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GREEN FAIRWAYS, GOLDEN OPPORTUNITIES ANALYZING THE GLOBAL GROWTH OF GOLF TOURISM IN BATAM, RIAU ISLAND

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ABSTRACT

Golf tourism has emerged as a vibrant and lucrative segment within the global tourism industry, offering destinations a unique avenue for economic diversification and brand differentiation. This paper investigates the growth of golf tourism in Batam, Riau Islands, Indonesia, a region that has garnered increasing attention for its strategic location near Singapore, coupled with its burgeoning reputation as a golfing hub. The study explores the development of high-quality golf courses, infrastructure enhancements, and marketing strategies that have positioned Batam as an attractive destination for both domestic and international golf enthusiasts. Through a comprehensive analysis of market trends, economic impacts, and the region's competitive advantages such as its strategic location and high-quality golf courses, this research identifies the key drivers of Batam's success in the golf tourism sector. Additionally, the paper discusses Batam's challenges and opportunities as it seeks to solidify its status as a premier golf tourism destination in Southeast Asia.

KEYWORDS:- Golf tourism, destination branding, economic impact, tourism development, strategic location.

1. INTRODUCTION

Golf tourism has emerged as a significant sector within the broader tourism industry, characterized by high-spending visitors who contribute substantially to local economies. Globally, the golf tourism market was valued at approximately USD 17.8 billion in 2021 and is projected to reach USD 41.1 billion by 2031, growing at a compound annual growth rate (CAGR) of 8.7%. This expansion is driven by the increasing popularity of golf as a leisure activity and the ongoing development of new courses in emerging markets. Despite its historical roots, golf has evolved dramatically, primarily since the Economic Impact Study conducted in 2016. Golf remains deeply ingrained in American culture, one of the nation's leading participation sports. In addition to its rich history at both professional and recreational levels, golf is a dynamic, growing, and evolving industry with a substantial economic footprint. It comprises multiple sub-industries, such as golf courses, retail, construction, tourism, real estate, and charity, and stimulates economic activity in complementary industries. This lifestyle sport encourages millions to travel, make purchases, and invest in properties connected to golf.

In 2022, golf generated \$101.7 billion in direct economic activity across the United States, marking a 20% increase from its \$84.1 billion impact in 2016. To contextualize, Americans spent \$104.6 billion on shoes in the same year, and the golf economy's scope rivals that of U.S. grain farming (\$102.8 billion). It is more than twice the size of the global running shoes market (\$48.4 billion) and only about 25% smaller than the U.S. pet industry, where Americans spent \$136.8 billion on various pet-related expenses in 2022. The total economic impact of golf, including indirect and induced effects, amounted to \$226.5 billion in 2022. The industry supports approximately 1.65 million jobs, generating over \$80 billion in wage income, with more than one million employees directly tied to the U.S. golf industry. Golf has also proven to be an effective fundraising vehicle, raising nearly \$4.6 billion for various charitable causes in 2022, with over 90% of this giving driven by events at local golf courses.

Over the past two decades, the economic impact of the U.S. golf industry has grown by 63%, from \$62 billion in 2000 to \$101.7 billion in 2022. The game itself is evolving, with alternative forms of golf, like Topgolf, making the sport more accessible to a larger and more diverse audience. This shift has pushed the overall participant base to 41.1 million in 2022, up from 32 million in 2016. The on-course golfer population is now more diverse than ever in terms of gender and race/ethnicity, with nearly half (48%) of all participants between the ages of 6 and 34. This demographic shift highlights a youth movement in the sport, with 60% of younger participants viewing golf as "cool" or having the potential to become "cool." Beyond its economic contributions, golf delivers value as a lifestyle, a community asset, and a contributor to physical, mental, and social wellness. Research underscores golf's role in helping people, especially those aged 35 to 49, escape daily stressors and recharge mentally. The COVID-19 pandemic further

highlighted the value of golf courses as green spaces, providing essential habitats for plants and animals while improving air quality by producing oxygen and trapping pollutants. U.S. golf courses have made significant strides in environmental sustainability, with a 29% reduction in water usage since 2005, driven by the adoption of more efficient practices and drought-tolerant turfgrass. For over 20 years, the World Golf Foundation has led the industry in measuring and communicating golf's contributions to the U.S. economy and society. In 2009, a new partnership among golf's leading organizations led to the formation of the American Golf Industry Coalition, which emphasizes initiatives focused on diversity, equity, and inclusion, economic contributions, health and wellness benefits, charitable giving, and environmental sustainability. In 2022, the Coalition commissioned the National Golf Foundation (NGF) to estimate golf's economic contributions. Using existing internal and secondary data and new data from primary research efforts, the NGF calculated estimates of direct expenditure impacts across critical sectors of the golf economy. These sectors include golf courses and related facilities, manufacturing of golf equipment, wholesale and retail trade, hospitality venues, operations of professional golf associations, and housing development in golf course communities.

With its diverse landscapes and strategic location within Southeast Asia, Indonesia is well-positioned to capitalize on these global trends. Among its many destinations, Batam in the Riau Islands stands out due to its proximity to Singapore, a major global city and financial hub. Batam's appeal as a golf tourism destination is further enhanced by its modern infrastructure, including international-standard golf courses, luxury resorts, and convenient access via ferry from Singapore. In 2019, Batam attracted over 1.9 million tourists, with a significant portion drawn by its golf offerings. Public and private sector investments have driven golf tourism development in Batam to enhance the island's appeal to international visitors. Courses such as Tering Bay Golf & Country Club, Palm Springs Golf & Country Club, and South Links Country Club offer a variety of challenges and experiences for golfers of all skill levels. These facilities, combined with Batam's relatively lower costs compared to neighboring Singapore, have positioned the island as an attractive alternative for golf enthusiasts. This paper seeks to analyze the growth of golf tourism in Batam, focusing on the factors that have contributed to its success, the economic impact on the local economy, and the challenges that must be addressed to ensure sustainable development. Through a comprehensive review of market data, interviews with key stakeholders, and examining regional and global trends, this study aims to provide insights into how Batam can continue to thrive in the competitive golf tourism sector.

2. LITERATURE REVIEW

Sports tourism is a multifaceted concept encompassing various forms of engagement in sports-related activities. Hinch and Higham (2004), citing Stand even and de Knop (1999), define sports tourism as including all types of active and passive participation in sports, undertaken either casually or regularly, for non-commercial or commercial purposes, and typically requiring travel away from home and the workplace. They highlight that sports play a significant role in tourism, with the relationship between sports and tourism varying according to stakeholders' perspectives and interests. Ritchie and Adair (2004) further categorize sports tourism into two main types: passive sports tourism (such as attending sports events and visiting sports museums) and active sports tourism (such as scuba diving, cycling, and golf). Tourists engaging in sports at a destination

show varying commitment, competitiveness, and involvement levels, leading to segmentation within the sports tourism market into niche demand groups (Hinch & Higham, 2004). Maier and Weber (1993) identify four demand groups based on the intensity of sports activities: elite athletes, mass sports participants, non-regular sports enthusiasts, and passive sports tourists. Hinch and Higham (2004) further classify sport tourism into five categories, reflecting diverse engagement levels and motivations among tourists.

Golf tourism, a specialized segment within sport tourism, is characterized by travel motivated primarily by the desire to engage in golf. Hall and Weiler (1992) describe golf tourism as an experiential journey where golf is the primary motivator or a critical factor in choosing a destination. This type of tourism often involves traveling more than an hour from one's home or regular golf course, with golf being a significant aspect of the travel experience. Tourism Victoria (2003) defines golf tourism as travel for overnight stays where golf is either the primary motivation or a significant factor in destination selection, emphasizing golf's importance in the overall travel experience and the increasing popularity of golf-centric vacations. Golf tourists can be categorized into different types based on participation and interest. Tassiopoulos and Haydam (2008) distinguish between two main types of golf tourists: participants (golfers) and associates (non-golfers or companions). Weed and Bull (2004) identify two sub-groups within the golfer category: experienced golfers and learners (those who travel to improve their golf skills). Tassiopoulos and Haydam (2008) further classify golfers into three generic categories: Avid, Business Traveler, and Occasional. Associate tourists are categorized into Avid Fans, Non-Fans, and Non-Participating Fans based on their interest and involvement in golf.

The motivations for engaging in golf tourism are diverse. Petrick et al. (2001) identify factors such as leisure time, status, and competition as key motivators. Other motivations include seeking new experiences, escaping from routine, and enjoying unique golf experiences (Petrick, 2002). Kim et al. (2008) identify several factors influencing golfers' choice of destination, including the uniqueness of the golf experience, appreciation of natural conditions, prestige, cultural and entertainment aspects, and additional benefits. Salz et al. (2001) suggest that destination managers should recognize and accommodate the sociological and psychological differences affecting golfers' expectations, satisfaction, and perceptions to provide a fulfilling experience. Kim and Ritchie (2012) categorize motivational attributes into five factors: Business Opportunities, Benefits, Learning and Challenges, Escape/Relaxation, and Social Interaction/Relationships. Sport tourism events, which blend athletic activities with travel experiences, have emerged as a rapidly expanding segment within the global tourism industry. These events can significantly boost local economies, attract international visitors, and enhance a destination's global image. However, despite their potential benefits, organizing and executing sport tourism events present numerous challenges. A comprehensive review of existing literature reveals key issues that destinations often face when hosting successful sports tourism events. These challenges encompass promotion, infrastructure, sustainability, management, safety, and resource allocation.

The global economy has experienced substantial growth in the professional and commercial sports sectors, significantly impacting national GDP. According to the World Travel & Tourism Council (2018), sports contribute 25% to 30% of the global tourism economy. As crucial pillars of

contemporary entertainment, sports and tourism are essential in fostering cultural exchanges, shaping political decisions, and influencing national and international policies (Malchrowicz-Mosko & Poczta, 2018). This growth is driven by the increasing popularity of sports events, which requires meticulous monitoring of various stakeholders, including media, sponsors, and participants (Popovic, 2017). The success of these events is critical not only for the organizations involved but also for achieving the events' broader objectives. Key factors influencing this success include environmental sustainability on the supply side and the psychological and social characteristics of participants on the demand side (Kaplanidou et al., 2013). Effective promotion and marketing are critical for the success of sports tourism events. According to Getz (2008), inadequate promotion and marketing strategies are among the primary obstacles in attracting tourists to sport tourism events. Many destinations, especially those in developing regions, lack robust marketing strategies that can effectively capture the interest of both domestic and international tourists. Getz's research highlights the importance of targeted marketing efforts that raise awareness about the events and convey the unique experiences that participants can expect. Without such strategies, even well-organized events may fail to attract the desired audience, leading to lower attendance and reduced economic impact. This underscores the need for destinations to invest in comprehensive marketing campaigns that utilize digital platforms, social media, and partnerships with travel agencies to reach a wider audience and create compelling narratives around their sport tourism offerings (Getz, 2008).

The availability of adequate infrastructure is another critical factor that can either facilitate or hinder the success of sport tourism events. Higham and Hinch (2009) emphasize the importance of having sufficient infrastructure to support large-scale events, including transportation networks, accommodation facilities, and sports venues. Their study reveals that the lack of high-quality infrastructure can significantly detract from the visitor experience and discourage repeat visitation. For instance, insufficient accommodation or poor transportation links can lead to logistical challenges, such as difficulty moving large spectators and participants between venues. Furthermore, inadequate sports facilities that do not meet international standards may limit a destination's ability to host major events that attract elite athletes and large audiences. Therefore, investment in infrastructure is crucial for destinations aiming to establish themselves as competitive sports tourism hubs. This includes constructing and maintaining physical venues and developing supporting services and amenities that enhance the overall visitor experience (Higham & Hinch, 2009). Sustainability is increasingly recognized as a critical concern in the planning and executing of sport tourism events. Hede (2007) discusses the environmental impact of large-scale events, emphasizing the need for sustainable practices to mitigate adverse effects on the local environment. The study highlights that poorly managed events can lead to significant environmental degradation, including waste generation, habitat destruction, and pollution. These issues tarnish the host destination's image and threaten the long-term viability of tourism activities. Hede advocates for adopting the triple-bottom-line approach in event management, which considers economic, social, and environmental impacts equally. This approach encourages organizers to implement sustainable practices such as waste reduction, energy efficiency, and the preservation of natural resources. Additionally, involving local communities in the planning process can help ensure that events are conducted to respect local ecosystems and cultural values, enhancing the overall sustainability of sport tourism (Hede, 2007).

Successfully executing sports tourism events requires effective management and coordination among various stakeholders. Chalip and Leyns (2002) explore the complexities of managing sports tourism events, particularly the challenges of coordinating activities across multiple organizations and interest groups. Their research indicates poor coordination can lead to logistical failures, such as scheduling conflicts, inadequate resource allocation, and stakeholder miscommunication. These issues can compromise the quality of the event, resulting in negative experiences for both participants and spectators. Furthermore, Chalip and Leyns highlight the importance of leveraging local businesses to maximize the economic benefits of sports tourism events. Effective management requires the creation of synergies between event organizers, local businesses, government agencies, and community groups. This can be achieved through clear communication, well-defined roles, and establishing collaborative networks that ensure all stakeholders are aligned with the event's objectives (Chalip & Leyns, 2002). Safety and security are paramount considerations in the planning of sport tourism events. Toohey and Taylor (2008) examine the risks associated with hosting large-scale events, particularly the threat of terrorism, civil unrest, and natural disasters. Their study underscores the importance of comprehensive security measures to protect participants, spectators, and the local population. The researchers note that high-profile events, such as the Olympic Games, are particularly vulnerable to security threats, which can deter attendance and damage the destination's reputation. To address these risks, Toohey and Taylor recommend the implementation of rigorous security protocols, including risk assessments, emergency response plans, and close collaboration with law enforcement agencies. Additionally, organizers should consider the broader safety of the event, including crowd management, transportation safety, and medical services. Ensuring a secure environment is essential for the event's success and maintaining the long-term attractiveness of the destination as a sports tourism venue (Toohey & Taylor, 2008).

Financial limitations pose a significant challenge in planning and executing sports tourism events. O'Brien and Gardiner (2006) highlight the impact of budget constraints on various aspects of event planning, including marketing, facility provision, and participant experience. Their study reveals that insufficient funding can hinder the ability of organizers to deliver high-quality events that meet international standards. This can result in subpar facilities, inadequate promotion, and a diminished overall experience for participants and spectators. Furthermore, limited financial resources may restrict the ability of organizers to invest in long-term infrastructure improvements, which are necessary for sustaining sport tourism in the destination. O'Brien and Gardiner argue that securing sufficient funding through public-private partnerships, sponsorships, and government support is crucial for overcoming these challenges. Additionally, efficient resource allocation and cost management practices can help maximize the impact of available funds and ensure the successful execution of sport tourism events (O'Brien & Gardiner, 2006).

However, there is a notable research gap concerning the impact of small-scale sports events compared to mega-events. Most existing studies focus on mega-events, visitor behavior, host satisfaction, and their economic impacts, while research on small-scale sports events is limited. Although mega-events are extensively studied, small-scale events, which differ significantly in their impact and resource demands, also play a critical role. These events often do not place the same strain on host city resources as large-scale events (Gibson et al., 2003). Recognizing the potential of small-scale sports events to boost tourism, researchers suggest that these recurring events may offer

more excellent development opportunities than mega-events (Daniels & Norman, 2003; Kaplanidou & Gibson, 2010; Gillett & Kelly, 2006). Literature relevant to this topic includes seminal works on sport tourism and destination development (Gibson, 1998), sport tourism dynamics (Weed & Bull, 2004), and event management (Standeven & De Knop, 1999). Studies on the economic impact of small-scale events (Hinch & Higham, 2001) and sport tourism integration (e.g., Hunziker & Krapf, 1942; Mathieson & Wall, 1982; Goeldner & Ritchie, 2006) provide foundational insights. Further contributions include research on sustainability in sport tourism (Kaplanidou & Vogt, 2007), event quality and tourist satisfaction (Getz, 2008), and the socio-cultural impacts of sport tourism (Weed, 2008). This comprehensive body of work collectively enriches the understanding of sport tourism, highlighting large-scale and small-scale events' economic and community impacts. The literature reviewed indicates that the successful organization of sport tourism events requires a multifaceted approach that addresses various challenges across promotion, infrastructure, sustainability, management, security, and resource allocation. To overcome these challenges, destinations must adopt holistic strategies involving collaboration among multiple stakeholders, targeted marketing efforts, investment in infrastructure, and implementing sustainable practices. By addressing these critical areas, destinations can enhance their capacity to host successful sports tourism events that attract visitors and contribute to long-term economic and social benefits. This holistic approach is essential for positioning a destination as a competitive player in the increasingly globalized sports tourism industry.

3. RESEARCH METHODOLOGY

This research employs a descriptive-analytical approach, utilizing a literature review method to analyze the dynamics of sport tourism, focusing on golf tourism. The methodology is designed to offer a comprehensive understanding of the subject, drawing on various sources to identify trends, challenges, and opportunities within both global and local contexts. The research design integrates a descriptive-analytical approach to gain an in-depth understanding of sport and golf tourism. The approach includes identifying, selecting, and reviewing relevant literature to inform the study. The primary data sources are drawn from a wide range of literature, including journal articles, books, industry reports, and other related publications. This literature encompasses critical aspects such as definitions and conceptualizations of sport tourism and golf tourism, the categorization and motivations of golf tourists, and the economic, social, and environmental impacts of sport tourism events.

To collect data, relevant literature is identified through comprehensive searches in academic databases such as Google Scholar, JSTOR, and ProQuest. The selection process prioritizes sources based on relevance, quality, and timeliness. The review process thoroughly examines each selected source to understand the concepts, theories, and findings related to sports and golf tourism. This review focuses on methodologies used in previous studies, their results, and how they relate to the research topic. The reviewed literature is categorized and themed according to critical topics such as the motivations of golf tourists, the economic impacts of golf tourism, and the challenges associated with organizing sport tourism events. Content analysis is then performed to identify main themes, trends, and gaps in the existing research. This qualitative analytical method allows for a detailed examination of how sport tourism and golf tourism impact destinations and highlights the opportunities and challenges stakeholders face.

The synthesis of findings involves combining insights from various studies to create a comprehensive overview of sport tourism, explicitly focusing on golf tourism. This synthesis includes analyzing tourist motivations, economic impacts, and the challenges of event organization. The quality and limitations of the reviewed studies are evaluated to identify potential biases, strengths, and weaknesses in the existing research. The final research report is structured to include a detailed discussion of the concepts and definitions of sport tourism and golf tourism, an analysis of the impacts and challenges associated with sport tourism events, and practical recommendations for developing and managing golf tourism. The report also addresses strategies for overcoming identified challenges and highlights potential areas for further research and development in sport tourism.

Overall, this methodology is designed to provide a thorough understanding of the dynamics of sport tourism and golf tourism. By following this approach, the research aims to contribute significantly to the existing literature and offer valuable insights and practical guidance for destination management and stakeholders in the tourism industry.

4. FINDINGS AND DISCUSSION

The analysis of golf tourism's economic impact reveals substantial contributions to global and local economies. In the United States, golf's direct economic impact spans several critical areas, reflecting the sector's broad financial influence. Golf facility operations account for approximately 36% of the direct economic impact. This significant share underscores the importance of maintaining and upgrading golf facilities to support the broader economic contributions of the golf industry. In 2022, U.S. golf facilities saw a total capital investment of \$3.65 billion, a substantial increase from the \$2.2 billion reported in 2016. This investment was allocated across various categories, including \$1.806 billion for on-course capital expenditures such as irrigation systems, \$1.526 billion for clubhouse and structural improvements, and \$318 million for carts and equipment. The increase in capital investment highlights a shift towards enhancing existing facilities rather than expanding the number of new courses, with new course development receiving only about \$140 million. This reflects a strategic focus on optimizing current assets, which aligns with the principles of the Tourism Multiplier Effect theory, which posits that direct expenditures in tourism can stimulate further economic activity through investments and consumption (World Golf Foundation, 2022).

Retail and manufacturing sectors related to golf also play a significant role in the economic landscape. In 2022, consumer spending on golf-related retail items, equipment, apparel, and accessories totaled approximately \$7.7 billion. Around \$2.7 billion was spent in on-course golf shops, already included in the facility operations category. This leaves a total of \$4.9 billion for off-course retail spending. When accounting for other related products, such as golf carts and maintenance equipment, the total expenditure on golf-related retail, supplies, and manufacturing rises to \$7.2 billion, up from \$6 billion in 2016. This increase in spending highlights the economic significance of the golf retail sector and its contribution to the overall financial health of the industry. This aligns with the Economic Impact Theory, which suggests that consumer expenditures in tourism-related sectors have a cascading effect on the broader economy by boosting demand in other areas (National Golf Foundation, 2023).

These findings provide a valuable framework for understanding the potential economic impact of golf tourism in Batam, Indonesia. The trends observed in the U.S. offer a model for how Batam can leverage golf tourism to enhance its local economy. Batam can attract international golf tourists and drive substantial economic benefits by investing in high-quality golf infrastructure and facilities. The increase in capital investments and retail spending in the U.S. underscores the potential for similar strategies in Batam, focusing on facility upgrades and improvements, which are crucial for attracting and retaining golf tourists. This approach resonates with the Destination Lifecycle Theory, which emphasizes the need for continuous investment and innovation to sustain and grow a tourism destination over time (Getz, 2008). The potential economic benefits for Batam are significant. Batam can create a competitive advantage in the global golf tourism market by enhancing its golf infrastructure. Investments in facility and customer experience enhancements can help position Batam as a premier golf destination. Moreover, leveraging golf-related retail and manufacturing opportunities can stimulate local economic growth, create jobs, and support local businesses. The multiplier effect of golf-enabled tourism, encompassing spending on accommodations, dining, and other local services, can amplify the economic impact, contributing to broader regional development. This is supported by the Multiplier Effect Theory, which highlights how initial tourism expenditures can lead to increased economic activity and job creation through subsequent rounds of spending (Weed & Bull, 2004).

Furthermore, the focus on facility enhancements aligns with broader global trends observed in the U.S., where there has been a shift towards improving existing golf courses rather than expanding new ones. This approach optimizes current assets' use and addresses the growing demand for high-quality golf experiences. For Batam, investing in facility upgrades and improving the overall customer experience can attract tourists who are spending more and increase the destination's appeal. This strategy is essential for driving long-term growth in golf tourism. It is consistent with the Competitive Advantage Theory, which emphasizes the importance of maintaining and enhancing core assets to sustain market competitiveness (Porter, 1985). The rise in capital investments and consumer spending in the U.S. also highlights the importance of strategic investment in golf-related sectors. Batam can benefit from adopting similar investment strategies, focusing on both facility improvements and retail opportunities. By doing so, Batam can enhance its attractiveness as a golf destination and stimulate economic activity across various sectors. The integration of golf tourism with local economic development plans can create a synergy that drives sustained growth and prosperity. This approach aligns with the Tourism Product Development Theory, which advocates for strategic planning and investment to develop a comprehensive tourism offering that meets market demands (Gibson, 1998).

Additionally, Batam's development as a golf tourism hub should consider the broader economic impact observed in the U.S. The substantial capital investments and retail spending associated with golf tourism demonstrate the sector's capacity to generate significant economic benefits. By investing in infrastructure, promoting the destination effectively, and supporting local businesses, Batam can harness these economic opportunities to boost its economy. The lessons from the U.S. underscore the importance of a comprehensive approach to developing golf tourism, which includes facility upgrades, marketing, and leveraging retail and manufacturing opportunities (National Golf Foundation, 2023). In conclusion, the findings from the U.S. golf industry provide a comprehensive

understanding of the economic impacts of golf tourism and offer a valuable blueprint for Batam. The increase in capital investments, retail spending, and overall economic contributions of golf tourism highlight the sector's potential to drive significant economic benefits. By focusing on facility improvements, leveraging retail opportunities, and adopting effective marketing strategies, Batam can maximize the economic impact of golf tourism and establish itself as a prominent player in the global golf tourism landscape. This holistic approach is essential for positioning Batam as a competitive player in the increasingly globalized sports tourism industry, as suggested by the principles of the Integrated Destination Development Theory (Getz, 2008).

5. CONCLUSION AND RECOMMENDATION

In conclusion, the analysis of golf tourism's economic impact reveals significant opportunities for Batam, Indonesia, to enhance its local economy through strategic investments and improvements in golf infrastructure. The substantial capital investments and increased consumer spending observed in the U.S. golf industry underscore the potential for golf tourism to drive economic growth. By focusing on upgrading existing facilities, improving the overall customer experience, and leveraging retail and manufacturing opportunities, Batam can position itself as a premier golf destination. The insights gained from the U.S. model highlight the importance of a comprehensive approach to golf tourism development, which includes enhancing physical assets, effectively marketing the destination, and supporting local businesses.

Based on these findings, it is recommended that Batam prioritize investments in high-quality golf infrastructure and facilities to attract international golf tourists. Enhancing the customer experience through facility improvements, such as upgrading clubhouses and adding new amenities, can significantly boost the destination's appeal. Additionally, promoting golf-related retail opportunities and supporting local businesses in the golf sector can further stimulate economic activity. Implementing a targeted marketing strategy highlighting Batam's unique offerings and competitive advantages in the global golf tourism market is also essential. By adopting these recommendations, Batam can harness the economic benefits of golf tourism, drive sustainable growth, and establish itself as a leading destination in the sports tourism industry. This approach will enhance Batam's economic prospects and contribute to its long-term development and competitiveness in the global market.

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Author Profile



Enly Yunaeni, SE, MM, holds a master's degree from Jakarta Open University and has extensive experience in the tourism industry. With 20 years of expertise managing golf courses in Batam - Riau Islands, Enly has developed a deep understanding of the sector. As a General Manager, Enly played a pivotal role in the operation and development of golf facilities. Currently, Enly focuses on the Golf Travel and Tours business and other tourism ventures, reflecting a commitment to advancing the industry. Enly's professional roles extend beyond daily operations; she serves as Secretary of the DPD ASITA KEPRI, Treasurer of the Batam Indonesian Golf Association, and Secretary of the Indonesia Sport and Interests Association Riau Islands. She is involved in the Indonesia Golf Association Riau Islands Rules and Competition Division. These positions highlight her leadership and influence in shaping the golf and tourism sectors. In addition to her professional accomplishments, Enly is pursuing a doctoral degree, further enhancing her knowledge and contributing to the industry's academic and practical aspects. Enly can be reached at enlygolf@gmail.com.



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Hera Oktadiana, Hera started her academic journey in 2000 as a program coordinator at Trisakti School of Tourism Jakarta. Over the years, she advanced through various roles in hospitality and tourism education, including consultant, head of programs, and deputy manager at several institutions in Indonesia. Her career highlights include establishing multiple hospitality and tourism programs, fostering industry partnerships, and managing academic departments with a focus on curriculum development and student engagement. In 2013, she pursued a PhD at the Hong Kong Polytechnic University, supported by scholarships, where she immersed herself in research and academic networking. Hera's personal journey includes overcoming challenges, balancing academic pursuits with raising her daughter independently, and coping with the loss of her husband, Philip. She remains active in community service and leadership roles in Townsville, Australia. Her life philosophy emphasizes gratitude, kindness, work-life balance, and cherishing family and friends
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