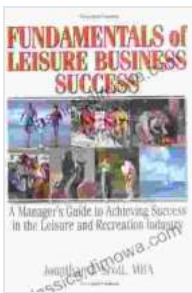


The Manager's Guide to Achieving Success in the Leisure and Recreation Industry

The leisure and recreation industry is a rapidly growing and dynamic field, offering a wide range of career opportunities for those with the right skills and knowledge. However, managing a successful leisure and recreation facility requires a unique set of skills and knowledge.



Fundamentals of Leisure Business Success: A Manager's Guide to Achieving Success in the Leisure and Recreation Industry (Haworth Marketing Resources) by Phillip Donnelly

★★★★☆ 4 out of 5

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Screen Reader : Supported

Print length : 208 pages

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This comprehensive guide provides managers in the leisure and recreation industry with the essential knowledge and skills to succeed in today's competitive market. Whether you are a new manager or a seasoned professional, this guide will provide you with the information and tools you need to achieve success.

Chapter 1: The Role of the Leisure and Recreation Manager

The first chapter of this guide introduces the role of the leisure and recreation manager. It discusses the responsibilities of a manager, the different types of leisure and recreation facilities, and the challenges facing the industry.

Chapter 2: Planning and Management

The second chapter of this guide provides an overview of the planning and management process for leisure and recreation facilities. It discusses the importance of strategic planning, budgeting, and marketing.

Chapter 3: Operations Management

The third chapter of this guide focuses on the day-to-day operations of a leisure and recreation facility. It discusses topics such as staff management, customer service, and risk management.

Chapter 4: Financial Management

The fourth chapter of this guide provides an overview of the financial management of leisure and recreation facilities. It discusses topics such as budgeting, accounting, and financial reporting.

Chapter 5: Human Resource Management

The fifth chapter of this guide provides an overview of the human resource management of leisure and recreation facilities. It discusses topics such as recruiting, hiring, and training staff.

Chapter 6: Marketing and Sales

The sixth chapter of this guide provides an overview of the marketing and sales of leisure and recreation facilities. It discusses topics such as market

research, advertising, and public relations.

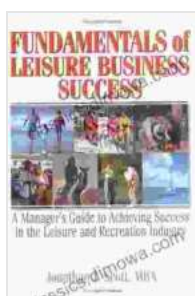
Chapter 7: Risk Management

The seventh chapter of this guide provides an overview of the risk management of leisure and recreation facilities. It discusses topics such as insurance, safety, and security.

Chapter 8: Legal Issues

The eighth chapter of this guide provides an overview of the legal issues facing leisure and recreation managers. It discusses topics such as liability, discrimination, and intellectual property.

This comprehensive guide provides managers in the leisure and recreation industry with the essential knowledge and skills to succeed in today's competitive market. Whether you are a new manager or a seasoned professional, this guide will provide you with the information and tools you need to achieve success.



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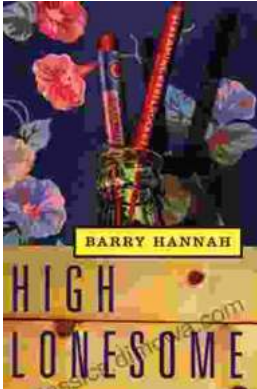
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