Introduction to Parks Management: Principles and Practices

2026 □□□□□□ 18 – 14
Amsterdam (Netherlands)



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Ref: 20262474_20083314 Location: Amsterdam (Netherlands) Fees: 5900 GBP

Why This Course

Parks play an important role in improving quality of life, protecting natural resources, supporting recreation, strengthening community identity, and creating healthier public spaces. Managing modern parks requires a balanced understanding of planning, design, operations, maintenance, visitor experience, sustainability, finance, safety, and community engagement.

This comprehensive 1-week Parks Management Training program provides participants with a practical foundation in managing park systems effectively. The course covers park planning, accessibility, sustainable design, facilities management, maintenance planning, visitor services, interpretive programming, marketing, partnerships, budgeting, staff development, risk management, and performance evaluation. Through practical exercises and real-world examples, participants will learn how to create safe, inclusive, well-maintained, and sustainable parks that meet community needs.

What You'll Learn and Practice

By joining this program, you will:

- Understand the fundamental principles and importance of parks management.
- Explore the history, evolution, and social role of parks.
- Identify current challenges and trends in modern park systems.
- Apply legal and ethical considerations in park management.
- Develop park planning, design, and site analysis skills.
- Design parks for accessibility, inclusivity, and diverse visitor needs.
- Apply sustainable design and resource management practices.
- Develop maintenance plans and operational schedules.
- Manage park facilities, amenities, safety, and risk.
- Create engaging visitor services, programs, and educational experiences.
- Build community partnerships and volunteer programs.
- Manage park budgets, resources, staff development, and performance evaluation.



The Program Flow

Day 1: Introduction to Parks Management

- Understand the history and evolution of parks management.
- Explore different types of parks and their roles in society.
- Identify current challenges and trends affecting park systems.
- Understand legal and ethical responsibilities in park management.
- Recognize how parks contribute to health, recreation, conservation, and community wellbeing.

Day 2: Park Planning and Design

- Apply principles of park planning and site analysis.
- Assess community needs, land use, access, and environmental conditions.
- Design parks for accessibility, inclusivity, and user diversity.
- Apply sustainable design practices in park development.
- Explore how technology can support planning, mapping, and visitor experience.

Day 3: Park Operations and Maintenance

- Develop maintenance plans, schedules, and service standards.
- Manage park facilities, landscapes, amenities, and equipment.
- Apply safety and risk management strategies.
- Understand environmental stewardship in daily park operations.
- Improve operational efficiency while maintaining high-quality public spaces.

Day 4: Visitor Services and Community Engagement

- Create engaging visitor experiences and recreational opportunities.
- Develop interpretive programming and environmental education activities.
- Market and promote park services to different community groups.
- Build community partnerships that support park programs and improvements.
- Develop volunteer programs that strengthen participation and ownership.

Day 5: Park Administration and Sustainability

- Build park budgets and manage financial resources effectively.
- Apply human resource and staff development practices.
- Implement sustainable practices and resource conservation strategies.
- Measure park performance using practical indicators.
- Evaluate services, maintenance, visitor satisfaction, and long-term park impact.



Individual Impact

- Build confidence in managing park planning, operations, and visitor services.
- Strengthen skills in maintenance planning, sustainability, and risk management.
- Improve the ability to engage communities and create meaningful visitor experiences.
- Gain practical knowledge of budgeting, staffing, and resource allocation.
- Develop stronger decision-making skills for managing modern park systems.

Work Impact

- Improve the quality, safety, and sustainability of parks and public spaces.
- Support better maintenance, facility management, and environmental stewardship.
- Enhance visitor satisfaction through stronger services and programming.
- Build stronger community partnerships and volunteer participation.
- Improve park performance through better planning, budgeting, and evaluation.

Training Methodology

This program combines parks management principles with practical application through:

- Case studies on park planning, operations, and sustainability.
- Site analysis and park design exercises.
- Maintenance planning and risk management workshops.
- Visitor engagement and interpretive programming activities.
- Community partnership and volunteer program planning.
- Budgeting, resource allocation, and performance evaluation exercises.

Beyond the Course

Upon completion, participants will be able to:

- Develop a comprehensive park management plan.
- Create visitor engagement strategies for specific parks.
- Design sustainable maintenance programs.
- Apply safety, risk, and environmental stewardship practices.
- Build park budgets and resource allocation plans.
- Manage parks with greater structure, sustainability, and community value.

