The importance of golf and its effect on the tourism industry. Edition No. 1

Description: This book aims at evaluating the market potential and success factor of golf tourism within the tourism industry. Golf as a tourism product has grown tremendously over the last 30 years and is among the five most practised sport activities worldwide. The increase in golf course constructions has led to an intense competition between different destinations which want to take advantage of the high-spending golf tourists. Furthermore, special emphasis have been placed as well on the negative effects of golf tourism in certain areas, which apparently, are not as important as the potential increase in the number of tourists generated by such constructions. Hence, a number of governments continue planning golf facilities within inappropriate surroundings. The findings revealed that golf tourism is clearly on its increase and capable to sustain competitive within the tourism industry and that Austria has a great potential to grow as an attractive golf destination.


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