

*School for Teachers
Училище за учители*

GOLF TOURISM – COURSE SYLLABUS

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Abstract. This course syllabus for teaching Golf Tourism in vocational schools provides reasonable coverage of the needed competencies. The guidelines were developed in accordance with the strong request expressed by the sector for the need to implement quality initial vocational training relevant to golf employers' needs. It aims to provide reasonable coverage of different sectors of the golf industry, some of its key issues as well as essential tourism management principles, such as understanding consumer behavior, planning issues, developing a marketing plan, etc. The training modules include theoretical material, tutorials, project-based lessons, group workshop activities, project work. The teaching materials can be used in two ways: first, as separate activities related to Golf Tourism that can be integrated in Tourism classes, as well as an autonomous course for teaching Golf Tourism including lectures, seminars, workshops and small projects which can be implemented as an optional subject.

Keywords: golf; tourism; vocational school; training; golf industry; project; lesson

1. Description

Golf Tourism is a quickly developing sector as leisure is becoming one of the leading industries. To develop higher employment in the golf sector, a stronger accordance between the training system and this sector is in demand. Nevertheless, there is a large gap between competencies developed by the vocational training and the needs of the job market in the golf industry - a gap between the competences requested by the labour market and the learning outcomes delivered by the training providers. It is imperative that educators should take action in this area so the movement between education and employment could be improved and the development of a competent workforce with the right skills in the golf industry should be ensured.

Golf club managers have difficulties in recruiting employees that really fulfill their professional expectations. This lack of skills inhibits the proper development of the sector and does not support employment in this professional field.

The described course provides reasonable coverage of the needed competencies. The guidelines were developed in accordance with the strong request expressed by

the sector for the need to implement quality initial vocational training relevant to golf employers' needs.

We tried to provide reasonable coverage (in the form of training materials) of different sectors of the golf industry, some of its key issues as well as essential tourism management principles, such as understanding consumer behavior, planning issues, developing a marketing plan, etc. We developed teaching materials for theoretical and practical classes related to some contemporary tourism issues such as integrated marketing communications, Internet marketing, and the environmental impacts of golf tourism.

2. Course Design

This is a course in which topics are presented by the instructor, particular tasks are explained, and assigned tasks are completed by students both during lab periods and outside of class.

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3. Course Objectives

After finishing the course, students should be able to:

- recognize why Golf tourism is an important area of study and define what is meant by Golf tourism — both conceptually and technically;
- identify the composition and major characteristics of Golf tourism products as well as outline the various forms of Golf tourist destination and their appeal;
- understand the concept, and importance, of sustainable tourism in a sociocultural context;
- recognize the need for adequate planning and cooperation between the private and public sectors;
- understand the various ways in which tourism can impact on the environment and identify and evaluate different approaches to finding solutions to these problems; understand the importance of sustainable tourism as it relates to the environment;
- understand the complexity of the destination as a tourism product, recognize the importance of the image and the brand in destination marketing;
- distinguish between different categories of destination and understand the appeal of each form of destination as well as explain why destinations are subject to changing fortunes.
- understand the main trends that are having an impact on Golf tourism in the early twenty-first century.

4. Course Topics

The course covers the following topics:

- The History of Golf Tourism
- The Golf Tourism Product
- Planning for Golf Tourism
- The Marketing of Golf Tourism’ including ‘Advertising in Golf Tourism
- The Role of Tour operators in Golf Tourism
- Golf Events

5. Grading Plan

Students work will be assessed as follows:

1. Course work	40%						
2. Project work			15%				
3. Final test			20%				
4. Attendance					25%		
	40%	+	35%	+	25%	=	100%

6. Course Contents

	Title	Objectives	Allocation of instruction time
Lecture One	History of Golf Tourism	– to do research into the origins of early golf; – to learn about the spread of golf in Europe, US and Japan; – to provide information about equipment development and golf course evolution;	1h
Lecture Two	Golf Tourism Segments	– to distinguish the different golf travel segments; – to clarify golf tourist profile according to each golf travel segment;	2h
Lecture Three	Golf Tourism Product	– to describe and analyze different products offered in the golf tourism area;	2h
Lecture Four	Planning Golf Tourism	– to provide information related to golf tourism planning: aspects to take into consideration, resources, etc.	2h
Lecture Five	Community Management for Golf resorts	– to learn how to build and manage a social media community to develop golf business including additional value	1h

Lecture Six	Golf, Environment and Quality	– to provide information related to the sustainable development of golf's activity	1h
Lecture Seven	Golf Events	– to highlight the contribution that golf events can make to the overall golf industry economy; – to describe different types of golf events; – to focus on the ways of planning and organizing golf events; – to specify the impact of golf events.	2h
Lecture Eight	'The Role of Tour Operators in Golf Tourism'	– to familiarise students with the different elements of a package holiday – to set up a model package in class – to raise students' awareness of various factors that have an influence on the creation of a holiday package – to highlight the opportunities of special interest holidays (like golfing)	3h
Tutorial One	Tourism Complementary Activities Related to Golf Tourism	– to know the environment offer: gastronomy, health, wellness; – to schedule tasks according to user characteristics; – to offer the answers o solutions more appropriate to the needs of the users.	3h
Tutorial Two	The Golf Travel as a Product of Tourism	– to identify the specificities of each segment of golf travel tourism. – to know the tourist profile related to each segment of golf travel.	2h
Tutorial Three	Hosting Golf Events	– to learn how to host golf events and endorsements – to focus on the ways of planning and organizing golf events; – to analyze common operational issues	3h
Tutorial Four	The Golf Travel Tourism in Your Country/Your region	– to do research into what is offered in terms of Golf Tourism in a particular country/ region.	2h
Tutorial Five	Golf: You Have Only 1 Chance to Give 1st Impression	– to learn how to understand what is the behavioural approach to work in a golf resort, in contact with public and customers	2h
Tutorial Six	The Role of Tour Operators in Golf Tourism	– to familiarize students with TOs in greater detail; – to describe the individual elements of holiday packages; – to apply knowledge to the segment of golf tourism; – to create a golf package for a specific area in the students' home country.	3h

Tutorial Seven	Golf and Environment	– to familiarize students with Golf facilities interaction in the environment; – to find out how to minimize interactions arise from Golf facilities.	2h
Tutorial Eight	Environmental Initiatives at Golf Clubs	– to show that responsible environmental attitude is among trends in consumer behavior influencing golf tourism; – to find out how golf resorts adopt green policies and try to operate in an environmentally friendly manner.	2h
Small-scale project One	Golf and SPA	Doing research into how SPA contributes to attracting golfers and Making a Tourist Newsletter/Brochure/Poster/Leaflet/GoogleAd for the local Golf&Spa hotel (to attract more golfers to the local Golf&Spa Complex);	4h
Small-scale project Two	The Perfect Diet for a Round of Golf	– to provide basic information to students so that they can afterwards work on the project; – to teach students to understand the effects of different food stuffs;	3h
Small-scale project Three	Gastronomy Options in Golf Environment	– to encourage student autonomy; – to promoting the sense of initiative, planning and organization of young students; – to search for information, analysis and selection according to defined criteria (characteristics of the audience, needs, interests);	
Small-scale project Four	How to Organise a Social Golf Competition	– to create posters on the corresponding purpose; – to learn how to plan, organise and hold golf tournaments;	3h
Small-scale project Five	How to Market Yourself for Employment in Golf	– to clarify the ways of marketing oneself for employment in the area of golf tourism;	2h
Small-scale project Six	Golf and Recreation: Other Sports	– to do research into recreational opportunities and how to use the surrounding green spaces for reunions, picnics, sporting events, fishing, boating, hiking, etc.	2h

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