

The Development Strategy of Golf Tourism Industry From the Perspective of Tourism Philosophy

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Abstract: There are many bottlenecks in the development of golf tourism in China, which are mainly manifested in the limitations of the main body of development, national tax policies, weak public awareness, large environmental capacity and so on. This paper puts forward five countermeasures for the development of golf tourism in China. Strengthen the marketing and attach importance to the multi market strategy; travel agencies should strengthen the planning and management of golf tourism products; golf clubs should fully develop their own resources and strengthen the cooperation with travel agencies. Use the power of the government for rational planning.

1. Introduction

Golf tourist 1 (CO) is a tourist attraction, far away from the golf tourist attraction. For various gymnastics, physical leisure, entertainment, sports and cultural exchange activities, the tourists refer to those who settle in the tourist attraction between their living time, and invite them, and then the sum of various social relations and phenomena is over[1]. The World Tourism Organization (WTO) lists golf tourism as a special tourism product. However, in countries where tourism and golf are not mature, golf tourism is still a new concept. In order to maintain the sustainable development of tourism industry, it is necessary to develop new tourism resources and inject new vitality into the tourism industry. With the decrease of traditional tourism profit, golf tourism has become a consumption hotspot with market potential. If golf tourism can be developed, the tourism industry will gradually change from sightseeing to leisure and vacation, and open a new situation and a new market for tourism development.

2. General Situation of Golf Tourism Development in China

With the improvement of China's economic development level, the disposable income of residents continues to increase, and many high-end consumer groups keen on golf tourism grow rapidly. In recent years, there is a tendency to be young, and female golfers are also increasing[2]. According to relevant surveys, the number of golfers in China has exceeded 1.4 million, with an average annual growth rate of 20%, and the development of Guangzhou, Shanghai, Beijing and other cities has increased by 35%. This fully shows that the demand for golf tourism is increasing. With the increase of urbanization in China, the pursuit of leisure lifestyle has become the mainstream of people. The concept of leisure and health promoted by golf tourism meets people's needs[3]. According to statistics: there are 242 standard golf courses in mainland China (Wang Feiya, Chen Shiwu, 2008), and more than 500 golf courses are registered in mainland China (Wu Yonghui, 2008). Compared with other countries, golf courses have basic equipment and lower prices. In terms of accommodation facilities and entertainment facilities, the golf club is very luxurious, and its internal facilities meet the standards of Hester hotel. The club also includes equipment for entertainment and fitness. The combination of golf and tourism, high-quality holiday cultural connotation and professional golf sponsorship service is undoubtedly the core competitiveness of golf tourism products to attract major selling points and tourist attractions. At

the same time, foreign golfers are also looking for new markets. There are about 5 million golfers around the world, 270000 of whom are in North America, 15 million in Europe and 8 million in Europe. 73% of golfers in Europe and the United States are looking for new markets. China's golf course supporting facilities are of high quality. Among the golf tourism industries in the world, China is the most valuable country in golf tourism development. The potential Golf consumers in China are 200000 now, and may reach 50 million by 2020. By 2010, there will be about 800 golf courses in China. After 2012, in the late 1980s, the development level of Japanese golf courses was reached, every day. Annual consumption will exceed \$200 million. China's market information center, domestic and international golf tourism market has huge potential.

3. The Bottleneck of Golf Tourism Development in China

The combination of golf and tourism is promising, but why hasn't golf tourism really developed in China? What is the bottleneck of its development. Through analysis, there are six main constraints.

3.1. The Central Government Plays Games With the Interests of Local Governments and Developers to Restrict the Sound Development of Golf Tourism

Since 2004, China has banned three orders and five applications from building new golf courses. However, it is difficult to stop the "hot" of real estate. Golf courses that have been suspended for eight years have been repeatedly banned[4]. According to incomplete statistics, "Black family" accounts for more than 97%. Why do illegal buildings keep green? Do local governments recognize the power of rivers? I'm interested in this game. The ban has been issued by the state for seven years, and golf course construction in China is still "blowout". About 10 golf courses have been approved by the State Council, but according to incomplete statistics, there are more than 500 activities at present, many of which are "Black family" courses under construction, accounting for more than 97%. The operation of Qichen golf course is lost, but the developers are still interested. In addition to the golf course, there are many golf courses, which are designed to improve the value and level of the real estate industry of the same building. Most golf courses are remote[5]. You are only in these areas. If the market value of real estate development projects is not large, but the developers skillfully Golf elements, if the value of the surrounding areas increases greatly, the housing price can be increased. According to this purpose, golf is divorced from its own significance and cannot effectively promote the healthy development of golf.

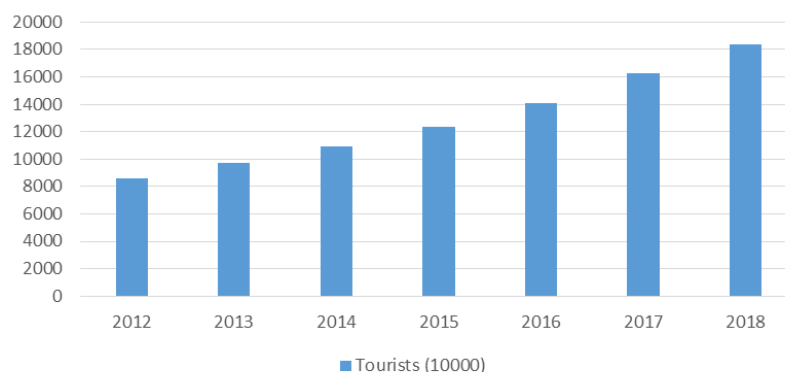


Figure 1 Number of golf tourists

3.2. Unclear Subject of Golf Tourism Development

At present, the main body of golf tourism development is unknown. The development of golf tourism needs travel agencies and golf companies[6]. The relationship between them should be interdependent and complementary. In the actual operation process, the relationship between the two sides is not clear, the responsibility is not clear, which will lead to the wrong tourism products and improper promotion methods. The advantages of travel agencies lie in the design of routes and

the development of source markets. The advantages of golf companies are to provide relevant support facilities and efficient, high-quality services. By giving both sides only benefits, golf tourism can be brand and benefit. At present, there are many problems in their cooperation. First of all, many travel agencies have developed the high-end market of golf tourism, but the supporting facilities and services of golf companies are not perfect[7]. Compared with ordinary tourists and leisure tourists, golf tourism has special characteristics. The special characteristics of customers determine the special characteristics of services. Secondly, there are problems in the cooperation between travel agencies and clubs in terms of venue supply, price and benefit sharing. Third, both parties have their own unique marketing strategies, which produce contradictions in the happiness of products and service customers.

3.3. National Tax Policy and Low Popularity of Golf

In developed countries, 80% of golf courses are ordinary courses, and only 20% are exclusive courses for members (Wu Xiaoping, 2007). The reality is that in developed countries in Europe and the United States, the population of golf has reached more than 10% (2008). On the other hand, golf is often regarded as an entertainment project. In terms of tax system, the tax rate has increased from 20% to 23%, and the operating cost of golf clubs has also increased[8]. High price. On the other hand, golf products and accessories are also very expensive, and high thresholds hinder many people. In addition, golf began in China (1984), at that time, it had not formed a considerable industrial scale, and people's awareness of golf was not high. Most people believe that this is an expensive "decent movement" that is difficult to consume and mention popular. The theoretical research on tourism economy finds that, in addition to the objective conditions of creating specific economic capacity and sufficient leisure time for tourism activities, tourism motivation is also essential[9]. If people think of golf as a "noble sport," it's not "ordinary people's sport," but that ordinary people have no motive for travel.

3.4. Golf Course Maintenance Technology Needs to be Improved

As we know, golf course not only needs a lot of resources, but also needs a lot of resources, such as water, grassland and other resources. Moreover, the chemicals used in court maintenance can cause environmental pollution. Therefore, the development of golf is restricted. How to let the golf industry stop the national industry restriction policy, accelerate the development, and change from concept to practice. On the other hand, we should improve environmental awareness and pay attention to ecological harmony. On the other hand, in order to ensure the environment and sustainable development in the process of layout, utilization and maintenance, it is necessary to increase investment in science and technology. However, the current related technology can not guarantee the realization of the above-mentioned purpose, so it has become a major bottleneck of industrial development.

3.5. Lack of Golf Tour Guides and Poor Professional Quality

At present, there are few golf guides in China. That's far away from the current number of golf tourists and tourists in China. According to statistics, there are about 800000 Golf tourists and potential tourists, while a guide receives 8000 Golf tourists every year. It can be seen that the number of golf tour guides is very short, which can not meet the needs of golf tourism development. At the same time, the professional quality of golf guide staff is very poor. Among these less than 100 Golf guides, most of them have not received systematic golf professional training and have a little knowledge of golf professional knowledge, technology and golf etiquette[10]. As a result, tour guides in the service process can, that is, they have responsibilities related to light and skateboarding, and the exchange of playing skills and etiquette between the court and tourists is almost zero. This tour guide service obviously limits the development of golf tourism.

4. Countermeasures for Developing Golf Tourism in China

Strengthen the government's plan in the golf tourism industry, optimize the geographical layout

of the golf course, grasp the pace of industrial development, adjust the development model, industry standards, especially for the government's plan to formulate environmental standards, which should provide policy support. So that the development of the whole industry can meet the increasing demand of golf in China, coordinate with the ecological environment, and adapt to the regional economic development mode. For this purpose, it is necessary for China's national conditions, planning, reasonable layout of time and space, standard management and integration in the construction of golf courses. At the same time, actively promote the combination of international and domestic tourism and golf course construction, guide the development of public courses, and realize the positive interaction between the two. At the same time, adjustments must be made in accordance with the guidelines of approval and taxation. During the two meetings in 2006, some CPPCC members jointly proposed a sport that requires golf to be a sport, and the nature of the sport will certainly clarify the scope of taxpayers. If the government provides support and tax reduction, the biggest obstacle of golf tourism can be eliminated and the price of golf tourism commodities can be popularized.

5. Conclusion

The comprehensive development of sports tourism industry, to a certain extent, promotes the improvement of social economy and the development of all aspects of society. Therefore, the government should actively promote the comprehensive development of sports tourism industry through effective strategies. Through improving ideological understanding, improving governance mechanism and providing intermediary services. Through strengthening and improving the innovation ability of enterprises, the integration of sports tourism industry can be developed in one year.

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