



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Economic Concepts of Leisure and Recreation Analysis

Culture and Arts / Sport

Unit Standard 254235 · NQF Level 5 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the ability to analyse the economic concepts underpinning the leisure and recreation industry. It explores supply and demand dynamics, market structures, and the economic impact of leisure activities, enabling informed decision-making in a South African context.

Category	Culture and Arts
Subfield	Sport
Unit Standard	254235
Accreditation	SAQA Accredited · NQF Level 5 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the fundamental economic concepts relevant to the leisure and recreation industry.
- Apply supply and demand theory to leisure and recreation services.
- Evaluate the economic impact of leisure and recreation activities on local and national economies.
- Assess market structures and pricing strategies within the leisure and recreation sector.
- Interpret economic indicators to inform strategic planning in leisure and recreation organisations.
- Demonstrate understanding of the role of government and policy in shaping the leisure and recreation economy.

WHO SHOULD ATTEND

- Managers, planners, and professionals in the leisure, recreation, and tourism sectors who need to understand economic principles to optimise resource allocation and contribute to sustainable industry growth.

COURSE OUTLINE

Day 1: Foundational Economic Concepts in Leisure and Recreation

- Introduction to leisure and recreation economics
- Scarcity, choice, and opportunity cost in leisure
- Demand and supply analysis for recreational services
- Economic impact assessment (direct, indirect, induced effects)
- Market structures: perfect competition, monopoly, oligopoly
- Public goods, externalities, and government intervention
- Pricing strategies for leisure and recreation
- Case studies on economic contributions of tourism and recreation

Day 2: Advanced Applications and Practical Integration

- Cost-benefit analysis in recreation projects
- Economic valuation methods: travel cost, contingent valuation
- Demand forecasting for leisure services
- Financial viability and break-even analysis
- Economic sustainability and triple bottom line
- Policy implications and regulatory frameworks
- Case study: economic analysis of a local recreation facility
- Group exercise: preparing an economic feasibility report

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 16,200.00	R 16,200.00
1	In-House	R 21,000.00	R 21,000.00
1	On-Campus (Pretoria)	R 24,300.00	R 24,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	11 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	11 Aug 2026	On-Campus	Mauritius
12 Aug 2026	13 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
18 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
18 Aug 2026	19 Aug 2026	On-Campus	Abu Dhabi, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 254235) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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