



# Golf Tourism in China

## An International Perspective

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2015年8月6日星期四

# Two Sections of This Lecture

- **A Global Overview**
- China: When West Turns to East



## MUTUAL FUNDS & ETFs

# 29 predictions for 2015: Fortune's Crystal Ball



### CHINA SPUTTERS

The big question for the 2015 global economy is how dramatic China's economic slowdown will be. Our answer? Meryl Streep dramatic. A gauge of factory output in November registered an eight-month low, which piles onto a continuing slump in real estate. And this coming spring, expect China to announce its lowest official GDP growth target in nearly a quarter of a century: 7%. (Real GDP won't outpace it either, as it has in the past.) The bright side? As China takes its foot off the gas, it can focus on reform efforts like dealing with its crippling pollution. The downside: Much lower growth could trigger widespread Chinese loan defaults--with global repercussions.



MUTUAL FUNDS & ETFS

## 29 predictions for 2015: Fortune's Crystal Ball



### CHINA SMARTPHONE EXPLOSION

When reports surfaced that Xiaomi was raising money at a \$50 billion valuation in late 2014, many were incredulous. But the Chinese company, which sells high-quality phones at razor-thin margins, overtook Samsung as China's No. 1 smartphone seller this year. Now enter a half dozen other Chinese smartphone makers--including Meizu, OnePlus, and Vivo. Look for one to have a Xiaomi-like rise next year.



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## Golf Course Boom in China Skidding to a Halt?

By Joe Barks | June 30th, 2014

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***The Chinese government has begun cracking down on a ban on new courses that was first imposed in 2004, because of concerns about shrinking land and water resources. Five courses in the country were recently demolished or taken over by authorities for conversion to other purposes.***

The Chinese government is cracking down on a ban that was imposed in 2004 that no new golf courses could be built in China, *CBSSports.com* reported, drawing from a *Reuters* report.

Five courses in China were recently demolished or taken over and converted into other entities by Chinese authorities, *CBSSports.com* reported. “The ban was imposed to protect China’s shrinking land and water resources in a country that is home to a fifth of the world’s population but which has just 7 percent of its water,” the website said. “The only place exempt is the southern resort island of Hainan.”

While that may make sense, *CBSSports.com* noted, it’s still unfortunate for a country that has been actively trying to grow the sport of golf for its younger populations.

Developers in the country have often skirted around the “no new golf courses” rule by labeling their projects something without the word “golf” in them, *CBSSports.com* added, but the government now seems to be catching on to that dodge.

*Reuters* reported that water consumption has become a real concern for the Chinese. “The crackdown could be more serious now because of China’s pollution crisis, developers said. One of the reasons for the 2004 ban was because the high use of fertilizer and pesticide to grow grass for golf courses was causing water pollution.”

*Reuters* quoted Ma Jun, a director at the Institute of Public and Environmental Affairs in Beijing, a non-governmental organization, as saying that “the way many golf courses are built and managed has a negative impact on the environment.”

*CBSSports.com* noted that maybe the Chinese could learn from the recent redesign of Pinehurst No. 2, which will reduce water usage from 55 million gallons of water a year to just 15 million.



### Related Articles

[GCSAA to Offer Golf Course Education in China](#)

[Clearwater Bay GC to Open in China in May](#)

[GCBA Foundation's Sticks for Kids Program Heading to China](#)

[Golf Course Architects to Honor Rees Jones](#)







[Baltusrol Makes Bid to Become a National Historic Landmark](#)





## China bans civil servants from playing golf during office hours

Communist Party officials in southern China are banned from playing golf during working hours as Xi Jinping's anti-corruption campaign puts the fairway off limits

 54  48  0  11  113  Email



A golfer tees off at Huatang International Golf Club in Beijing Photo: Alamy

By Tom Phillips, Shanghai  
1:43PM GMT 15 Dec 2014

Communist Party officials in China have been forbidden from playing golf while they are at work, as Xi Jinping's war on corruption opened a new

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# A Case of China

Sustainability is playing a key role in the sport moving forward, with new forms of water management being implemented that allow golf courses to be constructed in parts of the world that previously you would not have imagined possible. All in all, it could lead to another boom in golf tourism.

I always get asked where I think the next big golfing destination will be, and I can't look past China.

Colin Montgomerie, 30 times champion of the European Tour



# IAGTO

- In 2012 along, more than 120 Asian companies joined IAGTO, and its Asian membership had accounted for more than 15% by then;
- More than half of IAGTO's tour operator members sell Asia golf destinations;
- In 2012, 1.6 million golf tourists travelled with IAGTO operators





## Practices of Emerging Economies

- Thailand and Indonesia continue to represent wonderful value and offer golfing experience that is unparalleled.
- Malaysia is seeing an increase in the number of golf tourists
- Golf tourism industry in Thailand expected to grow 15% to 4 billion USD by 2015. Up 50% in last three years
- Golf tourism is now a core pillar in Abu Dhabi's long-term tourism strategy
- Vietnam has constructed a number of luxury courses including Ho Chi Minh Golf trail consisting of six luxury courses and resorts



## A SWOT Analysis of China As A Golf Tourism Destination

**S** TRENGTHS



- Enhanced Consuming Power on Golf
- Popularization of Golf Tourism
- Emergence of Government Support
- Growing Maturity of Golf Tourists

**W** EAKNESSES



- Low Level Operation
- Low Level Marketing in Both Local and National Level
- Shortage of Professional Tour Operators and Staffs

Internal factors

**O** PPORTUNITIES



- Attractions As the Most Emerging Economy
- Novelty As Golf Tourism Destination
- Host of Higher Level Tournaments

**T** HREATS

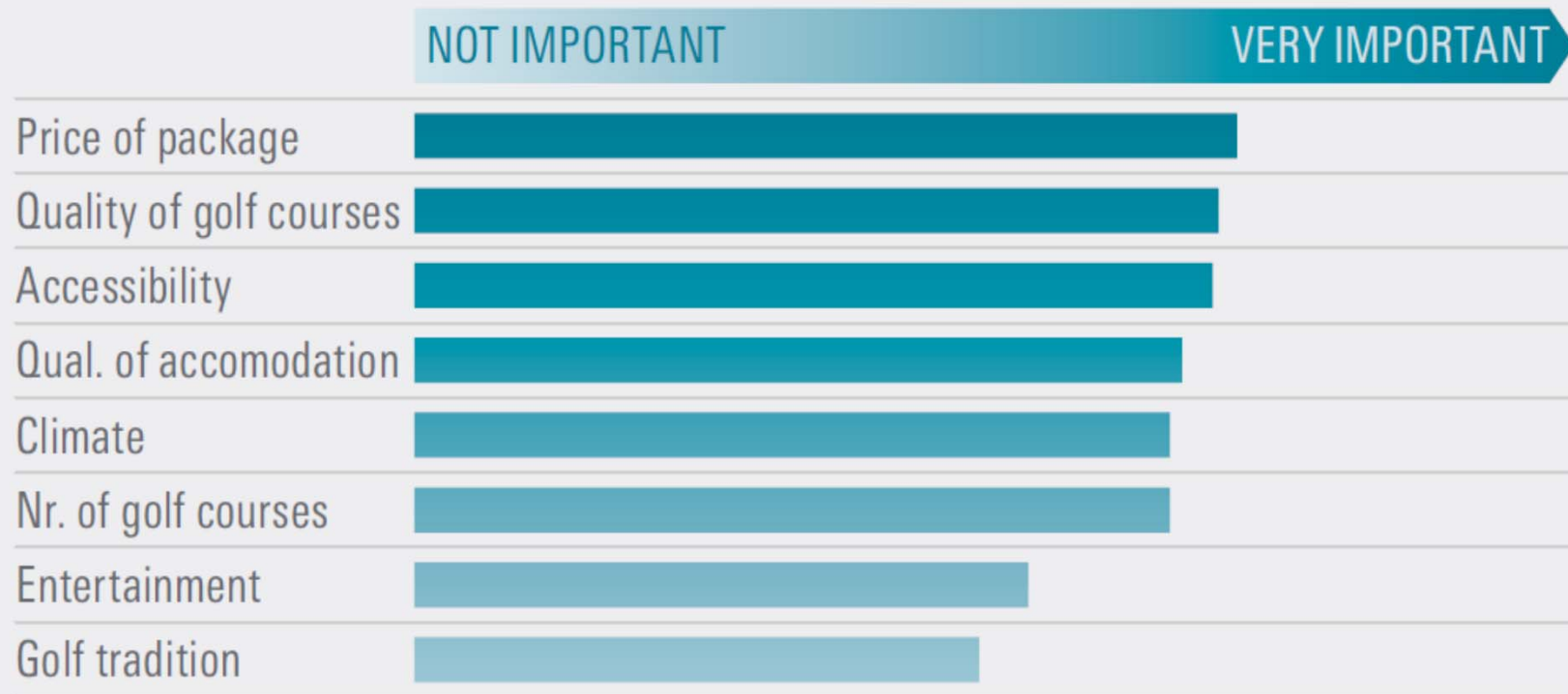


- Challenges From Other Emerging Economies
- Visa Limitation

External factors



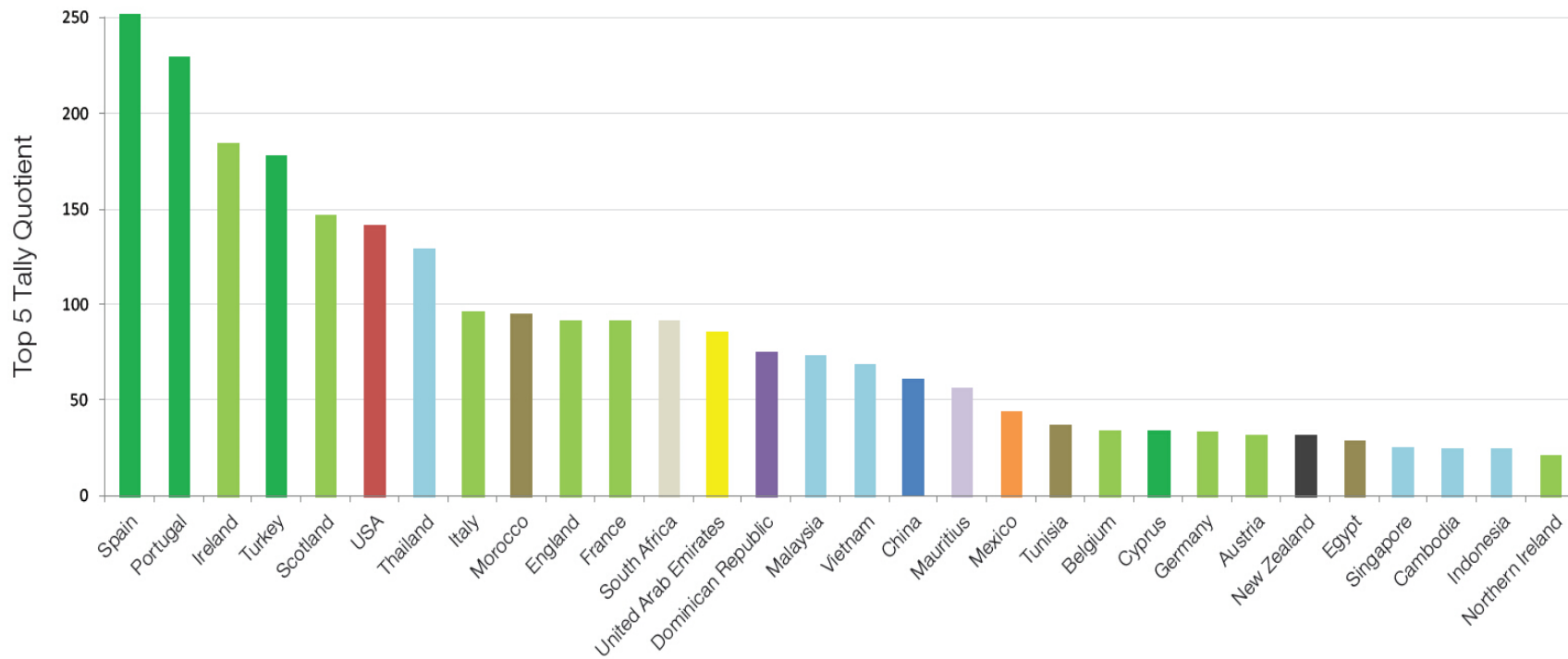
# Key Factors When Choosing A Golf Destination



Source: KPMG Golf Travel Insights survey



# IAGTO: Importance of Golf Destinations



Golf Destinations (Countries)  
Geographical/Seasonal Zones:

■ Europe - Summer Season  
■ Europe - Winter Season

■ North America  
■ Latin America

■ Caribbean  
■ Pacific Ocean



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# Future Golf Trend in China ( 2013 )

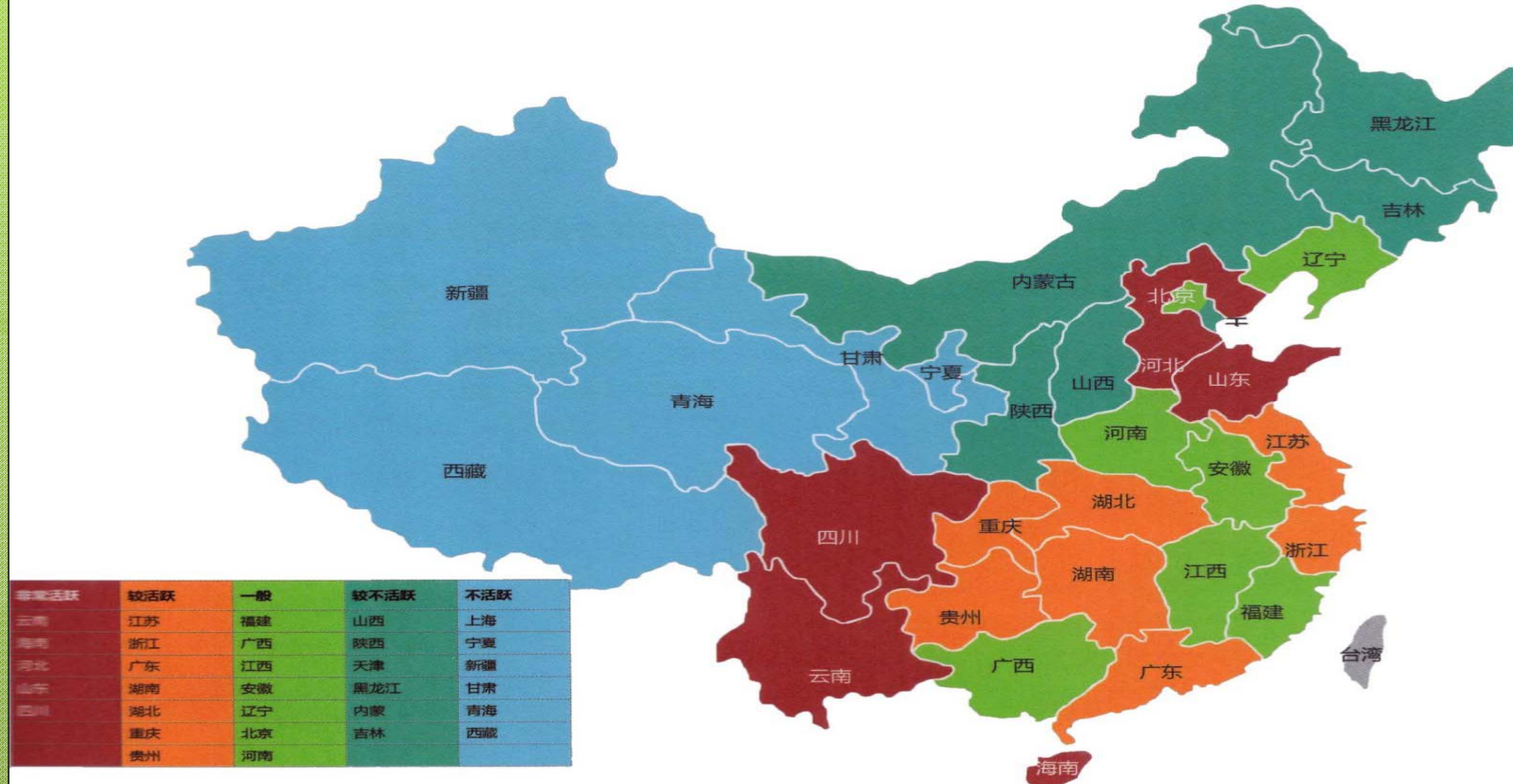
Very Active: Yunnan, Hainan, Hebei, Shandong, Sichuan

Active: Jiangsu, Zhejiang, Guangdong, Hunan, Hubei, Chongqing, Guizhou

Normal Active: Fujian, Guangxi, Jiangxi, Anhui, Liaoning, Beijing, Henan

Not Very Active: Shanxi, Shan'xi, Tianjin, Heilongjiang, Neimeng, Jilin

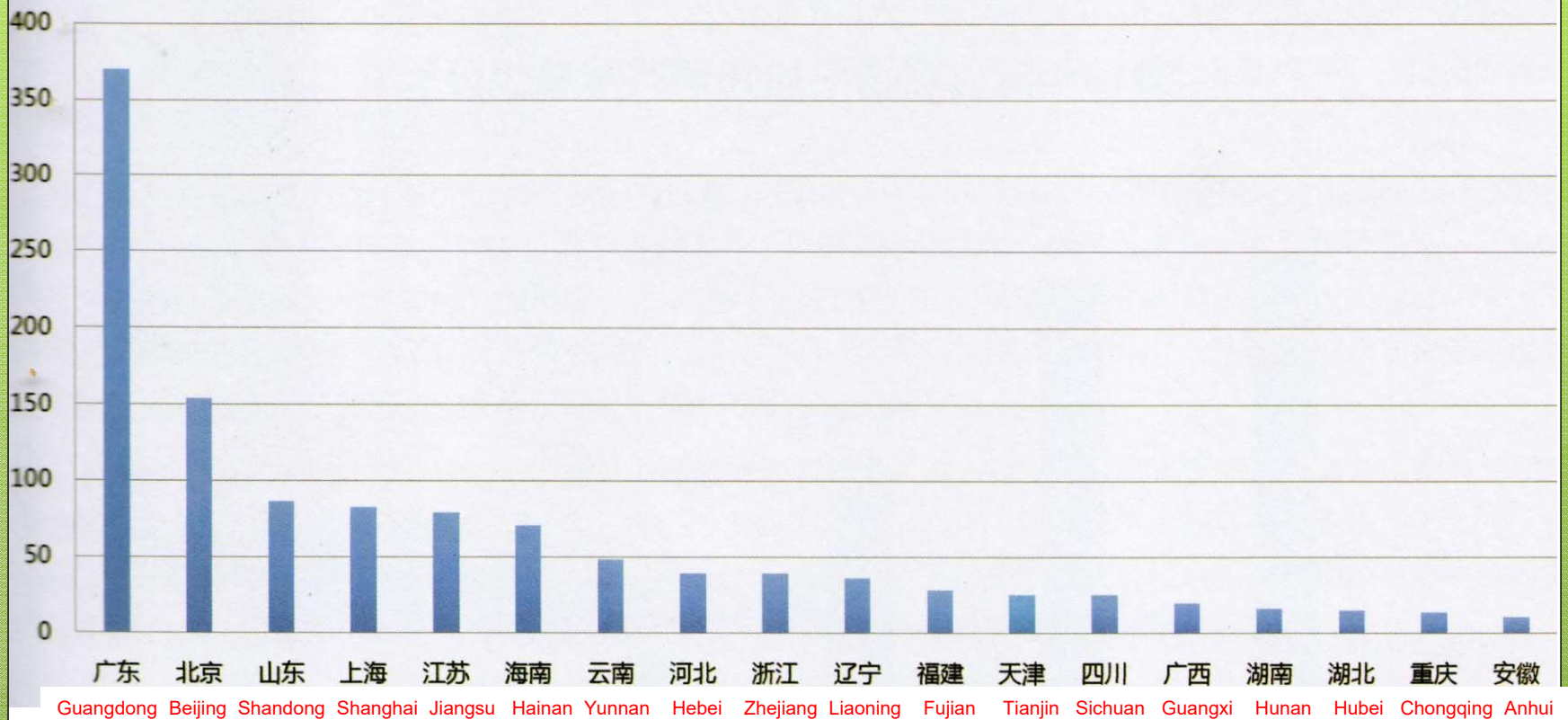
Not Active at All: Shanghai, Ningxia, Xinjiang, Gansu, Qinghai, Tibet





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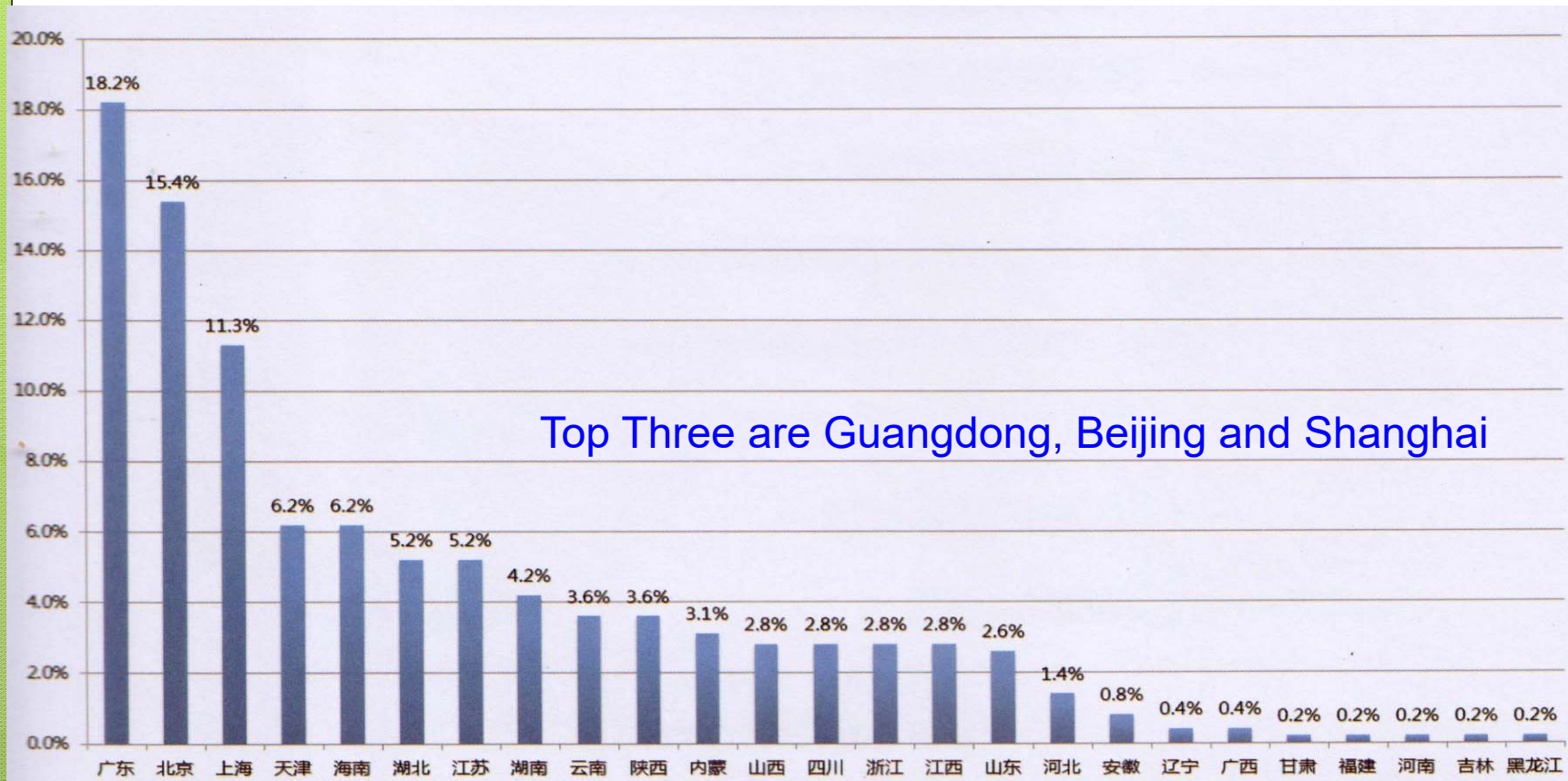
# Total Golf Rounds in China (2013)



Top Three are Guangdong, Beijing and Shandong



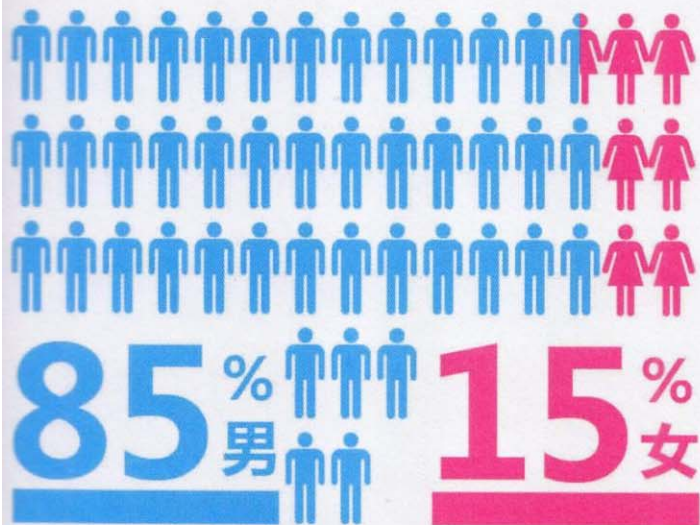
# Regional Characteristics of Chinese Golf Travellers ( 2013 )



Guangdong Beijing Shanghai Tianjin Hainan Hubei Jiangsu Hunan Yunnan Shanxi Neimeng  
Shanxi Sichuan Zhejiang Jiangxi Shandong Hebei Anhui Liaoning Guangxi Gansu Fujian Henan  
Jilin Heilongjiang

# Demographic Characteristics of Chinese Golf Travellers ( 2013 )

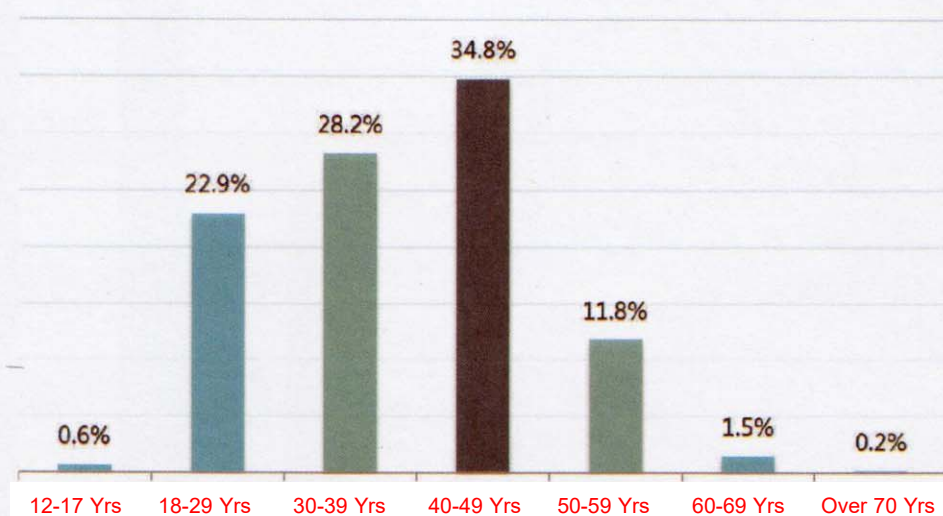
## Gender



Male

Female

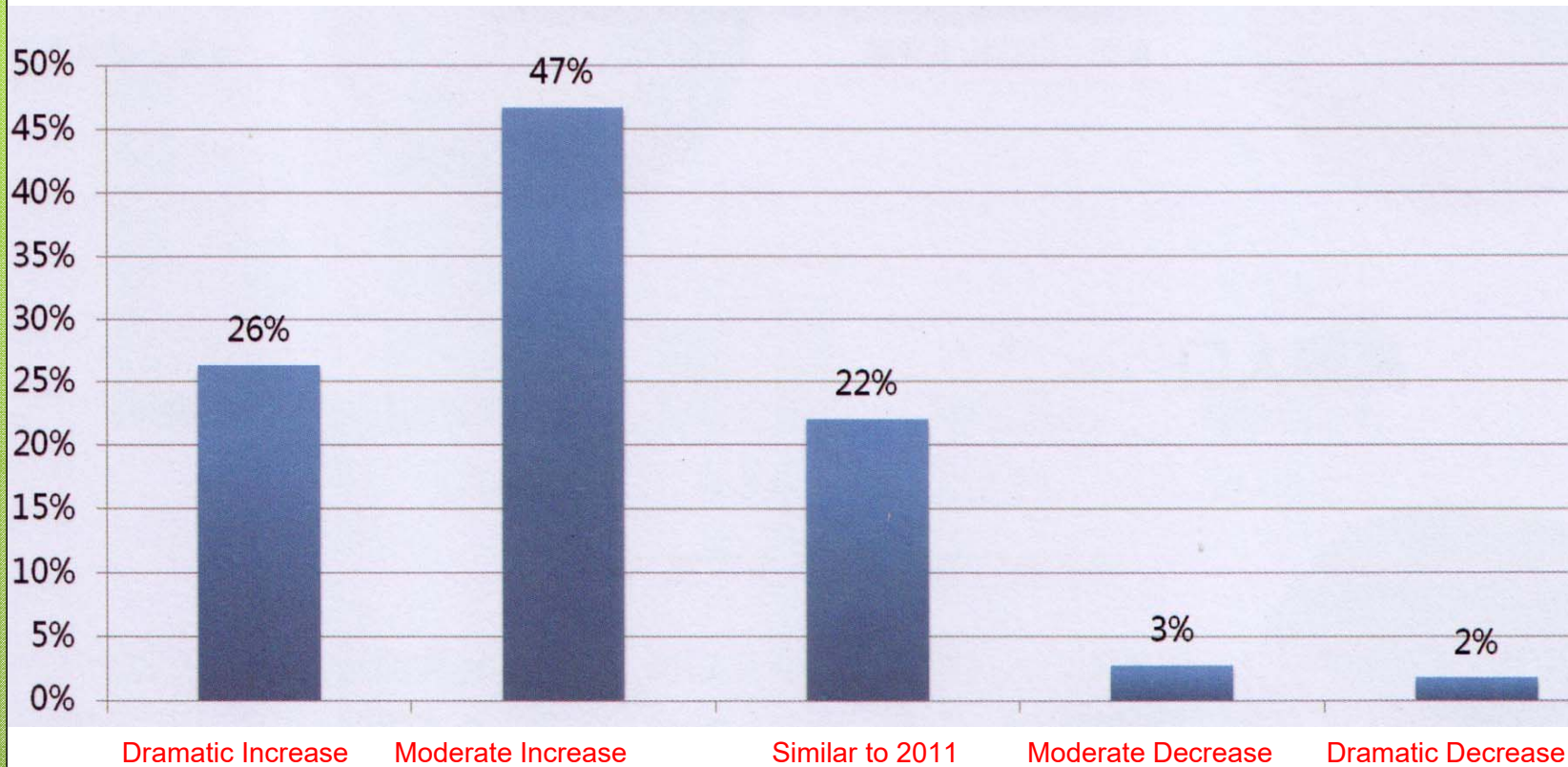
## Age





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# Changes of Future Travel Expectations of Chinese Golf Travellers ( 2011-2013 )





# Golf Tourism in Hainan ( 2014 )





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# Samples of Hainan Golf Travel Products



Link:  
<http://sports.sina.com.cn/golf/2013-06-27/10446641247.shtml>


护照PASSPORT 类型 / Type:P 护照号 / Passport NO. 00000000

PASSPORT PASSPORT



姓名 / Name	李成良 / LI CHENGLIANG	出生地点 / Place of birth	河南 / HENAN
国籍 / Nationality	中国 / CHINA	签发日期 / Date of issue	2013年07月01日
性别 / Sex	男 / M	签发地点 / Place of issue	海南 / HAINAN
出生日期 / Date of birth	1975年06月07日	有效期至 / Date of expiry	2018年10月31日

**一照在手，打遍海南**



Hai Nan golf Paradise

海南·高尔夫天堂

打遍海南 打遍海南 打遍海南 打遍海南

# Dilemmas of Hainan Golf

- Facing Scale Inflexion
- Unbalanced Locations
- Unbalanced High and Low Seasons
- Low Level Management and Marketing
- Improper Positioning in Terms of Service and Marketing





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Thank You !

