

## PROLOGUE

The existing bibliography on golf is mostly related to the teaching of this sport. There are also a lot of biographies of the greatest golfers in history or other works that illustrate with images the best holes and the most beautiful courts in the world.

But in the libraries of golf lovers there are not many books about golf management in clubs, and even less related to new perspectives about golf and the latest trends that have emerged since the beginning of the 21<sup>st</sup>. Century.

The lack of specific contents related to golf management has challenged me to venture in the writing of a book that develops issues such as management, management tools, strategic visions and new trends of golf in the 21<sup>st</sup>. Century.

But I was particularly interested in focusing on calling the attention of those who govern the golf of the big unconquered market existing in the world in order to attract many other people as enthusiasts of this sport.

The historical benefits that characterize golf and the boost given by the pandemic black swan, enhance the growing possibilities of the world of golf.

For these reasons, I had the intention that this piece of work would help golf decision makers to trigger new reflections in order to seize the great opportunity we now have to enhance their development and specially stimulate the growth of golf clubs.

As the eighties and nineties of the 20<sup>th</sup> century were a great era in the global growth of golf, I think that at the beginning of the third decade of the 21<sup>st</sup> century we have a great opportunity to relaunch even stronger the development of this magnificent sport.

And we say that we are before a special moment because the pairing between golf and health has gained a powerful and unusual value for all the benefits that golf gives to its followers.

Moreover, if organizations and clubs around the world overcome certain levels of stagnation they are into and adopt new management methods according to the 21<sup>st</sup> century they will surely could achieve a bigger development.

It is vital to understand the main causes for which traditional golf has suffered some kind of stagnation, work against them in order to reconfigure a new scenario with more innovative, attractive and funny ideas, while reinventing the services offered by golf clubs.

It is very important to introduce new tools to improve the management of golf clubs, to adapt strategic plans to new social customs of the 21<sup>st</sup> century and to enhance leaders to retrain their capabilities so they can successfully govern the organizations of our sport in this complex 21<sup>st</sup> century.

The content of this book intends to introduce readers to innovative and disruptive ideas, which could facilitate debates and discussions within golf clubs, golf organizations and other main actors such as big companies related to the powerful industry of golf.

This copy summarizes the collection of a great number of articles I have published, with some conceptual aggregates for each chapter which I hope they could serve as inspiration to generate new opinions that focus on management of golf.

Golf is an extraordinary sport that still has a long way ahead and there is a world of people to invite so they can include it as part of their daily life.

Golf is synonym of sport, health, education, sociability, work, economy and much more.

And the most important feature is that it can be shared with the whole family as it is one of the few sports that can be played at all ages and with all the loved ones. Needless to say that it is an endless source of making great friends.

There are millions of future golfers that still are no part of our community and the great challenge is to conquer them.

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