CONCEPT

# Beach Management and Coastal Tourism Operations: Lifeguard Safety, Concessions and Blue Flag

13 – 17 June 2027
Jeddah - Corniche four-star



# Beach Management and Coastal Tourism Operations: Lifeguard Safety, Concessions and Blue Flag

**Ref:** 449_14180 **Date:** 13 – 17 June 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

## Introduction:

Beach management and coastal tourism operations often fall between municipal departments, resort operators and concession holders, so swimming zones are unmarked, lifeguard cover has gaps, litter builds up after busy weekends and bathing water results go unpublished. Waterfront users then face avoidable drownings, closures and complaints. This Core Concept course trains the staff who run public beaches, waterfronts and resort shorelines to organise governance, zoning, lifeguard services, cleaning, water sampling, facilities, concessions and events, and to prepare for Blue Flag assessment. Participants produce a Beach Operations Plan and Shoreline Inspection Checklist.

## Course Objectives:

- Set up a beach management model that assigns ownership, operating duties and coordination between the local authority, resort operators and concession holders
- Map a shoreline into bathing, watersports, craft launching and quiet zones and set daily visitor limits and public access points
- Organise lifeguard cover, tower placement, warning flags, rescue equipment and first response hand-over to emergency services
- Run cleaning rounds, bin servicing and bathing water sampling routines and publish water quality information to beach users
- Structure concession, leasing and event arrangements with service standards, fee models and performance checks
- Assess a beach against the four Blue Flag criteria categories and build a Beach Operations Plan and Shoreline Inspection Checklist

## Target Audience:

- Managers who run public beaches and corniches on behalf of a local authority
- Managers responsible for resort, hotel and residential community shorelines and their guests
- Managers of waterfront promenades, marinas and lakeside recreation areas open to the public
- Managers overseeing beach lifeguard services, first aid posts and safety equipment
- Managers who let and supervise beach concessions, kiosks, equipment hire and watersports operators
- Managers who plan beach events, seasonal programmes and user communication

## Course Outline:

### Day 1: Beach Management Models and Shoreline Assessment

- Public Beach Governance Models: Municipal, Delegated Operator and Resort-Managed Shorelines
- Integrated Coastal Zone Management Principles Applied to Beach Operations
- Beach User Profile Survey: Swimmers, Families, Watersports and Anglers
- Shoreline Hazard Register: Rip Currents, Tides, Waves, Heat and Marine Stingers
- Beach Condition Baseline Sheet for Sand, Facilities, Signage and Access

### Day 2: Blue Flag Criteria and Beach Operating Standards

- Blue Flag Scheme Structure: Foundation for Environmental Education and Jury Process
- Environmental Education and Information Criteria: Notice Boards and Annual Activities
- Water Quality Criteria: Sampling Points, Frequency and Bacterial Results
- Environmental Management and Safety and Services Criteria Walkthrough
- Beach Operating Manual Template: Roles, Hours, Rules and Codes of Conduct

### Day 3: Beach Zoning, Lifeguard Services and Daily Operations

- Beach Zoning Plan: Bathing Areas, Watersports Lanes, Launch Points and Buoy Lines
- Beach Carrying Capacity Calculation and Peak-Day Access Control
- Lifeguard Tower Placement, Rostering and Red, Yellow and Red-Over-Yellow Flags
- Rescue Equipment Inventory: Rescue Tubes, Boards, Spinal Boards, AEDs and Rescue Craft
- Beach Cleaning Rounds, Bin Servicing and Litter Tracking Log

### Day 4: Concessions, Events, Marine Activities and Incident Control

- Beach Concession and Lease Agreements: Service Standards, Fees and Performance Reviews
- Accessible Beach Facilities: Mats, Amphibious Wheelchairs, Toilets and Shade
- Beach Event Permits: Crowd, Noise, Traffic and Clean-Up Conditions
- Diving, Boating and Jet Ski Operator Licensing and Safety Checks at Overview
- Drowning, Missing Child and Pollution Incident Response Coordination With Emergency Services

### Day 5: Shoreline Inspection Walkthrough and the Beach Operations Plan

- Urban Public Beach Walkthrough: Zoning, Signage and Lifeguard Cover Findings
- Resort Shoreline Walkthrough: Concession Stands, Watersports and Guest Safety
- Stakeholder Engagement Session With Residents, Operators and Environmental Groups
- Shoreline Inspection Checklist Drafting and Scoring
- Beach Operations Plan Drafting and Peer Review

## Skills You Will Gain:

- Beach Governance Design
- Shoreline Zoning
- Lifeguard Service Planning
- Bathing Water Monitoring
- Concession Contract Oversight
- Beach Event Permitting
- Waterfront Incident Coordination
- Beach Certification Readiness

## Why Attend This Course:

- Return with a Beach Operations Plan and Shoreline Inspection Checklist built for a beach or waterfront you manage
- Close gaps in lifeguard cover, flags and incident hand-over before the next busy season
- Negotiate concession and event terms that protect service quality and beach cleanliness
- Compare beach and waterfront practice with municipal, resort and marina peers from several countries

## Conclusion:

A well-run beach is safe to swim at, clean after every busy day and fair to the residents, visitors and businesses that share it. The one week move from beach governance models and shoreline assessment, through the Blue Flag criteria categories, to zoning, lifeguard services, cleaning, concessions, events, marine activity checks and incident coordination. The final day applies these methods in urban and resort shoreline walkthroughs and closes with a Beach Operations Plan and Shoreline Inspection Checklist ready to use.