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ФІЗИЧНА КУЛЬТУРА ТА ПРОФЕСІЙНИЙ СПОРТ
(Фізична культура і спорт: проблеми дослідження, пропозиції)

**FACTORS AND PROSPECTS OF GOLF TOURISM DEVELOPMENT
IN THE WORLD**

Today, golf is the most prestigious game in the world, with millions of fans around the world, indoor and outdoor clubs and annual tournaments involving amateurs and high-class professionals. Golf is a sports activity that is acquiring a higher boom and diffusion in recent years, due to the boost it has received due to its inclusion in the Rio de Janeiro Olympic Games in 2016 [2], as well as at the next Tokyo Olympics in 2021.

The popularity of golf contributed to the formation of so-called golf tours. Many true fans of the game dream of playing golf on the field where the trained athletes play or play. Today, golf courses are available absolutely anywhere in the world. Golf, the fun is quite expensive, and it is played mainly by businessmen and wealthy people. However, golf is more than a game, it is a way of life and thought. According to statistics, about 30-40 percent of members of the world's golf clubs do not play at all, for them to be a member of the club - is the image and business communication. Almost all American, English, and Japanese millionaires are fans of golf. And the global market for golf tourism, according to the International Association of Golf Tour Operators (IAGTO) is estimated at more than 17 billion dollars [1]. And the global market for golf tourism, according to the International Association of Golf Tour Operators (IAGTO) is estimated at more than 17 billion dollars [1].

Golf is a sport for everyone. Regardless of age, gender, physical condition or physical problems, it is a great way to build friendships and play sports, providing an opportunity for personal challenge and growth. One of the trends of the last decade around the world are the growing investments in golf in an effort to

increase the number of foreign visitors and enhance tourism revenue earned. This has seen the spread of golf globally and the number of world class golf courses has been steadily rising over the years as well. Golf is currently considered as the primary sport in the world in terms of financial expenses [3,5]. Golf has long ceased to be just a sport, it is a unique combination of an elite lifestyle and serious business. The growing popularity of golf around the world is far ahead of other sports. The number of golf courses (up to 33,000) and players (55 million) has almost doubled in the last 20 years. Golf and tourism are closely related, so their combination constitutes one of the most critical sectors for the tourism industry.

Among them about 5 to 10 per cent travel worldwide with the sole purpose of playing golf. This number has been steadily increasing over the years as more countries embrace golf tourism as a key source of foreign exchange.

Golf is more than just a game. One of the most important benefits of golf tourism is that it generates a hefty amount of revenue. Golf is assumed as a game of rich people. Naturally, golf lovers do not think twice while spending money on the game and on hospitality services pertaining to the game. In developing countries like India, golf tourism is proving a boon for revenue generation. It creates economic growth through hotels, restaurants and retail establishments. Apart from its economic benefits golf tourism can create new tourism destinations and can also help develop new infrastructure. It also creates good opportunity to increase community support for sport and sport events. Golf tourism also attracts high end visitors, especially repeaters and this increases community support for sports and sport events. It also improves the organizational, marketing and bidding capabilities of the community. However, younger generations do not seem to be as interested in playing golf as previous generations [2-4].

Golf now contributes about \$20 billion annually and by itself or as a secondary motivator is able to attract millions of holiday makers across the world. Approximately 56 million people play golf worldwide with 26.7 million of these residing in the United States, 5.5 million in Europe, 5 million in Canada, 14 million in Japan, and 3.8 million in the United Kingdom.

The most common golf travelers are still the Brits and the North Americans, although they often choose domestic trips too. Scandinavians (mainly Swedish), Germans and Danish travelers are also near the top of the list, with a strong interest in travelling abroad for golf.

Golf Tourism, as one of the value-added markets, is favored by many destinations because of the golf tourists high level of expenditures. According to IAGTO, the top three countries in Golf Tourism are; Spain, North America, Portugal and Ireland respectively (Table 1).

There are about 32,000 golf courses in 140 countries in the world. Over half of the world's golf courses (17,000) are in the USA with Europe accounting for about 6,000 (Table 2)[1].

Table 1

№	Top countries in Golf Tourism
1	Spain
2	North America
3	Portugal
4	Ireland
5	England
6	Australia
7	Scotland
8	Switzerland
9	Italy
10	Austria

The importance of golf tourism can be stated in various specific aspects. Thus, for example, the popularity of golf and the motivation of trips related to this sport have increased among tourists [2,4], being one of the essential segments of the tourism market [3]. Furthermore, golf courses become a very relevant attraction for a tourist destination.

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the tourism market [3]. Furthermore, golf courses become a very relevant attraction for a tourist destination.

Table 2

Number of golf courses in different countries

№	Counters	Golf course	%
1	North America	17,672	50%
2	Great Britain	2,752	8%
3	Japan	2,442	7%
4	Canada	2,300	7%
5	Australia	1,500	4%
6	Germany	684	2%
7	France	559	2%
8	Chania	500	1%
9	Swiss	480	1%
10	South Africa	450	1%
11	Other countries	5,773	17%

Due to the growing popularity of tourist golf, most golf course projects have recently been implemented in the traditional regions of the game - North America (37%) and Europe (33%), according to a study by golf consultants KPMG. However, in North America, these were mostly renovation and rebranding projects. Meanwhile, the share of Asia has risen to 20% from 15% mainly due to China (despite the current ban on the construction of golf courses), followed by South Korea and Myanmar[1].

However, emerging golf destinations such as Malaysia, Egypt, Mexico and China are offering increasing competition to the traditional golf markets by offering quality golfing experience at a fair price. South Africa, Turkey and Dubai

are also expected to join in the list of most popular destinations for golf tourists according to a KPMG Golf Advisory[5].

Today there is a peak in the popularity of golf in Asia. In the post-Soviet countries (Russia, Belarus, Ukraine) golf appeared not so long ago, only 20 years ago, and the number of active players is still relatively small (compared to European countries).

In many countries, golf courses are an important part of the tourism and restaurant and hotel business, according to HSBC. Golf-related tournaments and events around the world raise more than \$ 2 billion a year. And the size of the golf tourism market, which is growing particularly fast in Asia and the Middle East, exceeds \$ 1 billion; field construction is included in national tourism development strategies in countries such as the emirate of Abu Dhabi, socialist Vietnam and even Cuba, where golf was banned after the revolution more than half a century ago.

Conclusions. Golf is one of the few sectors of international tourism that continues to grow despite global economic uncertainty. Currently, most countries that focus their economies on the tourism industry, say that golf tourism is a priority. Among the most important factors influencing the choice of tourists on a golf tour, the biggest role is played by climate, quality of golf courses, accessibility, developed infrastructure, high-class hotels. The awareness of the sport globally is rapidly growing. It is estimated that the demand and supply of golf is rising at a steady rate of 12 per cent annually. This has seen an increase in golf resorts and related employment opportunities.

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