ABSTRACT

The research studied the perception of international golfers towards the services and facilities of the two selected golf course-Springfield Village Golf Spa and Laem Chabang International Country Club. The annual number of golfer playing at these two golf courses was around 500,000, so a sample size of 384 was selected.

Thirty six hypotheses were set to test whether there is difference among international golfers in their perception towards the services and facilities of the two golf course based on such demographic characteristics as nationality, age, gender, educational level, occupation and income.

Findings revealed that there was difference in their perception towards the following aspects: value for the price paid in and around golf course when classified by nationality, quality of the course condition in and around golf course when classified by ages, golfing service and facility provided by the golf course when classified by ages, accommodation in the golf courses when classified by ages, quality of the golf course when classified by gender, golfing service and facility provided by the golf course when classified by gender, value for the price paid in the golf course when classified by gender, layout/scenery in the golf course when classified by education level, quality of the golf course condition in the golf course when classified by education level, golfing service and facilities provided by golf course when classified by education level, value for the price paid around the golf course when classified by education level, value for the price paid in and around the golf course when classified by occupation, accommodation in and around the golf course when classified by income and value for the price paid in and around the golf course when classified by income.
International golfers gave the rating of average for the following aspects of services and facilities of the two golf courses: accessible to this golf course, golf course and game conditions, spas and traditional thai massage, leisure activities, variety of food and beverage in the golf course, special events, easy access to hotels and other accommodation, overall services and facilities of the accommodation place, and the reasonable price and attractive membership’s fees.

International golfer gave the rating of good for the following aspects of services and facilities of the two golf courses: beautiful scenery and layout of the golf course, the course design, the golf course display distinct culture heritage, the maintenance of golf course, the skillfulness on the part of service people at various levels, the performance of the golf course is up to the World-Class Standard, efficiency service and facilities, accessible routes in golf course, and caddies services.