

Online Learning Resource

Around the world, participation and interest in the game of golf is growing and is, for many, a significant motivation for travelling to Scotland. Home to some of the most famous courses and golfing landmarks in the world, Scotland attracts thousands of golf tourists each year, each with different characteristics and expectations. The challenge for Scotland's golf tourism industry is to try and meet, and hopefully exceed the expectations of every golfing tourist who comes to Scotland.

The aim of this online course is to give you an introduction to Scotland's golf tourism initiative and equip you to provide advice and assistance to golf tourists in your local area.

Successful completion of this course will be recognised by VisitScotland as evidence of your commitment to training – one of the components of the Golfers Welcome and Visiting Golfers Welcome schemes.

Content includes What is Golf Tourism?, Characteristics of Golf Tourists, What do Golf Tourists Want, Getting into Golf Research, Customer Service, Marketing, News and Keeping Up to Date.

**This learning resource complements
VisitScotland's Golfer Welcome Schemes and provides
additional support to Hospitality Assured.**

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