as developing a sample budget, creating a risk management matrix, and mapping a customer service journey. Role-playing scenarios will be used to hone leadership and communication skills. Participants will receive continuous, constructive feedback from the instructor and their peers, facilitating a supportive and growth-oriented atmosphere. This immersive approach ensures a deep understanding of the concepts and equips managers with the confidence and competence to excel in their roles.

Course Agenda (Course Units):

Unit One: Foundations of Modern Leisure Facility Management

- The Evolving Landscape of the Leisure and Recreation Industry.
- Core Roles and Responsibilities of a Facility Operations Manager.
- Understanding Key Performance Indicators (KPIs) for Leisure Facilities.
- Legal Frameworks, Compliance, and Regulatory Standards.
- Principles of Asset Management and Facility Lifecycles.
- Stakeholder Analysis and Community Engagement Strategies.
- Introduction to Sustainable and Green Facility Operations.

Unit Two: Mastering Operations and Guest Experience

- Developing Standard Operating Procedures (SOPs) for Daily Operations.
- Strategic Scheduling for Staff, Programs, and Facilities.
- Implementing Effective Preventative Maintenance Programs.
- Integrating Technology for Enhanced Operational Efficiency.
- Customer Journey Mapping and Identifying Service Touchpoints.
- Handling Customer Feedback and Resolving Complaints Effectively.
- Creating a Welcoming and Inclusive Facility Environment.

Unit three: Financial Acumen and Strategic Marketing

- Budgeting, Financial Forecasting, and Cost Control Techniques.
- Identifying and Developing Diverse Revenue Streams.
- Pricing Strategies for Memberships, Programs, and Services.
- Crafting a Comprehensive Marketing and Communications Plan.
- Leveraging Digital Marketing and Social Media for Promotion.
- Membership Sales, Retention, and Loyalty Programs.
- Event Management and Programming for Profit and Engagement.

Unit Four: Leadership, Staffing, and Risk Mitigation

- Effective Leadership and Team Management in a Leisure Setting.
- Recruitment, Training, and Performance Management of Staff.
- Health and Safety Protocols and Workplace Safety Culture.
- Conducting Thorough Risk Assessments for all Operational Areas.
- Developing and Implementing Emergency Action Plans (EAPs).
- Understanding Liability and Insurance Requirements.
- Security Management and Loss Prevention Strategies.

Unit Five: Strategic Planning and Sustainable Futures

- Conducting a SWOT Analysis for Strategic Planning.
- Developing a Long-Term Vision and Mission for the Facility.
- Capital Improvement Planning and Project Management Basics.
- Future Trends in Leisure, Technology, and Customer Expectations.
- Implementing Environmentally Sustainable Practices.
- Measuring Social Impact and Community Value.
- Creating a Personal Development Plan for Career Advancement.

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 facility managers balance the dual objectives of maximizing commercial revenue and ensuring equitable community access and social value?

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

This course distinguishes itself by adopting a holistic, strategic leadership perspective on leisure facility management, moving far beyond the conventional focus on day-to-day maintenance and logistics. While other programs may concentrate on siloed operational tasks, this curriculum integrates critical business functions—finance, marketing, human resources, and strategic planning—into a unified framework for operational excellence. It places a significant emphasis on the future of the industry, equipping participants with insights into emerging technologies, sustainability practices, and evolving customer expectations. The content is deeply rooted in practical application, utilizing real-world case studies and interactive simulations rather than purely theoretical instruction. A core differentiator is the focus on developing soft skills essential for modern leadership, such as community engagement, team motivation, and creating an exceptional guest experience. This program is not just about running a facility; it is about leading a thriving community hub that is both financially successful and socially valuable, preparing managers to be forward-thinking leaders in a competitive landscape.