

The Hong Kong Golf Club – Balancing Prestige, Access, and Land Use



Source: pixabay (2022)

Background

Established in 1889, the Hong Kong Golf Club (HKGC) operates two golf courses in Hong Kong, one in Fanling and the other in Deep Water Bay (HKGC, n.d.). The HKGC dedicates to promote golf in Hong Kong through providing a range of services to the public and its members, as well as providing a venue for various golf tournaments (HKGC, n.d.). The club's business model can be divided into five components: admission & membership, retailing, catering, training courses, and venue rental.

For Hong Kong residents with a valid identity card, green fees for an 18-hole course are priced at HKD\$1,600 with a 50% discount available after 3pm (HKGC, n.d.). The club also offers supporting services, including golf cart rental and caddie hire, for around HKD\$400-550, to help the guests with their bags and finish the course (HKGC, n.d.). Meanwhile, the club offers membership with an initial payment of HKD\$18 million and monthly subscriptions ranging from HKD\$2,805 (single) to HKD\$3,815 (couple) (Sakura, n.d.). Club members enjoy access to all on-site facilities, including swimming pool, tennis courts and exclusive club facilities. (Sakura, n.d.).

The club also operates Golf Shops offering a full range of merchandise, from golf equipment to the latest apparel from leading brands such as Nike and Polo Ralph Lauren (HKGC, n.d.). The Club Fitting & Repairs Centre, located within the shop, provides services such as custom fitting and equipment maintenance (GCHK, n.d.). Dining outlets and bars on-site add to the club's comprehensive hospitality offerings.

To foster talent and interest in the sport, HKGC provides professional golf training courses, led by certified coaches from the Professional Golfers' Association (HKGC, n.d.). The club integrates teaching with various technology such as CoachNow, a video analysis tool that captures swing motion at 240 frames per second, allowing players to review and compare their performance with past lessons or professional examples (GCHK, n.d.).

Over the years, the HKGC has been the home to many golf tournaments like the Hong Kong Open and World City Championship. In addition to organizing its own events, HKGC rents out its golf courses and function rooms to third parties for corporate or private activities (HKGC, n.d.).

Challenges

Despite its long-standing presence and contributions to golf in Hong Kong, HKGC faces increasing public scrutiny. Golf is often seen as an elite activity due to its high costs, which restrict participation primarily to wealthier individuals. As a result, the usage and accessibility of the club's facilities remain limited.

Adding to the controversy is the ongoing debate over land use in Hong Kong, especially amid the city's pressing housing shortage. Many have called for the government to reclaim the land currently leased to the HKGC for the development of public housing, arguing that such land should serve broader societal needs. This conflict between preserving high-end recreational space and addressing urban housing challenges has placed the club's future under considerable pressure.

Discussion Questions

1. What strategies could the HKGC implement to make golf more accessible and inclusive to the general public?
2. What are the potential economic consequences for the HKGC if the government decides to reclaim the land for public housing, and how might the club adapt its business model in response?
3. What alternative solutions could help balance Hong Kong's need for both housing and recreational spaces, and how would such solutions affect the future operations of HKGC?
4. Besides golf instruction, what other technologies could HKGC integrate to improve service, guest engagement, or operational efficiency?

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Keywords

- Recreation
- Attraction
- Sports Tourism
- Land Use Conflict
- Demand
- Accessibility

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香港高尔夫球会——在声望、可及性与土地使用之间寻求平衡



Source: pixabay (2022)

背景

香港高尔夫球会成立于 1889 年，在香港运营两个高尔夫球场，一个位于粉岭，另一个位于深水湾 (HKGC, n.d.)。球会致力于通过向公众及会员提供一系列服务，以及为各类高尔夫赛事提供场地，从而在香港推广高尔夫运动(HKGC, n.d.)。俱乐部的商业模式可分为五个部分：入场与会籍、零售、餐饮、培训课程和场地租赁。

对于持有有效身份证的香港居民，18 洞球场的果岭费为 1,600 港元，下午 3 点后可享受 50%折扣(HKGC, n.d.)。球会还提供辅助服务，包括约 400 至 550 港元的球车租赁和球僮服务，以协助客人携带球包并完成比赛(HKGC, n.d.)。与此同时，球会提供会籍，入会费为 1,800 万港元，月费从 2,805 港元（个人）到 3,815 港元（双人）不等 (Sakura, n.d.)。俱乐部会员可使用所有场内设施，包括游泳池、网球场和专属会所设施 (Sakura, n.d.)。

球会还设有高尔夫球专卖店，提供从高尔夫球具到 Nike 和 Polo Ralph Lauren 等领先品牌最新服饰的全系列商品(HKGC, n.d.)。位于店内的球杆量身订造及维修中心提供如量身订造和设备维护等服务(GCHK, n.d.)。场内的餐饮场所和酒吧进一步丰富了俱乐部全面的接待服务。

为培养运动人才和兴趣，香港高尔夫球会提供由职业高尔夫球协会认证教练指导的专业高尔夫培训课程 (HKGC, n.d.)。俱乐部将教学与各种技术相结合，例如使用 CoachNow 视频分析工具，该工具能以每秒 240 帧的速度捕捉挥杆动作，使球员能够回顾自己的表现，并与过去的课程或专业范例进行比较 (GCHK, n.d.)。

多年来，香港高尔夫球会一直是香港公开赛、世界城市锦标赛等众多高尔夫赛事的举办地。除了自行组织活动外，球会也将其高尔夫球场和宴会厅出租给第三方，用于企业或私人活动 (HKGC, n.d.)。

挑战

尽管香港高尔夫球会历史悠久并为香港的高尔夫运动做出了贡献，但它正面临日益增长的公众审视。由于其高昂的费用主要将参与者限制在较富裕的人群中，高尔夫常被视作一项精英活动。因此，俱乐部设施的使用率和可及性仍然有限。

使争议加剧的是香港持续存在的土地使用辩论，尤其是在该市面临严峻住房短缺的背景下。许多人呼吁政府收回目前租予香港高尔夫球会的土地以发展公营房屋，认为此类土地应用于更广泛的社会需求。保留高端休闲空间与解决城市住房挑战之间的冲突，使球会的未来承受了巨大压力。

讨论问题

1. 香港高尔夫球会可以采取哪些策略，使高尔夫运动对公众更具可及性和包容性？
2. 如果政府决定收回土地用于公营房屋，对香港高尔夫球会可能造成哪些经济后果？球会应如何调整其商业模式以应对？
3. 有哪些替代方案可以帮助平衡香港对住房和休闲空间的双重需求？此类方案将如何影响香港高尔夫球会未来的运营？
4. 除了高尔夫教学，香港高尔夫球会还可以整合哪些其他技术来改善服务、宾客互动或运营效率？

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关键词

- 休闲娱乐
- 旅游景点
- 体育旅游
- 土地使用冲突
- 需求
- 可及性

致谢

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香港高爾夫球會——在聲望、可及性與土地使用之間尋求平衡



Source: pixabay (2022)

背景

香港高爾夫球會成立於 1889 年，在香港營運兩個高爾夫球場，一個位於粉嶺，另一個位於深水灣 (HKGC, n.d.)。球會致力於透過向公眾及會員提供一系列服務，以及為各類高爾夫賽事提供場地，從而在香港推廣高爾夫運動 (HKGC, n.d.)。俱樂部的商業模式可分為五個部分：入場與會籍、零售、餐飲、培訓課程和場地租賃。

對於持有有效身份證的香港居民，18 洞球場的果嶺費為 1,600 港元，下午 3 點後可享受 50%折扣 (HKGC, n.d.)。球會還提供輔助服務，包括約 400 至 550 港元的球車租賃和球僮服務，以協助客人攜帶球包並完成比賽 (HKGC, n.d.)。與此同時，球會提供會籍，入會費為 1,800 萬港元，月費從 2,805 港元（個人）到 3,815 港元（雙人）不等 (Sakura, n.d.)。俱樂部會員可使用所有場內設施，包括游泳池、網球場和專屬會所設施 (Sakura, n.d.)。

球會還設有高爾夫球專賣店，提供從高爾夫球具到 Nike 和 Polo Ralph Lauren 等領先品牌最新服飾的全系列商品 (HKGC, n.d.)。位於店內的球桿量身訂造及維修中心提供如量身訂造和設備維護等服務 (GCHK, n.d.)。場內的餐飲場所和酒吧進一步豐富了俱樂部全面的接待服務。

為培養運動人才和興趣，香港高爾夫球會提供由職業高爾夫球協會認證教練指導的專業高爾夫培訓課程 (HKGC, n.d.)。俱樂部將教學與各種技術相結合，例如使用

CoachNow 影片分析工具，該工具能以每秒 240 幀的速度捕捉揮桿動作，使球員能夠回顧自己的表現，並與過去的課程或專業範例進行比較 (GCHK, n.d.)。

多年來，香港高爾夫球會一直是香港公開賽、世界城市錦標賽等眾多高爾夫賽事的舉辦地。除了自行組織活動外，球會也將其高爾夫球場和宴會廳出租給第三方，用於企業或私人活動 (HKGC, n.d.)。

挑戰

儘管香港高爾夫球會歷史悠久並為香港的高爾夫運動做出了貢獻，但它正面臨日益增長的公眾審視。由於其高昂的費用主要將參與者限制在較富裕的人群中，高爾夫常被視為一項精英活動。因此，俱樂部設施的使用率和可及性仍然有限。

使爭議加劇的是香港持續存在的土地使用辯論，尤其是在該市面臨嚴峻住房短缺的背景下。許多人呼籲政府收回目前租予香港高爾夫球會的土地以發展公營房屋，認為此類土地應用於更廣泛的社會需求。保留高端休閒空間與解決城市住房挑戰之間的衝突，使球會的未來承受了巨大壓力。

討論問題

1. 香港高爾夫球會可以採取哪些策略，使高爾夫運動對公眾更具可及性和包容性？
2. 如果政府決定收回土地用於公營房屋，對香港高爾夫球會可能造成哪些經濟後果？球會應如何調整其商業模式以應對？
3. 有哪些替代方案可以幫助平衡香港對住房和休閒空間的雙重需求？此類方案將如何影響香港高爾夫球會未來的營運？
4. 除了高爾夫教學，香港高爾夫球會還可以整合哪些其他技術來改善服務、賓客互動或營運效率？

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關鍵詞

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- 旅遊景點
- 體育旅遊
- 土地使用衝突
- 需求
- 可及性

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