5-1-2014

Golf Tourists at Two Courses in Las Vegas: A Demographic Profile

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GOLF TOURISTS AT TWO COURSES IN LAS VEGAS:

A DEMOGRAPHIC PROFILE

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Bachelor of Science in Recreation

University of Nevada, Las Vegas

2012

A thesis submitted in partial fulfillment of the requirements for the

Master of Science - Hotel Administration

William F. Harrah College of Hotel Administration

The Graduate College

University of Nevada, Las Vegas

May 2014

UNLV
UNIVERSITY OF NEVADA LAS VEGAS

THE GRADUATE COLLEGE

We recommend the thesis prepared under our supervision by

Brian Milford Jones

entitled

Golf Tourists at Two Courses in Las Vegas: A Demographic Profile

is approved in partial fulfillment of the requirements for the degree of

Master of Science – Hotel Administration
William F. Harrah College of Hotel Administration

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May 2014

ABSTRACT

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By

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May 2014

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This study focuses on the motivations and practices of tourist golfers at two Las Vegas, Nevada area golf courses: Rhodes Ranch Golf Club and Tuscany Golf Club.

Data was collected from tourist golfers at these two results and they report the amounts of money spent on golf, the motivations to visit Las Vegas for golf the amounts of money normally spent to play golf at home. The study also provides evidence regarding other activities of these golf tourists while in Las Vegas, including where they stayed and courses played. This is an exploratory study. However, results show that further research on this topic could be very useful to area golf courses in a variety of marketing ways.

ACKNOWLEDGMENTS

This thesis was completed thanks to the support of my family, friends and professors. I would specifically like to thank my wife Rebecca for all her support and sacrifice throughout this journey. None of this would have been possible with out her contributions. To my parents for always believing in me and instilling the importance of education, I thank you both.

It is with gratitude that I thank a number of people who helped me reach my goals. I would like to thank the members of my thesis committee, Dr. Robert Woods, Dr. Christopher Cain, Dr. Cecilia Maldonado, and William Werner, J.D. I would have never made it through if it were not for the support and guidance from my committee. A special thank you is in order to Dr. Robert Woods for his encouragement and guidance through this thesis.

A final thank you goes to the many people who have supported me in so many different ways throughout this great journey.

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CHAPTER I

INTRODUCTION

Golf tourism has become popular worldwide (Hudson, 2009). Studies have been done on different areas of the world to test how much income and jobs have been created and to see what motivating factors determine why people travel for golf. The Las Vegas Valley provides tourists with many types of entertainment; the well-known activities are in the casinos at night, of course. Golf is an activity that is played during the day that provides guests the option to get out of the casinos. Golf tourism is usually divided into three categories: people who travel specifically to play golf; people who play golf as a secondary activity while traveling; and people who attend tournaments as spectators or who visit other golf-related attractions (Hudson, 2009).

Globally, there are 59 million golfers who play at 32,000 golf courses in 140 countries. The top three most popular markets are North America Portugal, and Spain (Hudson, 2009). Of those 59 million golfers, approximately 5 to 10% or between 2.9 - 5.9 million, travel overseas each year for golf tourism. Asia has an immense golfing market with an estimated 17 to 18 million golfers. In Japan alone, 10% of the population plays golf and in 2008, there was an estimated 2,300 golf courses. However, China has only 300 total golf courses so far. In 2009, Australia had approximately 1,500 golf courses and one million active golfers (Hudson, 2009). Australia is a mature market and destination for travelers from all over the world. Although this is a mature market, there are courses and resorts still being built, which may explain a trend of increased golf tourism in Australia (Hudson, 2009).

Competition is likely going to become strong in the future with more countries and cities seeing what golf tourism can do for the local economy. Places like Egypt, Thailand, Malaysia, India, China and Mexico are embracing golf tourism and the number of golfers in these countries is growing by about 30% annually (Hudson, 2009; KPMG, 2008). In addition, these countries have a good exchange rate with the United States dollar, which can help attract American golf tourists to these locations.

According to the National Golf Foundation, golfers spend $24.3 billion in the United States on green fees and equipment a year (Hudson, 2009; National Golf Foundation, 2003). Also according to the National Golf Foundation, 17,000 (53%) of the 32,000 of the worlds golf courses are located in the United States (Hudson, 2009). Eleven million American golfers travel to play golf within the United States every year, which is about 42% of the golfing population (Hudson, 2009; National Golf Foundation, 2008).

A study needs to be done for a specific area rather than a generalization of the United States as a whole. Las Vegas, for instance, while considered a part of the west coast market, is completely different than Monterey, San Diego or other locations on the west coast. While these areas are located within a day of driving of each other, all three of these markets are completely different and have to market to different types of golfers. While Monterey gets the third type of golf tourist, albeit those which visit to watch professional golf tournaments or to visit the historical area, Las Vegas does not get that type of golf tourist.

There has been minimal research done on golf tourism in the Las Vegas market. The majority of the golf courses depend on the hotels on the “Strip” to account for the busiest times of year. This information is then used to adjust their prices and has influenced their strategy, which may or may not be an effective way to determine when, why, how or how long golfers visit; this also has not been properly tested to support either side.

Purpose

The purpose of this study was to develop a demographic profile for the Las Vegas golf tourist.

Research Questions

This research was conducted to learn more about why golf tourists came to Las Vegas, where they stayed, and how much of a role pricing at home and on trips affected their choice of courses as well as other issues. Therefore, we posed a series of questions deigned to elicit responses to the following topics:

1. What are the demographics of golf tourists at two courses in Las Vegas?
2. What are the purposes for traveling to Las Vegas of golf tourists at two courses?
3. What is the number of nights golf tourists are staying on their current trip to Las Vegas?
4. What are golf tourists overall travel patterns?
5. What are golf tourists golfing patterns?
6. What golf courses did they play in Las Vegas?
7. Where are the golf tourists staying during their current trip to Las Vegas?

Objective

Tourism is the city’s main source of income in the Las Vegas market. While we know that 2% (800,000) tourists visiting Las Vegas reported playing golf while on their trip, but it is not known why people travel to Las Vegas to golf (LVCVA, 2012).

Because Las Vegas attracts tourists for many reasons, we do not know if travel to Las Vegas to play golf is the primary or secondary purpose of travel to Las Vegas. Results of this study will help inform golf professionals throughout the Las Vegas Valley regarding the profile of golf tourists traveling to play golf and to adjust their marketing accordingly. Additionally, it will help inform future studies by introducing possible contributing factors that influence golfers to come to Las Vegas for golf specific vacations, vacations in which they happen to play golf and spectators or people who visit golf attractions (Hudson, 2009). A similar study done in Algarve, Portugal helped that locale better manage its golf tourists (Barros, Butler, & Correia, 2010). Thus, further research into the field of golf tourism in Las Vegas is needed. Eventually this study can be repeated in different markets to help professionals understand the profile of golfers that travel to different parts of the world.

Limitations and Delimitations

The study was performed at two golf courses in the Las Vegas Valley: Rhodes Ranch Golf Club and Tuscany Golf Club. Rhodes Ranch Golf Club is a public golf course located on the west side of the valley approximately a 15 minute drive from the Las Vegas Strip. Tuscany Golf Club is a public golf course that is located on the east side of the valley approximately a 25 minute drive from the Las Vegas Strip. These golf courses were selected because they were not associated or managed by a casino, thus providing data that reflect golf tourism in the Las Vegas area.

This study is important to golf professionals in Las Vegas because the results will help them to be able to target specific types of golfers that travel to Las Vegas. Knowing what types of tourists travel and play golf will help golf professionals target their marketing strategies.

CHAPTER II

LITERATURE REVIEW

Introduction

The literature in this study was used to better understand golf tourism. The following chapter is separated into 6 topics: demographics, sport tourism, motivation, financial impact, golf tourism, and length of stay. These topics are important because it provides a foundation of research to guide this study. The topics below were studied using a survey (Appendix A) and are discussed in chapter 5. This chapter provides an overview of literature that was used guide this study.

Demographics

Demographics play a role in finding out who and why people participate in sport tourism. The expectation of higher income families to spend more than families that make less money is explained in Fish and Waggle (1996). Their conclusion was that decisions based on a family's travel were directly related to income. Fish and Waggle (1996) looked at permanent rather than current income wherein permanent income is measured in total expenditures for family travel and not just current income. Wang, Rompf, Severt, and Peerapatdit (2006) also found that age had a negative effect on travel expenditures. The same researchers found that gender did not play a role in total travel expenditures. Lodging expenditures, however, were positively affected by marital status and income. Males were found to spend more in the entertainment category than females. Females spend less in entertainment and we know that females and males allocate their tourism expenditures differently (Wang et al., 2006).

A study done by Jonsson and Devonish (2008), looked at gender and did a t-test to determine the impact gender has on tourist motivations. Their findings were that gender did not play a role in individual motivations when traveling to the area studied, Barbados. The findings were that the nationality of people was the single most important motivating factor. Where this can be used in practice is targeting certain places and enticing people to travel based on the reasons they like to travel (Jonsson & Devonish, 2008).

Sport Tourism

Sport tourism is a large umbrella within the segment of tourism. It includes various activities from participating or watching a sporting event. There is not an exact definition of what sport tourism is but below are two that are widely accepted. Sport tourism has been defined as "all forms of active and passive involvement in sport activity, participated in casually or in an organized way for noncommercial or business/commercial reasons, that necessitate travel away from home and work locality" (Daniels, Norman, & Henry, 2004, p. 177). The above definition of sport tourism includes to a wide variety of sport tourism activities. Bouchet, Leburn, & Auvergne, (2004) state that there are five elements that make up sport tourism: 1) when actual physical involvement is essential: 2) the duration of the visit must be equal to or greater than two days and one night in order to differentiate it from a recreational stay: 3) the stay may or may not be organized by the client: 4) housing may be at a set location or itinerant: 5) the sport tourism product is comprised of a group of services, which are often intangible. These two definitions of sport tourism share many similarities and give a good foundation of the subject.

Motivation

The article by Gibson (2004) takes a more in depth look to understanding why people participate in sport tourism activities. Gibson talks about how difficult it is to pinpoint why someone might travel within even the sport tourism realm. The example used is how to classify a golf tourist who goes on a vacation and plays golf a few times but also goes to a PGA Tournament while at his/her destination. Which classification would it be: event or active? Both can be justified, but it is difficult to know which is more important. We also analyzed golf tourists in demographic terms. It is important to classify ethnicity, gender, age and class to study either individually or paired. Studies of golf tourism must also determine why people are participating. To date, little research has been done on the who, and why, yet that information is deemed as most important (Gibson, 2004). The same questions were posed by Crompton (1979) about tourism in general, three decades earlier.

Kurtzman and Zauhar (2005) reiterate the fact that businesses in the sports tourism industry want to understand why people are motivated to travel, although some people do not thoroughly know why they are traveling. Sometimes travel is the result of unconscious or emotional decisions that dictate where and why people travel (Kurtzman & Zauhar, 2005). This is a more difficult area to study and measure. Exposure of a tour event attracts people who want to play golf at properties where such events are held; however their motivations are unknown. In general, there are two types of motivations for travel; one is tangible while the other is intangible. It is harder to study the intangibles but they are just as important (Kurtzman & Zauhar, 2005). While marketers attempt to induce travel by saying things like “you need a vacation,” the motivations for travel cannot be summarized by just saying someone needs a vacation (Gammon & Robinson, 2004). Motivation is more complex than that. In addition, there may be many motivators that induce people to travel. While one may be most important, several other factors may also influence the decision. This is why researchers say that there are a complex multifaceted myriad of reasons why people travel (Gammon & Robinson, 2004).

Financial Impact

Sport tourism plays a significant role in tourism overall. It also has significant financial impacts on areas and business that can induce such travel (Gibson, Kaplanidou, and Kang 2012). With the financial impact sport tourism has on a community there has been a high interest to find out just how much money sport tourism events bring. This impact has been measured by researchers: Gibson, Kaplanidou, Kang, Daniels, Norman, Henry, and Hudson, to pin point exactly what the financial benefits include.

Gibson et al., (2012) did a study in Gainesville, Florida, a college town with a population just over one hundred thousand. Gainesville Sports Commission (GSC) reported that 20 million dollars in direct spending into the Gainesville economy annually. Gibson et al., (2012) looked into the sustainability and the financial impact of hosting mega sports events; inclusive of the Olympic Games and FIFA World Cup Soccer. They reported large economic boosts to the local economy, but require building facilities to hold these huge games and events. For which some have reported mega sporting events as less beneficial to a local community than smaller scale events.

The Gibson et al., (2012) study was the first to calculate the financial impact from a conceptual and empirical point of view. They found that from a social dimension, smaller scale events sport tourism was more beneficial because the facilities were already built or needed modifications at the most rather than the multiple massive stadiums, which mega events would require. Gibson et al., (2012) found, small-scale sport tourism could provide sustainable tourism for a local community.

There are many models available to use that look at income from events, but not all models give a complete picture. The most widely used and accepted tool is input-output analysis (Daniels et al., 2004). One thing that is known to date is that golf tourists spend significantly more than the average tourist (Hudson, 2009).

Golf Tourism

Hudson (2009, p. 2) noted, "Ever since Tiger Woods first won the Masters' in 1997, golf has got sexier". Although golf has been around for hundreds of years, for many people watching Tiger Woods made golf more mainstream. Golf is becoming a sport where anyone and everyone can play. Schools in Canada are introducing golf in physical education classes and countries around the world are gearing up for the re-entry of golf as an Olympic sport in the next Olympics. Hudson (2009) states that it is difficult to measure the full impact of golf tourism because trips that include golf can also include other activities. Unlike a cruise or a ski vacation that is easier to track spending and pinpoint why people are traveling, golf tourism has more areas of uncertainty (Hudson, 2009).

A study done in 2002 looked at golfers' motivations and constraints within different groups (Petrick, Blackman, Bixler, & Norman, 2002). Golfers have more options than ever before, leading to golf courses to fight for as many players they can get. These researchers report that while the number of golfers declines about 1% a year, while the number of golf courses continues to increase. In addition they report that the average number of rounds played per person is also declining. Golf tourists that played golf infrequently found to be intimidated by advertising that used status as the theme. Reasons for this vary, from different geographical areas and the different types of golf properties i.e. resorts, municipal, high end public, mid range public, and low end public. How much tourists are willing to spend on golf vacations is also important. Some golf tourists go to high-end courses while other visit courses with lower price points. Petrick et al. (2002) was the first to study the impact of choice on motivation. He found some constraints, which may be used in this study to guide marketing strategies.

A study done by Hennessey, MacDonald, and MacEachern (2008) examined tourists who travel for different types of golf tourism. These findings were divided into three different golfing frequencies: dedicated golfers, moderately interested golfers and infrequent golfers. Within those groups, the findings were that dedicated golfers are generally older, wealthier, and were visiting the area of study for the first time. The infrequent to moderate golfers were more likely the golfers that were on a golf specific holiday and were more price sensitive while on vacation. This study helps understand how important it is to have the proper understanding of the segment of golfers that best helps your property and/or community (Hennessey et al., 2008).

PGA Links is a website for Professional Golfers of America certified members to get up to date information about the golf industry. PGA Links provides bi-weekly quizzes on anything from what golf clubs people play to who will win the golf tournament (PGA of America Poll, 2013). In December of 2013, a survey that looked at "The best golf city in the U.S. is…" was administered for 2 weeks and 922 PGA

Professionals responded. The options listed were: Las Vegas, Dallas, Orlando, Atlanta, and Other. The PGA of America Poll found, 10.8% of people answered Las Vegas for being the best place to play in the United States. That same poll found that, 58.7% answered other, 20.8% answered Orlando, 4.6% Dallas, and 4.8% of PGA Professionals answered Atlanta. Las Vegas finished third overall. The PGA made a decision to choose Las Vegas for an option in the survey out of any city in the United States, although only 10.8% of professionals thought it was the best, it is a great step for the Las Vegas golf industry. While this survey was not a scientific survey, results indicate that the PGA recognizes the potential opportunity in the Las Vegas area and that the Las Vegas golfing market is growing and becoming a key player in golf tourism (PGA of America Poll, 2013).

Length of Stay

Determining the factors that influence the length of stay in tourism has been studied in the past. Machado (2010) found that there are two main factors that influence the length of stay: personal characteristics and the destination's characteristics. Machado look at whether the image of the destination has an impact on the length of stay. The study was done on the island of Madeira off the cost of Portugal. Machado discussed a destinations image is highly correlated with the length of stay. Determining your length of stay in many cases is determined in the planning stages of your trip. While the image of the destination may change once the trip is experienced, the length of stay likely will not. The reason the image of the destination my change during the trip has to do with quality of service, attributes of the destination and perceived value. Ultimately Machado

(2010) found that length of stay is positively related to age, gender, education and previous visits and is negatively related to certain demographics, expenditure and quality.

Thrane and Farstad did a study that looked at how length of stay and party size affect tourism expenditures (Thrane & Farstad, 2011). The second study they did looked at which other independent variables are linked with the tourists spending. These studies were conducted in Norway in August of 2008. The results of these studies found that as length of stay increases there is a positive effect on personal tourism spending. For each additional day spent there was a 6.8% increase in spending. Travel party size, on the other hand, was found not statistically significant at a 5% level. The study also showed that socio-demographic variables do have an effect on travel spending (Thrane & Farstad, 2011). These studies were done on a micro level, which is important for studying a specific area, but irregularities may pop up due to the fact that different areas provide different challenges. The above studies provide a good foundation for what length of stay is and why it is important in tourism and hospitality.

CHAPTER III

METHODOLOGY

Sampling and Data Collection

The purpose of this study was to develop a demographic profile for the Las Vegas golf tourist. The targeted population for this study was tourists who played golf in the Las Vegas Valley. The samples were drawn from two area golf courses Tuscany Golf Club and Rhodes Ranch Golf Club, both located in Las Vegas, Nevada. These two golf courses are not associated with or managed by a casino, where comps might influence where a golfer could play. This could prove to be an important delineation of golfers who travel to Las Vegas.

Data were collected using an intercept survey conducted by the staff for every other non-local tee time. An intercept survey, also known as a mall intercept survey, is conducted in a one on one setting at a location (Zikmund, 2012). Tourist play is highlighted in the tee sheets when they are booked. Every other tee time of the day was chosen, from that the first person in the group was asked to participate in the survey. Participants were the first of a group to check in. Staff at the two golf courses collecting data were trained on how to properly administrator the survey so that consistency was achieved. The survey results were confidential and participation in this study was completely voluntary. A total of 200 surveys were collected. At the end of the collection period, the completed questionnaire data were analyzed in excel.

Reliability and Validity

There has never been a study done in Las Vegas that has examined the demographics and the profile of golfers. Similar studies have been done outside of the

United States. However, most of these examine one property rather than a geographic location as a whole. This makes the study important because it is able to look not just at a specific golf course, but also at an area of choice. The reliability of this study is dependant on the repeatability of the results of the same studies done before (Zikmund, Babin, Carr, & Griffin, 2012). Although this is not a replication of any existing study the results should show some similarity with closely related studies.

Generalizability and Representativeness

This study looks at only two golf courses out of the approximately 50 that are located in the Las Vegas Valley. The surveys are only generalizable, at most, to courses in the same golf market segment in the Las Vegas area. Because prices vary drastically for golf in Las Vegas the results are not generalizable to all golf courses in the area. While this study accomplishes the assumed results for the two courses studied there is no reasonable way to take these results and apply them in any larger scope of the golfing population.

Ethics

There are two types of ethical guidelines that were followed during this study: cultural and University of Nevada, Las Vegas IRB guidelines. The study was done within the United States; therefore it followed the cultural guidelines of American culture. The ethical guidelines that were followed are those of the University of Nevada, Las Vegas IRB (Institutional Review Board), which requires human subjects approval before any data is collected. Both of these ethical guidelines helped reduce the amount of potential harm to any participant.

Procedure

The first step in the process was to receive approval from the IRB. Once that was received the questionnaire was sent to Tuscany Golf Club and Rhodes Ranch Golf Club, which then began data collection.

Golf tourists were sampled for this study; at both Rhodes Ranch Golf Club and Tuscany Golf Club. Tourists were asked if they wished to complete a survey about their golf experience in the Las Vegas Valley, including questions about why they visited these clubs, what they paid (on average) for golf where they resided and the difference between the costs of playing at these two clubs compared to their home courses. See Appendix A for a copy of the survey. Other questions posed to the golfers included such things as the purpose of their visit to the Las Vegas Valley, how often they visit, how many times they had visited over the past twelve months, how many golf trips they had taken over the past twelve months, how many times they had played golf over the past six months, the average price they pay for tee times while traveling and at home, what courses they had played in the Las Vegas area, their favorite features of golf courses played in the area, what make their golf experience better, and where they were staying in Las Vegas. Each respondent answered a question about where they lived (southern Nevada or out of state). If participants were from out of state they were asked to identify the state or country of residence. Demographic questions (age, gender, ethnicity and level attained in school) were also asked.

Tourist golfers were provided a statement about the risks of completing the questionnaire, the purpose of the study, age requirements for participation in the study (18+), benefits of participation, and cost/compensation of participation. There was no cost to participation. Participants were also provided a statement ensuring them that their responses would be kept in strict confidentiality in a locked facility at UNLV for 3 years before being destroyed. All were additionally advised that their participation was voluntary and that they were able to withdraw from the study at any time. Each was advised that their participation was completely voluntary. No names were required of participants in the study, therefore tracking who said what is virtually impossible. Responses were not coded in any way. Finally, each participant was required to sign a consent form to participate. This form acknowledged that they had read the disclaimers provided above (see Appendix A).

A total of 200 completed surveys were collected. Of these, 100 were completed by tourist golfers at Rhodes Ranch Golf Club while 100 were completed by golfers at Tuscany Golf Club.

Questionnaire Development

The survey used during this study (located in Appendix A) was designed to determine the golf tourist profile for Las Vegas. It is comprised of twenty questions and four categories that look at vacation patterns, golfing patterns, and length of stay during a participant's current trip and demographics. Questions are measured using ratio sale.

The first category is important to discover how many vacations participants take each year and what types of vacations they take. This allowed researchers to determine whether or not participants are avid golf travelers and if so how often they come to Las Vegas.

The second category looks at golfing patterns not only on vacation but non-vacation golfing as well. This allowed researchers to segment the market into avid golfers and non-avid golfers and to determine the relationship between the two types with the dependant variable.

The third category has questions that involve length of stay. It is important for this study to see if there is a correlation between how many rounds of golf that are played during different lengths of stay. It is equally important to see what other factors are driving the tourists length of stay in Las Vegas. Open ended questions provide more detail and will be reported later in results.

The fourth and final category is comprised of demographics. This gives researchers the opportunity to segment golfers by gender, ethnicity, income, age and education level. This provided the ability to divide different factors that influence the length of stay by the above demographics.

Analysis of Data

The questionnaire used combined both closed-ended and open-ended questions. Using both of these methods provided the data with the greatest possible depth. There are no correct or incorrect answers. There is also no specific pre-determined orientation of this research. The results speak for themselves. This allows participants to give honest answers and limits the interviewer bias.

CHAPTER IV

RESULTS

Introduction

Data for this study was collected from golfers visiting two courses in the Las Vegas area—Rhodes Ranch Golf Club and Tuscany Golf Club. The two courses are similar as both are located in housing developments. Rhodes Ranch Golf Club is located in the southwest portion of the Las Vegas Valley while Tuscany Golf Club is located in the southeastern portion of the valley. Both draw golfers from the Las Vegas and Henderson, Nevada areas. In both cases, non-housing development residents of Clark County can play for less than tourists. Also in both cases residents of the housing communities in which they are located can play for less than non-residents and tourists. Both receive golfers from off the Las Vegas strip and the two share an 800# reservation system for booking tee times in advance. Golfers may also call the courses directly to book tee times or use a service.

Purpose

The purpose of this study was to develop a demographic profile for the Las Vegas golf tourist. The existing literature from Barros, Butler, Correia, discussed above provides a foundation for this study. There is some cross over with Barros et al. (2010), study. Hennessey, MacDonald, & MacEachern (2008), study also provides a foundation for who is participating in golf tourism.

Demographics

As shown in table 1, respondents reporting age at Tuscany Golf Club were represented by 24 at age 18-30, 23 at age 31-40, 19 at age 41-50, 12 at age 51-60, 14 at age 61-70, and 8 at age 71+. The mean age reported at Tuscany Golf Club was 43.17. Respondent reporting age at Rhodes Ranch Golf Club were represented by 13 at age 18-30, 19 at age 31-40, 22 at age 41-50, 12 at age 51-60, 20 at age 61-70, and 14 at age 71+. The mean age at Rhodes Ranch Golf Club was 47.29. Respondent reporting age at both Tuscany Golf Club and Rhodes Ranch Golf Club were represented by 37 (19%) at age 18-30, 42 (21%) at age 31-40, 41 (21%) at age 41-50, 24 (12%) at age 51-60, 34 (17%) at age 61-70, and 22 (11%) at age 71+. The mean age reported for both Tuscany and Rhodes Ranch was 45.23.

Respondents reported on their gender at Tuscany Golf Club were represented by 83 male and 17 female. Respondents reported on their gender at Rhodes Ranch Golf Club were represented by 72 male and 28 female. Respondents reported on their gender at both Tuscany and Rhodes Ranch Golf Club were represented by 155 (78%) male and 45 (22%) female.

Out of 100 respondents reported on their ethnicity at Tuscany Golf Club were represented by 36 Caucasian/White, 16 Black, 19 Hispanic, 4 Native American, 17 Asian/Pacific Islander/ Indian Subcontinent, and 8 identified as other. The respondents at Tuscany Golf Club reported Caucasian/ White and Asian/Pacific Islander/ Indian subcontinent represented 53%. Respondents reported on their ethnicity at Rhodes Ranch Golf Club were represented by 31 Caucasian/White, 14 Black, 12 Hispanic, 4 Native American, 36 Asian/Pacific Islander/ Indian Subcontinent, and 3 identified as other. . Out of 100 respondents at Rhodes Ranch Golf Club reported Caucasian/ White and Asian/Pacific Islander/ Indian subcontinent represented 67%. Respondents reported on their ethnicity at both Tuscany Golf Club and Rhodes Ranch Golf Club were represented by 67 (34%) Caucasian/White, 30 (15%) Black, 31 (16%) Hispanic, 8 (4%) Native American, 53 (27%) Asian/Pacific Islander/ Indian Subcontinent, and 11 (6%) other. Of the total respondents Caucasian/ White and Asian/Pacific Islander/ Indian subcontinent, combined represented 61% of the total population.

The final aspect of the demographics in the study was about the highest education attained. Respondents reported on their highest education at Tuscany Golf Club were represented by 9 some high school or less, 22 high school/GED, 13 some college, 16 Associate Degree, 34 Bachelor Degree, 0 some graduate, and 6 Graduate degree. Respondents reported on their highest education at Rhodes Ranch Golf Club were represented by 6 some high school or less, 17 high school/GED, 19 some college, 12 Associate Degree, 42 Bachelor Degree, 0 some graduate, and 4 Graduate degree. Respondents reported on their highest education at both Tuscany Golf Club and Rhodes Ranch Golf Club were represented by 15 (8%) some high school or less, 39 (20%) high school/GED, 32 (16%) some college, 28 (14%) Associate Degree, 76 (38%) Bachelor Degree, 0 (0%) some graduate, and 11 (6%) Graduate degree. Of the total respondents 58% obtained less than a Bachelor degree.

Table 1: Demographics

Demographics	Tuscany N	Rhodes Ranch N	Combined N	Combined %
Age				
18-30	24	13	37	18.5
31-40	23	19	42	21
41-50	19	22	41	20.5
51-60	12	12	24	12
61-70	14	20	34	17
71+	8	14	22	11
Gender				
Male	83	72	155	77.5
Female	17	28	45	22.5
Ethnicity				
Caucasian/White	36	31	67	33.5
Black	16	14	30	15
Hispanic	19	12	31	15.5
Native American	4	4	8	4
Asian/Pacific Islander/ Indian subcontinent	17	36	53	26.5
Other	8	3	11	5.5
Education Attained				
Some High School	9	6	15	7.5
High School/GED	22	17	39	19.5
Some College	13	19	32	16
Associate Degree	16	12	28	14
Bachelor degree	34	42	76	38
Some graduate	0	0	0	0
Graduate degree	6	4	10	5

Purpose of Trip to Las Vegas

As shown in table 2, respondents from Tuscany Golf Club reported the purpose of their trip to Las Vegas as: 20 for business, 31 for pleasure, 17 to visit family/friends, 25 for gaming, 15 for shows, 19 for restaurants, 54 for golf, and 4 for other reasons. Respondents from Rhodes Ranch Golf Club reported the purpose of their trip to Las Vegas were represented by 20 for business, 34 for pleasure, 19 to visit family/friends, 13 for gaming, 10 for shows, 3 for restaurants, 36 for golf, and 1 for another reason. Respondents from both Tuscany and Rhodes Ranch reported the purpose of their trip to Las Vegas were represented by 40 (20%) business, 65 (33%) pleasure, 36 (18%)

family/friends, 38 (19%) gaming, 25 (13%) shows, 22 (11%) restaurants, 90 (45%) golf, and 5 (3%) other.

Table 2: Purpose of Trip to Las Vegas

Purpose of Trip to Las Vegas	Tuscany N	Rhodes Ranch N	Combined N	Combined %
Business	20	20	40	20
Pleasure	31	34	65	32.5
Family/friends	17	19	36	18
Gaming	25	13	38	19
Shows	15	10	25	12.5
Restaurants	19	3	22	11
Golf	54	36	90	45
Other	4	1	5	2.5

Length of Stay

As shown in table 3, respondents reported the number of nights they stayed in Las Vegas on their current trip at Tuscany Golf Club were represented by 31, 0-2 night stays; 35, 3-4 nights stays; 16, 5-6 night stays, 13, 7-10 night stays; 4, 11-15 night stays; 1: 16-20 night stays; and 0 that stayed over 21 nights. Respondents at Tuscany Golf Club reported 66% stayed 4 nights or less on their current trip to Las Vegas. Respondents reported the number of nights they stayed in Las Vegas on their current trip at Rhodes Ranch Golf Club were represented by 43, 0-2 night stays, 54, 3-4 night stays, 2, 5-6 night stays; 1, 7-10 night stays; and 0 that stayed 11 nights or longer. Respondents at Rhodes Ranch Golf Club reported 97% stayed 4 nights or less on their current trip to Las Vegas. Respondents reported the number of nights they stayed in Las Vegas on their current trip at both Tuscany Golf Club and Rhodes Ranch Golf Club were represented by 74 (37%) 0-2 night stays; 89 (45%) 3-4 night stays; 18 (9%) 5-6 night stays; 14 (7%) 7-10 night stays; 4 (1.5%) 11-15 night stays; 1 (.5%) 16-20 nights stays; and 0 that stayed over 21 night stays. Of the combined respondents 82% stayed 4 nights or less on their current trip to Las Vegas.

Table 3: Length of Stay

Number of Nights in Las Vegas on Current Trip	Tuscany N	Rhodes Ranch N	Combined N	Combined %
0-2	31	43	74	37
3-4	35	54	89	44.5
5-6	16	2	18	9
7-10	13	1	14	7
11-15	4	0	4	2
16-20	1	0	1	0.5
21+	0	0	0	0

Travel Patterns

As shown in table 4, respondents reported the number of trips they have taken to Las Vegas in the last 12 months at Tuscany Golf Club were represented by 35, took 1 trip; 20, took 2 trips; 17, took 3 trips; 9, took 4 trips; and 19 took 5+ trips. Respondents at Tuscany Golf Club reported 55% making 2 or less trips to Las Vegas in the last 12 months. Respondents reported the number of trips they have taken to Las Vegas in the last 12 months at Rhodes Ranch Golf Club were represented by 59, took 1 trip; 24, took 2 trips; 12, took 3 trips; 2, took 4 trips; and 3 took 5+ trips. Respondents at Rhodes Ranch Golf Club reported 83% making 2 or less trips to Las Vegas in the last 12 months. Respondents reported the number of trips they have taken to Las Vegas in the last 12 months at both Tuscany Golf Club and Rhodes Ranch were represented by 94 (47%) 1 trip taken; 44 (22%) 2 trips taken; 29 (15%) 3 trips taken; 11 (6%) 4 trips taken; and 22 (11%) took 5+ trips. Of the combined respondents 69% reported making 2 or less trips to Las Vegas in the last 12 months.

Respondents reported the number of trips they have taken in the last 12 months at Tuscany Golf Club were represented by 27, took 1 trip; 12, took 2 trips; 21, took 3 trips; 6, took 4 trips, and 34 took 5+ trips. Of the respondents at Tuscany Golf Club 60% reported making 3 or more total trips in the last 12 months. Respondents reported the number of trips they have taken in the last 12 months at Rhodes Ranch Golf Club were represented by 21, took 1 trip; 25, took 2 trips; 32, took 3 trips; 9, took 4 trips; and 13 took 5+ trips. Of the respondents at Rhodes Ranch Golf Club 78% reported making 3 or more total trips in the last 12 months Respondents reported the number of trips they have taken in the last 12 months at both Tuscany Golf Club and Rhodes Ranch were represented by 48 (24%) 1 trip taken; 37 (19%) 2 trips taken; 53 (27%) 3 trips taken; 15 (8%) 4 trips taken; and 47 (24%) took 5+ trips. Of the combined respondents 59% reported making 3 or more total trips in the last 12 months.

Respondents reported the number of golf specific trips they have taken in the last 12 months at Tuscany Golf Club were represented by 42, took 0 trips; 28, took 1 trip; 13, took 2 trips; 1, took 3 trips; 0, took 4 trips; and 16 took 5+ trips. Of the respondents at Tuscany Golf Club 70% reported making one or less golf specific trips in the last 12 months. Respondents reported the number of golf specific trips they have taken in the last 12 months at Rhodes Ranch Golf Club were represented by 58, took 0 trips; 29, took 1 trip; 9, took 2 trips; 0, took 3 trips; 0, took 4 trips; and 4 took 5+ trips. Of the respondents at Rhodes Ranch Golf Club 87% reported making one or less golf specific trips in the last 12 months. Respondents reported the number of golf specific trips they have taken in the last 12 months at both Tuscany Golf Club and Rhodes Ranch were represented by 100 (50%) 0 trips taken; 57 (29%) 1 trips taken; 22 (11%) 2 trips taken; 1 (.5%) 3 trips taken; 0 (0%) 4 trips taken; and 20 (10%) took 5+ trips. Of the total respondents 79% reported making one or less golf specific trips in the last 12 months.

Table 4: Travel Patterns

Travel Patterns	Tuscany N	Rhodes Ranch N	Combined N	Combined %
Number of Trips to Las Vegas in the Last 12 Months				
1	35	59	94	47
2	20	24	44	22
3	17	12	29	14.5
4	9	2	11	5.5
5+	19	3	22	11
Number of Trips in the Last 12 Months				
1	27	21	48	24
2	12	25	37	18.5
3	21	32	53	26.5
4	6	9	15	7.5
5+	34	13	47	23.5
Number of Golf Specific Trips in the Last 12 Months				
0	42	58	100	50
1	28	29	57	28.5
2	13	9	22	11
3	1	0	1	0.5
4	0	0	0	0
5+	16	4	20	10

Golfing Patterns

As Shown in table 5, respondents reported the number of times they played golf in the last 12 month at Tuscany Golf Club were represented by 23, 0-5 times; 17, 6-10 times; 20, 11-20 times; 14, 21-30 times; and 16 reported they played 31+ times. The respondents at Tuscany Golf Club 40% reported playing golf less than 10 times in the last 12 months. Respondents reported the number of times they played golf in the last 12 month at Rhodes Ranch Golf Club were represented by 28, 0-5 times; 39, 6-10 times; 27, 11-20 times; 5, 21-30 times; and 1 person reported they played 31+ times. The respondents at Rhodes Ranch Golf Club 67% reported playing golf less than 10 times in the last 12 months. Respondents reported the number of times they played golf in the last 12 month at both Tuscany Golf Club and Rhodes Ranch Golf Club were represented by

51 (26%) 0-5 times; 56 (28%) 6-10 times; 47 (24%) 11-20 times; 19 (10%) 21-30 times; and 17 (9%) reported they played 31+ times. Of the total respondents 54% reported playing golf less than 10 times in the last 12 months.

Respondents reported the average price they paid for golf while on a trip at Tuscany Golf Club were represented by 13, paid $20-$39, 16, paid $40-$60, 24, paid $61-$80, 14, paid $81-$100, 17, paid $101-$150, 16, paid $151+. The respondents at Tuscany Golf Club reported 29% paying less than $80 for golf while on a trip. Respondents reported the average price they paid for golf while on a trip at Rhodes Ranch Golf Club were represented by 6, paid $20-$39, 34, paid $40-$60, 30, paid $61-$80, 13, paid $81-$100, 8, paid $101-$150, 9, paid $151+. The respondents at Rhodes Ranch Golf Club reported 40% paying less than $80 for golf while on a trip Respondents reported the average price they paid for golf while on a trip at both Tuscany Golf Club and Rhodes Ranch Golf Club were represented by 19 (10%), paid $20-$39, 50 (25%), paid $40-$60, 54 (27%), paid $61-$80, 27 (14%), paid $81-$100, 25 (13%), paid $101-$150, 25 (13%), paid $151+. Of the total respondents 62% reported paying less than $80 for golf while on a trip.

Respondents reported the average price they paid for golf while at home at Tuscany Golf Club were represented by 27, paid $20-$39, 32, paid $40-$60, 13, paid $61-$80, 10, paid $81-$100, 8, paid $101-$150, 10, paid $151+. The respondents at Tuscany Golf Club reported 59% paying less than $60 for golf while at home. Respondents reported the average price they paid for golf while at home at Rhodes Ranch Golf Club were represented by 36, paid $20-$39, 35, paid $40-$60, 11, paid $61-$80, 9, paid $81-$100, 4, paid $101-$150, 5, paid $151+. The respondents at Rhodes Ranch Golf

Club reported 71% paying less than $60 for golf while at home. Respondents reported the average price they paid for golf while at home at both Tuscany Golf Club and Rhodes Ranch Golf Club were represented by 63 (32%), paid $20-$39, 67 (34%), paid $40-$60, 24 (12%), paid $61-$80, 19 (10%), paid $81-$100, 12 (6%), paid $101-$150, 15 (8%), paid $151+. Of the total respondents 66% reported paying less than $60 for golf while at home.

Respondents reported on the number of times they play golf on a typical trip at Tuscany Golf Club were represented by 18, 0 rounds; 39, 1 round; 20, 2 rounds; 9, 3 rounds; 2, 4 rounds; and 12, 5+ rounds. The respondents at Tuscany Golf Club reported 57% playing golf once or less while on a trip. Respondents reported on the number of times they play golf on a typical trip at Rhodes Ranch Golf Club were represented by 27, 0 rounds; 30, 1 round; 26, 2 rounds; 10, 3 rounds; 0, 4 rounds; and 7, 5+ rounds. The respondents at Rhodes Ranch Golf Club reported 57% playing golf once or less while on a trip. Respondents reported on the number of times they play golf on a typical trip at both Tuscany Golf Club and Rhodes Ranch were represented by 45 (23%) 0 rounds; 69 (35%) 1 round; 46 (23%) 2 rounds; 19 (10%) 3 rounds; 2 (1%) 4 rounds; and 19 (10%) 5+ rounds. Of the total respondents 57% reported playing golf once or less while on a trip.

Table 5: Golfing Patterns

Golfing Patterns	Tuscany N	Rhodes Ranch N	Combined N	Combined %
Number of Times Played Golf in the Last 12 Months				
0-5	23	28	51	25.5
6-10	17	39	56	28
11-20	20	27	47	23.5
21-30	14	5	19	9.5
31+	16	1	17	8.5
Average Price Paid for Golf on a Trip				
20-39	13	6	19	9.5
40-60	16	34	50	25
61-80	24	30	54	27
81-100	14	13	27	13.5
101-150	17	8	25	12.5
151+	16	9	25	12.5
Average Price Paid for Golf at Home				
20-39	27	36	63	31.5
40-60	32	35	67	33.5
61-80	13	11	24	12
81-100	10	9	19	9.5
101-150	8	4	12	6
151+	10	5	15	7.5
Number of Times Playing Golf on a Typical Trip				
0	18	27	45	22.5
1	39	30	69	34.5
2	20	26	46	23
3	9	10	19	9.5
4	2	0	2	1
5+	12	7	19	9.5

Golf Courses Played by Respondents in Las Vegas

As shown in table 6, respondents reported on golf courses they have played in Las Vegas at Tuscany Golf Club were represented by the top three: 100% Tuscany Golf Club, 23% Rhodes Ranch Golf Club, and 16% Legacy. Respondents reported on golf courses they have played in Las Vegas at Rhodes Ranch Golf Club were represented by the top three: 100% Rhodes Ranch Golf Club, 17% Rio Secco,16% Las Vegas National and 16% Angel Park were a tie for third. Respondents reported on golf courses they have played in Las Vegas at Tuscany Golf Club and Rhodes Ranch Golf Club were represented by the top three: 62% Rhodes Ranch Golf Club, 54% Tuscany Golf Club, and 15% Legacy.

Table 6: Golf Courses Played

Golf Courses Played as Tourist in Las Vegas	Tuscany N	Rhodes Ranch N	Combined N	Combined %
Tuscany	100	8	108	54
Rhodes Ranch	23	100	123	61.5
Rio Secco	3	17	20	10
Legacy	16	13	29	14.5
Bali Hai	0	2	2	1
Desert Pines	0	10	10	5
Royal Links	4	2	6	3
Las Vegas National	11	16	27	13.5
TPC Las Vegas	2	12	14	7
SouthShore	15	0	15	7.5
Cascata	2	0	2	1
Bears Best	12	9	21	10.5
Siena	7	5	12	6
Arroyo	10	15	25	12.5
Stalion Mountain	2	0	2	1
Revere	6	4	10	5
Angel Park	3	16	19	9.5
Piute	5	15	20	10
Badlands	1	11	12	6
Spanish Trails	0	8	8	4

Staying While in Las Vegas

As shown in table 7, respondents reported on where they were staying while in Las Vegas at Tuscany Golf Club were represented by the top three: 20% with family, 19% South Point, 14% Westin Lake Las Vegas. Respondents reported on where they were staying while in Las Vegas at Rhodes Ranch Golf Club were represented by the top three: 21% South Point, 13% Mandalay Bay, 11% Red Rock Resort. Respondents reported on where they were staying while in Las Vegas at Tuscany Golf Club and Rhodes Ranch Golf Club were represented by the top three: 20% South Point, 15% with family, 10% Mandalay Bay.

Table 7: Staying in Las Vegas

Staying in Las Vegas	Tuscany N	Rhodes Ranch N	Combined N	Combined %
With Friend	11	4	15	7.5
With Family	20	9	29	14.5
MGM	3	5	8	4
Bally's	0	4	4	2
PARIS	0	6	6	3
Flamingo	1	0	1	0.5
Aria	0	7	7	3.5
Vdara	6	6	12	6
Tropicana	4	8	12	6
Mandalay Bay	7	13	20	10
Fiesta Henderson	2	0	2	1
Sams Town	6	0	6	3
Westin LLV	14	0	14	7
RedRock	0	11	11	5.5
GVR	7	4	11	5.5
Southpoint	19	21	40	20
M Resort	0	2	2	1

Open Ended Questions

As shown in table 8, open ended questions were used to collect what respondents favorite features were of Las Vegas golf courses. Table 8 includes the 5 most occurring answers.

Table 8: Features of Las Vegas Golf Courses

What were your favorite features of Las Vegas golf courses?
Not a lot of water
Weather is great
Beverage Carts are everywhere
Golf courses are in great shape
Desert golf courses are so different then back home and they are beautiful

As shown in table 9, open ended questions were used to collect what would make respondents golfing experience in Las Vegas better. Table 9 includes the 5 most occurring answers.

Table 9: Improve Experience

What would make your experience better?
Faster pace of play
See beverage cart more often
More information about each hole/GPS
More convient way to get to the golf courses
Play Better

CHAPTER V

CONCLUSIONS

Introduction

The purpose of this study was to develop a demographic profile for the Las Vegas golf tourist. With the 200 surveys total survey responses the data brings to light a few new points worth discussing.

Implications of Findings

The implication of this study is to better understand the golf tourist in the Las Vegas market overall using data from two courses. This study can be useful to others in the Las Vegas golfing market who want to determine what types of tourists are coming to their properties and what factors which influence their they stay in Las Vegas. However, the implications of this study are not generalizable to the tourism golf community in Las Vegas as a whole. They may be useful to courses in the same market segment as Rhodes Ranch and Tuscany golf clubs, however, as these two courses can use the results to help attract additional golf tourists. Other golf courses can use this type of study to examine factors that influence golf tourists to their courses or in their segment of the Las Vegas market. It is interesting to note that factors discovered in this study bear a strong resemblance to those found in the study conducted in Algarve, Portugal by Barros, Butler, & Correia, (2010).

Limitations of the Study

As with most studies, there are limitations to this study that need to be addressed. Social Desirability bias is a potential limitation when conducting an intercept survey. Although the administrators were trained how to properly administer the survey, when multiple people are conducting the same survey there is a potential for bias to impact the results.

The surveys were conducted at two Las Vegas area golf courses and are only generalizable, at most, to courses in the same golf market segment in the Las Vegas area. Because prices vary drastically for golf in Las Vegas the results are not generalizable to all golf tourism courses in the area. While this study accomplishes the assumed results for the two courses studied there is no reasonable way to take these results and apply them in any larger scope of the golfing population.

Due to time restraints on this study, the survey was only available for 28 days. Therefore, the study does not take into account the seasonality of the Las Vegas golf tourism, either as a whole or at the two courses studied. It may be that different results would be found if the study were conducted over a full year period to adjust for seasonality, of course. In addition, only conducting one surveying method might have deterred some people from participating. Intercept surveying gives the most complete answers and is a good method for asking more difficult non-personal questions (Zikmund, 2012) but it too, has limitations. Conducting the intercept surveying method along with a leave behind survey might have captured a higher response rate or led to different results. We suggest this might be an approach used by others who wish to study the subject further.

Suggestions for Future Research

This was the first study of its kind to look at the demographic profile of the Las Vegas golf tourist. There are areas that can be improved for further research within the Las Vegas area and for other geographical areas that want to look at golfers demographic profile.

As we noted in the previous sections, including a leave behind survey or, perhaps, a survey which golfers could mail in once home might expand both the results and the generalizability of the results. Also as noted, collecting surveys over an entire year (to account for seasonality) might also yield different results. We would recommend that those wishing to study this topic more consider such an approach. There may also have been a higher response rate if more funding is available. If a prize is given to each individual that participated in the survey this would likely increase the response rate. No such funding was available for this study.

Importantly, involving more golf courses in the study would be very desirable, especially for generalizing about the Las Vegas market as a whole. Golf course prices vary in Las Vegas from several hundred dollars to about thirty dollars. Therefore, having courses in each of these segments could yield better rounded results that would apply to the golf tourism market in Las Vegas as a whole. Segmenting not only public golf, semi-private, and private courses would also be desirable for generalization to the market as a whole. If more golf courses were unwilling to accommodate surveys at their property another option would be to partner with hotels in the area to obtain survey results from guests. Of course, that would, require utilizing hotels in different segments, as well. Such surveys could be available at a concierge desk or front desk of a hotel. This would be another way to obtain survey participants. Finally, studying factors such as those investigated in this study is difficult to accomplish in a golf market the size of Las Vegas. The comparable study conducted in Algarve, Portugal involved a much smaller golf market and city. Future researchers may decide to segment the Las Vegas population considerably. For instance, separate studies could be conducted in Henderson, Summerlin, North Las Vegas etc. and/or the market might be delineated by zip code or neighborhoods.

Conclusions

The Las Vegas golf industry is not like any other golf location in the world because Las Vegas is so unusual. It is no secret that Las Vegas is, in many ways, unlike anywhere else in the world. Visitors have, on occasion, even commented on Las Vegas being like no where else on this planet. While we do not recommend studies of golf on other planets, it is important to remember that Las Vegas is unique. Golf tourism is not expansively studied; there are few studies of this kind and our results added to the exploratory research that has been done. We do believe that we proved the point that studying factors such as those addressed in this study is valuable undertaking, however. A better understanding of many different factors that influence golf tourism could be used for marketing tourists to respective properties or the valley as a whole.

The demographics of golf tourists at Tuscany and Rhodes Ranch golf clubs uncovered some interesting points worth discussing. The mean age reported for both Tuscany and Rhodes Ranch was 45.23 and the average age for the visitor in Las Vegas is about 45 years of age (LVCVA, 2013). It is interesting to note that the average golf tourist at Tuscany and Rhodes Ranch is also roughly the average age of golfers in Las Vegas. The combined gender for Tuscany and Rhodes Ranch were 77.5% male and 22.5% female. It is also interesting to see that females make up 22.5% of the market at these two properties. The percentage of female golfers reported in other studies has been much lower (Hudson, 2009). The results on ethnicity are similar. At Rhodes Ranch and

Tuscany 33.5% of participants were Caucasian/White and the next largest market segment was Asian/Pacific Islander/ Indian subcontinent at 26.5%. This is not surprising because some people refer to Las Vegas as the ninth Hawaiian Island.

We also noted in our results that golfers are split on the eight reasons for traveling to Las Vegas. While golf alone was the most common reason, (45%), respondent also noted other reasons, as well (32.5% pleasure, and 20% business and so on). This was not overly surprising because we administered the surveys at golf courses. It would be advantageous, for courses who might want to use this information for marketing to identify exactly what kind of business trips people were on while golf in Las Vegas.

We reported in the results that the Las Vegas Convention and Visitors Authority knows that tourists spend an average of 3.3 nights in town (LVCVA, 2013). Our study showed that golfers at Tuscany and Rhodes Ranch reported spending less than 4 nights in town (81.5%). The reported length of stay at Tuscany was slightly longer than at Rhodes Ranch. At Tuscany Golf Club 18% of respondents reported staying 7 or more days on their current trip. While at Rhodes Ranch only 1% of respondents reported staying more than 7 days. With the data above there is no way to prove why this is but it is interesting to note that people at Tuscany reported staying with friends/family 33% at Tuscany versus 13% at Rhodes Ranch and this may explain the variation.

Travel patterns were reported at Tuscany and Rhodes Ranch. At Tuscany and Rhodes Ranch combined, 53% of respondents reported making 2 or more trips to Las Vegas and 76% reported making 2 or more trips in the last 12 months. This seems to be consistent with other studies because people are going to travel other places besides Las Vegas (Barros, Butler, & Correia, 2010). At Tuscany and Rhodes Ranch respondents reported (50%) that they did not take a golf specific trip in the last 12 months. This was not surprising because Las Vegas is not a golf only destination, there are more options available compared to other golfing destinations.

At Tuscany and Rhodes Ranch combined, 53.5% reported playing golf 10 or fewer times in the last 12 months. This was not surprising because the majority of golfers do not play often because of the time it takes to play and other factors relating with time and money (Hudson, 2009). At Tuscany and Rhodes Ranch combined 65% of respondents reported paying $60 or less for golf at home. While 65.5% of respondents at both Tuscany and Rhodes Ranch combined reported paying $61 or more for golf while on a trip. This, too, was not surprising because it is well known that people will pay more for golf while on a trip then while at home. At Tuscany and Rhodes Ranch combined 67% of people reported playing golf 1 or fewer times on a typical trip. This number is consistent with the amount of people that travel for golf specific trips reported earlier in the study.

Tuscany and Rhodes Ranch were the most played golf courses on the survey. This is because the surveys took place at both of these golf courses and 100% of people that responded at Tuscany played Tuscany and visa versa. Legacy, Las Vegas National, and Siena where the next 3 most played golf courses reported for both Tuscany and Rhodes Ranch combined. These are all mid-priced golf courses in the Las Vegas valley. Legacy is located on the east side of the valley, Siena is on the west side of the valley and Las Vegas National is located in the middle part of the valley.

While 33% of respondents at Tuscany Golf Club reported staying with friends and family only 13% reported staying with friends and family at Rhodes Ranch Golf Club.

Respondents at Tuscany Golf Club reported staying for longer on their current trip than at Rhodes Ranch Golf Club. This may be the reason why the respondents at Tuscany stayed longer. There is no way to drawn this conclusion based on statistics but it is interesting to note. At Tuscany and Rhodes Ranch combined 20% reported staying at the South Point Hotel, Casino and Spa. This is also not surprising because Tuscany and Rhodes Ranch do provide stay and play packages with the hotel, which includes golf and hotel for one rate. Although this was an exploratory study in discovering golf tourist demographics at two golf courses in Las Vegas and is not generalizable beyond that, it provides a foundation for future research.

APPENDEX A

Informed Consent
Department of Hotel Administration

Title of Study: Golf Tourism in Las Vegas

Investigators: Dr. Robert Woods
Brian Jones

For questions or concerns about the study, you may contact Dr. Robert Woods at: **702-895-3537**

For questions regarding the rights of research subjects, any complaints or comments regarding the manner in which the study is being conducted you may contact **the UNLV Office of Research Integrity – Human Subjects at 702-895-2794, toll free at 877-895-2794, or via email at IRB@unlv.edu.**

Purpose of the Study
You are invited to participate in a research study. The purpose of this study is to learn more about the golf industry in Las Vegas. There are no right or wrong answers to the questions you are going to be asked. Please answer each question to the best of your ability.

Participants
You are being asked to participate in the study because you are a golfer who has played in Las Vegas and is over the age of 18.

Procedures
If you volunteer to participate in this survey, you will be asked to answer several questions regarding your experiences at the golf courses you played in Las Vegas.

Benefits of Participation
There may not be direct benefits to you as a participant in this study. However, we hope to learn more about the golf industry in Las Vegas. This will help us to understand how we may enhance future golfers' experiences on Las Vegas golf courses.

Risks of Participation
There are risks involved in all research studies. This study may include only minimal risks. You may become uncomfortable when answering some questions.

Cost /Compensation
There will not be financial cost to you to participate in this study. The study will take

approximately 5 minutes of your time. You will not be compensated for your participation in this study.

Confidentiality
All information gathered in this study will be kept as confidential as possible. No reference will be made in written or oral materials that could link you to this study. All records will be stored in a locked facility at UNLV for 3 years after completion of the study. After the storage time the information gathered will be destroyed.

Voluntary Participation
Your participation in this study is voluntary. You may refuse to participate in this study or in any part of this study. You may withdraw at any time without effect to your relations with UNLV. You are encouraged to ask questions about this study at the beginning or any time during the research study.

Participant Consent:
I have read the above information and agree to participate in this study. I have been able to ask questions about the research study. I am at least 18 years of age.

____________________________________ ___________________
Signature of Participant **Date**

____
Participant Name (Please Print)

Screener Questions:
First we are going to ask you a few questions to make sure that you are qualified to participate in this study:

Are you over the age of 18?

Yes No

Do you live in Southern Nevada?

Yes No

If not, where do you live? (State or Country)

____

(If the answer for either of the above question was incorrect, the participant is thanked for their time and is done with the questionnaire.)

Now we are going to ask you some questions specific to your experiences in Las Vegas with golf.

What is your purpose for coming to Las Vegas? (Circle all that apply)

Business Pleasure Family/Friends Gaming/Gambling Shows

Restaurants Golf Other ______________________________

How many nights are you staying during this trip to Las Vegas?

____

In the past 12 months how many times did you visit Las Vegas?

1 2 3 4 5+

In the past 12 months, how many trips have you taken?

1 2 3 4 5+

Approximately how many golf specific trips do you take in a 12-month period?

0 1 2 3 4 5+

Approximately how many times have you played golf in the past six months?

____

What is the average price you pay for golf (tee time only) on a trip?

$20-39 $40-60 $61-80

$81-100 $101-150 $151+

What is the average price you pay for golf (tee time only) at home?

$20-39 $40-60 $61-80

$81-100 $101-150 $151+

On a typical trip, do you play golf? If so, how many times?

0 1 2 3 4 5+

What golf courses in Las Vegas have you played? (Please list all)

____

What were your favorite features of the golf courses that you played in Las Vegas?

What would make your experiences on the golf courses in Las Vegas better?

Where are you staying while in Las Vegas?

Demographics:
In the following section, we are going to ask you a few questions regarding your personal characteristics.

How old are you?

What is your gender?

Male   Female

What is your ethnicity?

Caucasian/White   Native American
Black   Asian / Pacific Islander / Indian subcontinent
Hispanic   Other

What is the highest level of education you have received?

Some High School or less   Bachelor's Degree
High School/GED Graduate   Some Graduate Coursework
Some College   Graduate Degree
Associate's Degree

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Education

Master of Science in Hotel Administration *5/2014*
University of Nevada, Las Vegas

B.S.in Recreation and Leisure Services & Concentration in PGA Golf Management
7/2012 **University of Nevada, Las Vegas**

Career History

Assistant General Manager *3/2013-Present*
Tuscany Golf Club, Henderson Nv.

- Tuscany Golf Club is a resort golf club located in Henderson Nevada which plays over
  60,000 rounds annually and host over 100 tournaments and events.
- Assisted in writing the operating budget which is $3.8M
- Responsible for all department head meetings
- Developed flash reports to monitor all payroll and expenses
- Property Safety Manager

Head Golf Professional *4/2012-3/2013*
Tuscany Golf Club, Henderson Nv.

- Develop and implement all service standards in the golf shop and golf services
- Developed the budget for golf operations
- Managed Payroll for the Golf Shop and Outside Services
- Merchandise Manager

1st Assistant Golf Professional *9/2011-4/2012*
Tuscany Golf Club, Henderson Nv**.**

- Tuscany Golf Club is a public golf course with 65,000 rounds annually
- Checked customers in and assisted with any needs
- Assisted with and Open to Buy Plan
- Managed merchandise, from ordering to checking into inventory

Computer Skills

Excel	Word	PowerPoint
Numbers	Pages	Keynote
Scorecast	Fore Tee's	Golf Pro System
IBS	EZ Links	Vision Perfect