



Higher National Unit specification

General information for centres

Unit title: Understanding Golf Tourism

Unit code: F56S 35

Unit purpose: The aim of this Unit is to give candidates an understanding of day-to-day policies, strategies and management issues that lie behind the niche market of golf tourism. On completion of the Unit the candidate should be able to understand that a focus on consumers — their needs and wants — is essential in a competitive global environment. In addition, candidates will be aware that quality market research and development planning underpin key developments and management decisions in the golf tourism environment.

On completion of the Unit the candidate should be able to:

- 1 Understand different types of golf tourist and explain their respective values to the golf tourism industry.
- 2 Analyse existing marketing strategies for golf tourism (local and national), and develop a new marketing strategy for a golf tourism facility/group of facilities
- 3 Demonstrate an awareness of a range of factors which impact on the golf tourism industry within the UK, and overseas
- 4 Understand and evaluate the development potential for golf tourism in countries outwith the UK

Credit points and level: 2 HN credits at SCQF level 8: (16 SCQF credit points at SCQF level 8*)

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: Entry to this Unit is at the discretion of the centre however, candidates will be expected to have some foundation knowledge of marketing at SCQF level 7 such as Unit DE3C 34 *Marketing: An Introduction*, or equivalent; and of customer care at SCQF level 7 such as Unit DJ42 34 *Creating a Culture of Customer Care*, or equivalent.

Core Skills: There may be opportunities to gather evidence towards Core Skills in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

General information for centres (cont)

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: Outcome 1 — Development of questionnaire (or business report on existing market intelligence) with a 10 minute presentation

Outcome 2 — 1,000 word Market Plan/Strategy (Individual/Small Groups)

Outcome 3 — Closed-book Examination (2 hours)

Outcome 4 — Multimedia Presentation (10 minutes)

Higher National Unit specification: statement of standards

Unit title: Understanding Golf Tourism

Unit code: F56S 35

The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Understand different types of golf tourist and explain their respective values to the golf tourism industry.

Knowledge and/or Skills

- ◆ Key types of golf tourist
- ◆ The value of golf within the tourism industry
- ◆ Methods of market segmentation
- ◆ Expectations and requirements of market segments
- ◆ Global golf facilities
- ◆ The role and sources of marketing information for golf tourism organisations
- ◆ Methods used to study consumer behaviour in golf tourism
- ◆ Research techniques

Evidence Requirements

Each candidate must provide evidence to show that he/she can:

- ◆ identify key types of golf tourist and consider their importance to the golf tourism market within and outwith Scotland
- ◆ establish current markets targeted by golf tourism organisations within Scotland
- ◆ evaluate possible research methods the organisations might use to enhance their understanding of their customers
- ◆ appraise types of information which might be useful to the golf tourism organisations under investigation and explain the importance of good quality information to facilitate the marketing process

Assessment Guidelines

This Outcome could be assessed either through the development of a formal questionnaire, and an evaluation of its findings; or through the quantification and evaluation of existing golf tourism research and marketing data.

Each candidate is required to analyse existing golf tourism markets in relation to the types of golfer and value, along with the identification of future or potential changes in either market segmentation or golfing facilities.

Higher National Unit specification: statement of standards (cont)

Unit title: Understanding Golf Tourism

If developing a questionnaire, each candidate will be required to plan, design and distribute a short questionnaire (maximum 10 questions) in order to ascertain factual data that is both qualitative and quantitative in nature. Candidates are required to identify and use a range of question types.

Candidates could complete a presentation (of around 10 minutes) on their findings, including in their material a range of graphs, charts and analytical and evaluative material.

Outcome 2

Analyse existing marketing strategies for golf tourism (local and national), and develop a new marketing strategy for a golf tourism facility/group of facilities

Knowledge and/or Skills

- ◆ Variety of golf tourism strategies linked either to a specific location or to a specific event (eg Ryder Cup; Open Championship)
- ◆ The success of strategies in meeting the needs of the various market segments of golf tourists
- ◆ Improving a marketing strategy for a specific location, event or product

Evidence Requirements

Each candidate must provide evidence that he/she can:

- ◆ analyse the strengths and weaknesses of an existing strategy
- ◆ identify why a golf tourism strategy has succeeded or failed in relation to its current and anticipated market
- ◆ identify appropriate changes to be made to improve the marketing offer with justification for:
 - changes to the marketing mix
 - new markets to enter
 - new customers to target
 - new products to launch
- ◆ create an appropriate marketing strategy with realistic time frames
- ◆ compile a business style report

Assessment Guidelines

A report of 1,000 words excluding references and appendices would be appropriate. Candidates are required to develop a marketing strategy for their chosen location/event/product. All elements of the Evidence Requirements must be covered though some of these elements may be implied rather than explicit.

The investigative elements may be carried out in groups but each candidate must produce an individual report detailing an improved golf tourism strategy for their location/event.

If conducted in groups, each candidate could produce an individual reflective account detailing their role and contribution to the group. This could include noting down all meetings of the group and the part played by each member reflecting on not only their individual input but also the contribution of other group members. This could be submitted, as an appendix, within the final assessment for the Unit.

Higher National Unit specification: statement of standards (cont)

Unit title: Understanding Golf Tourism

Outcome 3

Demonstrate an awareness of a range of factors which impact on the golf tourism industry within the UK, and overseas

Knowledge and/or Skills

- ◆ Key factors which impact on the golf tourism industry
- ◆ Key stakeholders in the golf tourism industry both within the UK and overseas including governments (national and local), sports/golf governing bodies, golf clubs and resorts, tour operators, accommodation providers, equipment manufacturers and suppliers, online booking agencies, etc
- ◆ The ability of each of the stakeholders to address the key impact factors through governance and leadership, strategic planning, financial/economic planning, operational planning, management, marketing and/or research
- ◆ STEEPLE analysis

Evidence Requirements

To achieve this Outcome each candidate must provide evidence which demonstrates his/her knowledge and/or skills drawn from, at least, two different destinations.

Each candidate must provide evidence to show that he/she can:

- ◆ conduct an appropriate STEEPLE analysis for the golf tourism industry
- ◆ understand the role and responsibilities of key stakeholders within the golf tourism industry
- ◆ explain how different management operations/skills can address challenges facing the golf tourism industry
- ◆ identify any deficiencies in the process

Assessment Guidelines

This Outcome could be assessed by a set of structured questions based on the Evidence Requirements. The assessment will be completed under supervised closed-book conditions. Candidates will be expected to relate theory to the golf tourism industry, illustrated through use of relevant examples, though these need not all relate directly to the golf tourism product.

It is not necessary for the candidate to provide evidence of all knowledge and skills. It is suggested that the assessment should be designed in such a way as to allow the assessor the opportunity to sample only certain parts of the coursework but will be satisfied that the candidate has a sound understanding of the whole subject.

Higher National Unit specification: statement of standards (cont)

Unit title: Understanding Golf Tourism

Outcome 4

Understand and evaluate the development potential for golf tourism in countries outwith the UK

Knowledge and/or Skills

- ◆ Historical involvement of countries in global golf tourism through the course of the twentieth century
- ◆ Key current global tourism trends and issues, eg bespoke holidays; e-marketing and e-selling; carbon off-setting; short breaks
- ◆ Situational analysis for a range of golf tourism developments in overseas countries (both developed and developing world) within the context of current global tourism trends
- ◆ Developmental and managerial challenges faced by potential golf tourism organisations within overseas countries (both developed and developing world)
- ◆ Awareness of management and marketing techniques to help address these challenges

Evidence Requirements

Assessment evidence will be in the form of a report based on a situational analysis of the golf tourism industry in two countries – one from the developed world; one from the developing world.

Each candidate must provide evidence that he/she can:

- ◆ analyse the current situation of golf tourism in their specific locations:
 - statistical analysis
 - SWOT analysis
 - marketing analysis (mix, market segments, product life cycle, etc)
- ◆ establish realistic development objectives for each location
- ◆ identify potential markets — size; duration; and value (based on market segments identified in Outcome 1)
- ◆ identify appropriate marketing techniques and strategies that would support the chosen destinations in developing its potential golf tourism market

Each candidate will be required to analyse the two chosen countries in relation to the development of golf in those countries along with the identification of potential changes in either market or management techniques to address the challenges faced by either country.

This Outcome should relate directly to information and knowledge gained from Outcomes 1 and 2.

Higher National Unit specification: statement of standards (cont)

Unit title: Understanding Golf Tourism

Assessment Guidelines

The assessment might be by multimedia presentation of up to 10 minutes duration.

The investigative elements may be carried out in pairs or small groups but each candidate must produce an individual report detailing a development strategy for their specific locations.

If conducted in pairs/groups, each candidate could produce an individual reflective account detailing their role and contribution to the group. This could include noting down all meetings of the group and the part played by each member reflecting on not only their individual input but also the contribution of other group members. This could be submitted, as an appendix, to the final assessment for the Unit.

Administrative Information

Unit code: F56S 35

Unit title: Understanding Golf Tourism

Superclass category: NK

Original date of publication: August 2008

Version: 01

History of changes:

Version	Description of change	Date

Source: SQA

© Scottish Qualifications Authority 2008

This publication may be reproduced in whole or in part for educational purposes provided that no profit is derived from reproduction and that, if reproduced in part, the source is acknowledged.

SQA acknowledges the valuable contribution that Scotland's colleges have made to the development of Higher National qualifications.

Additional copies of this Unit specification can be purchased from the Scottish Qualifications Authority. Please contact the Customer Contact Centre for further details, telephone 0845 279 1000.

Higher National Unit specification: support notes

Unit title: Understanding Golf Tourism

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

Golf is a significant attraction for tourists in many geographical locations particularly in parts of Scotland, England, Ireland, Wales, Spain, Portugal, the USA and increasingly Asia. As such knowledge and understanding of golf tourists is a cornerstone of the tourism and hospitality industries.

This Unit should be delivered in the context of understanding who these tourists are, where they come from and what they expect in terms of golf and ancillary services or facilities.

Outcomes will explore the ways in which the golf tourism industry operates and may specifically concentrate upon an examination of an organisation which plays a prominent role in marketing a product or products related to the golf/tourism industry. As such the candidate might consider examining one of the following:

- ◆ National tourism agency, eg VisitScotland
- ◆ National golfing body, eg SGU or Golf Tourism Scotland
- ◆ Regional marketing group, eg East of Scotland Golf Tourism Alliance
- ◆ Individual golf facility/resort, eg Royal Dornoch Golf Club, Kingsbarns or St Andrews Bay
- ◆ Complex golf facility, eg St Andrews Links Trust or St Andrews World Class;
- ◆ Golf tour operator, eg Old Course Experience or Travelling the Fairways
- ◆ Local golf discount marketing promotions, eg Freedom of the Fairways
- ◆ Individual or groups of accommodation establishments offering golf packages, eg Rufflets Hotel or St Andrews Guest House Association

An examination of any of the organisations with a stake in any successful golf tourism industry will need to explore the relationships and dependencies that exist between them. These relationships might be explored through visits and contact with the chosen organisation and other visits and contact with a selection of golf tourism organisations.

In Outcome 3 a ‘STEEPLE’ analysis refers to Social; Technological; Economic; Environmental; Political; Legal and Ethical.

In Outcome 4 a ‘SWOT’ analysis refers to Strengths; Weaknesses; Opportunities and Threats.

Higher National Unit specification: support notes (cont)

Unit title: Understanding Golf Tourism

Guidance on the delivery and assessment of this Unit

It is recommended that this Unit be taught through a series of lectures, which could be supplemented by practical classes. Practical classes would normally include visits to current golf tourism-related sites, eg golf courses, golf museums; and/or talks by golf tour operators, golf resort staff and golf facility managers.

Suitable approaches to generating evidence may include the production of a student-centred written assignment, which may be supported by oral explanation by the candidate.

Outcome 1 — Development of questionnaire (or business report on existing market intelligence) with a 10 minute presentation; 20% teaching activity.

Outcome 2 — 1,000 word Market Plan/Strategy (Individual/Small Groups); 30% teaching activity.

Outcome 3 — Closed-book Examination (2 hours); 25% teaching activity.

Outcome 4 — Multimedia Presentation (10 minutes); 25% teaching activity.

The following texts or equivalents are appropriate for the Unit.

B.W. Ritchie & D. Adair, *Sport Tourism: Interrelationships, Impacts and Issues*, Channel View, 2004, ISBN 1873150652

M. Weed & C. Bull, *Sports Tourism: Participants, Policy and Providers*, Butterworth-Heinemann, 2004, ISBN 0750652764

J. Higham, *Sport Tourism Destinations: Issues and Analysis*, Butterworth-Heinemann, 2004, ISBN 0750659378

M. Novelli, *Niche Tourism: Contemporary Issues, Trends and Cases*, Butterworth-Heinemann, 2004, ISBN 075066133X

D.H. Zakus, 'Understanding nostalgia sport tourism: the Old Course as 'Mecca' and a 'museum without walls'', *Science and Golf IV*, ed. E. Thain, Routledge, 2002, ISBN 0415283027

Opportunities for developing Core Skills

The delivery and assessment of this Unit contributes towards candidates improving their Core Skills from their entry profile of SCQF Core Skill level 3 and 4 to level 4 and 5. Whilst undertaking this Unit, candidates are encouraged to analyse tasks, negotiate goals, encompass roles and responsibilities, anticipate and respond to needs of others. All golf facilities require cooperative working, evaluating and drawing conclusions about the effectiveness of ones contribution.

Higher National Unit specification: support notes (cont)

Unit title: Understanding Golf Tourism

Core Skills Signposting

CT	Critical Thinking	PO	Planning & Organising	RE	Reviewing & Evaluating
WVO	Working with Others	WC	Written Communication	OC	Oral Communication
UN	Using Numbers	UGI	Using Graphical Info	IT	Using Information Technology

Unit no	Unit	Core Skill component covered by Unit								
		Problem Solving			WVO	Communication		Numeracy		IT
		T	PO	RE	WVO	WC	OC	UN	UGI	IT
New	Understanding Golf Tourism	✓ SCQF level 6	✓ SCQF level 6	✓ SCQF level 6	✓ SCQF level 6	✓ SCQF level 6	✓ SCQF level 6	✓ SCQF level 5	✓ SCQF level 5	✓ SCQF level 5

Open Learning

This Unit is suitable for delivery by open learning.

Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).

General information for candidates

Unit title: Understanding Golf Tourism

The aim of this Unit is to give you an understanding of day-to-day policies, strategies and management issues that lie behind the niche market of golf tourism. On completion of the Unit you should be able to understand that a focus on consumers — their needs and wants — is essential in a competitive global environment. In addition, you will be aware that quality market research and development planning underpin key developments and management decisions in the golf tourism environment.

You will explore the ways in which the golf tourism industry operates and may specifically concentrate upon an examination of organisations which plays a prominent role in marketing a product or products related to the golf/tourism industry. As such you might consider examining one of the following:

- ◆ National tourism agency, eg VisitScotland
- ◆ National golfing body, eg SGU or Golf Tourism Scotland
- ◆ Regional marketing group, eg East of Scotland Golf Tourism Alliance
- ◆ Individual golf facility/resort, eg Royal Dornoch Golf Club, Kingsbarns or St Andrews Bay
- ◆ Complex golf facility, eg St Andrews Links Trust or St Andrews World Class
- ◆ Golf tour operator, eg Old Course Experience or Travelling the Fairways
- ◆ Local golf discount marketing promotions, eg Freedom of the Fairways
- ◆ Individual or groups of accommodation establishments offering golf packages, eg Rufflets Hotel or St Andrews Guest House Association

On completion of the Unit you should be able to:

- ◆ understand different types of golf tourist and explain their respective values to the golf tourism industry
- ◆ analyse existing marketing strategies for golf tourism (local and national), and develop a new marketing strategy for a golf tourism facility/group of facilities
- ◆ demonstrate an awareness of a range of factors which impact on the golf tourism industry within the UK, and overseas
- ◆ understand and evaluate the development potential for golf tourism in countries outwith the UK

In order to complete this Unit successfully, you will be required to achieve a satisfactory level of performance in pieces of coursework, which will normally be in the form of some written work and the delivery of a personal presentation.