

# *Historical, Philosophical, Legal and Staff Problems of Physical Culture and Sports*

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## **GOLF DEVELOPMENT IN UKRAINE: CHALLENGES AND PERSPECTIVES**

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### **Abstracts**

**Topicality.** The inclusion of golf in the Olympic sports, the process of its globalization, commercialization and professionalization determines the prospects for the development of this sport within the framework of national and international scale. Despite the interest of the population in the golf in Ukraine, the positive development of golf in recent years, there are a problems. **The purpose of the research** is to carry out a comprehensive analysis of the development of golf in the world and Ukraine, to identify the main problems and determine the prospects for its modern development. **Methods** – analysis of data of special scientific literature, official legal documents, surveys, data analysis of the Internet, SWOT-analysis, comparison, generalization. **Results.** The article defines the modern trends of world golf, among which there is a significant increase in the popularity and geography of the distribution of golf; maintaining of the leadership of USA in golf development; the concentration in system of the golf in Europe up to 92 % of all professional players and 90 % of golf courses; the introduction by 2020 of a unified world system of handicaps; unification of standards for the preparation and certification of coaches, judges, greenkeepers; the progress of the golf business-industry and, etc. The modern causes affecting the further development of golf in Ukraine are investigated: the imperfection of the legislative provision of sports development and the promotion of the activities of subjects of the national golf system; low level of motivation of different groups of population for golf to practice in the country; lack of golf courses at children's and youth sports schools; the backlog of the material and technical base of golf development from the level of most countries of the world; mismatch with the modern requirements of scientific and methodological support for the development of golf and staffing, and others. Are developed the strategic directions, goals and objectives for the development of golf in Ukraine for the period up to 2030. **Conclusions.** The strategy of golf development in Ukraine will allow dignified representation of the state in the world sports community, popularize golf as a kind of active rest in the system of a healthy lifestyle of citizens and promote the consolidation of the nation.

**Key words:** golf, management of golf in the world and in Ukraine, trends of development, problems, strategy, prospects.

**Мирослав Дутчак, Оксана Шинкарук, Марина Лавренчук. Розвиток гольфу в Україні: проблеми та перспективи. Актуальність.** Уключення гольфу до олімпійських видів спорту, а також процес його глобалізації, комерціалізації та професіоналізації зумовлюють перспективи розвитку цього виду спорту в рамках національного й міжнародного масштабу. Незважаючи на зацікавленість населення до занять гольфом в Україні, його позитивний розвиток в останні роки, спостерігаємо низку проблем. **Мета** статті – здійснити комплексний аналіз розвитку гольфу у світі та Україні, окреслити основні проблеми та визначити перспективи його сучасного розвитку. **Методи досліджень** – аналіз даних спеціальної науково-методичної літератури, офіційних нормативно-правових документів, опитування, аналіз даних Інтернет, SWOT-аналіз, зіставлення, узагальнення. **Результати.** У статті визначено сучасні тренди світового гольфу, серед яких – суттєве зростання популярності й географії поширення гольфу; збереження провідних позицій США в розвитку гольфу;

концентрація системи гольфу в Європі до 92 % усіх професійних гравців та 90 % майданчиків для гольфу; упровадження до 2020 р. єдиної світової системи гандикапів; уніфікація стандартів підготовки та сертифікації тренерів, суддів, грінкіперів; прогрес бізнес-індустрії гольфу тощо. Досліджено сучасні виклики, що впливають на подальший розвиток гольфу в Україні: недосконалість законодавчого забезпечення розвитку спорту й сприяння діяльності суб'єктів системи вітчизняного гольфу; низький рівень мотивації різних верств населення до занять гольфом у країні; відсутність відділень із гольфу в дитячо-юнацьких спортивних школах; відставання матеріально-технічної бази розвитку гольфу від рівня більшості країн світу; невідповідність сучасним вимогам науково-методичного супроводження розвитку гольфу та кадрового забезпечення й ін. Розроблено стратегічні напрями, цілі й завдання розвитку гольфу в Україні на період до 2030 р. **Висновки.** Обґрунтована стратегія розвитку гольфу в Україні дасть змогу гідно репрезентувати державу у світовому спортивному співтоваристві, популяризувати гольф як вид активного відпочинку в системі здорового способу життя громадян та сприяти консолідації нації.

**Ключові слова:** гольф, управління гольфом у світі та в Україні, тренди розвитку, проблеми, стратегія, перспективи.

**Мирослав Дутчак, Оксана Шинкарук, Марина Лавренчук. Развитие гольфа в Украине: проблемы и перспективы. Актуальность.** Включение гольфа в олимпийские виды спорта, а также процесс его глобализации, коммерциализации и профессионализации обуславливают перспективы развития данного вида спорта в рамках национального и международного масштаба. Несмотря на заинтересованность населения к занятиям гольфом в Украине, позитивное развитие гольфа в последние годы, наблюдается ряд проблем. **Цель** статьи – осуществить комплексный анализ развития гольфа в мире и Украине, определить основные проблемы и перспективы его современного развития. **Методы исследований** – анализ данных специальной научно-методической литературы, официальных нормативно-правовых документов, опрос, анализ данных Интернет, SWOT-анализ, сопоставление, обобщение. **Результаты.** В статье определяются современные тренды мирового гольфа, среди которых – существенный рост популярности и географии распространения гольфа; сохранение ведущих позиций США в развитии гольфа; концентрация системы гольфа в Европе до 92 % всех профессиональных игроков и 90 % площадок для гольфа; внедрение к 2020 г. единой мировой системы гандикапов; унификация стандартов подготовки и сертификации тренеров, судей, гринкиперов; прогресс бизнес-индустрии гольфа и др. Исследуются современные причины, влияющие на дальнейшее развитие гольфа в Украине: несовершенство законодательного обеспечения развития спорта и содействия деятельности субъектов системы отечественного гольфа; низкий уровень мотивации различных слоев населения к занятиям гольфом в стране; отсутствие отделений по гольфу в детско-юношеских спортивных школах; отставание материально-технической базы развития гольфа от уровня большинства стран мира; несоответствие современным требованиям научно-методического сопровождения и кадрового обеспечения и др. Разработаны стратегические направления, цели и задачи развития гольфа в Украине на период до 2030 г. **Выводы.** Обоснованная стратегия развития гольфа в Украине позволит достойно представлять страну в мировом спортивном сообществе, популяризировать гольф как вид активного отдыха в системе здорового образа жизни граждан и способствовать консолидации нации.

**Ключевые слова:** гольф, управление гольфом в мире и в Украине, тренды развития, проблемы, стратегия, перспективы.

**Introduction.** Golf in Ukraine is an integral part of the nationwide system of physical culture and sport and is focused on health improvement, development of physical, moral, volitional, and intellectual abilities of individuals through their involvement in golf competitions [1]. Golf is an important means of promoting people's social and labour activity, satisfying their moral, aesthetic and creative incentives, vital needs for mutual communication, development of friendly relationships between people [3].

The inclusion of golf in the Olympic sports, as well as the process of its globalisation, commercialisation (producers of goods and services interested in its development) and professionalisation determine the prospects for the development of this sport within the national and international framework [2; 6].

Despite Ukraine population's interest in golfing, positive development of golf in recent years, there is a number of problems connected with the development of golf in the country [7]. At the current stage, there is no coherent understanding of the historical, organisational, managerial, and methodological foundations of golf development, taking into account modern factors influencing its further development in the international sports movement.

The purpose of this work is to carry out comprehensive analysis of the golf development in the world and in Ukraine, outline the main problems and determine the prospects for its modern development.

**Research methods and organisation.** The following methods were used in the work: analysis of special scientific-methodical literature, official legal documents, surveys, data analysis of the Internet, SWOT-analysis, comparison, generalisation.

**Research results and their discussion.** Golf has a long tradition. In its modern classical version, it was formed in Scotland in the nineteenth century [3]. In 2016, this type of games returned to the Olympic Games (it was first included in these games in 1900 and 1904). Apart from being the sport of higher performance, golf is widely used for active recreation of various groups of population [4].

Golf went through the long way of development, in the process of which several varieties formed: golf, pitch-and-patt, and mini golf. The launch of golf and its dissemination in different countries shows the interest of different people in the development of golf and its orientation toward the system of Olympic and professional sport, raising the development and improvement of the entire golf system to a new level [13].

Golf appeared in Ukraine in 1913, and the present stage of development of Ukrainian golf began in 1997. The development of golf encompasses three periods: the first (1913) – the origination of golf in Ukraine; the second (1997–2008) – the emergence of golf in independent Ukraine, infrastructure development, management structures creation; third (2009 till know) – entry into international golf organisations [4]. Based on foreign and domestic literary sources, regulatory documents analysis [5; 8; 9–11; 12, 15–19] of current world golf trends have been determined, such as:

- ✓ significant popularity growth and geographical dissemination of golf;
- ✓ remaining US leading positions in golf development;
- ✓ in Europe, golf system remains concentrated in the following proportion: 92 % of all professional players and 90 % of golf courses in ten countries, primarily in the UK (England, Scotland, Wales), Germany and France;
- ✓ dynamic development of golf in the countries of eastern Europe and the Balkan countries;
- ✓ increasing the number of international athletes in the arena of the countries having no appropriate previous traditions;
- ✓ development and implementation of national programmes and strategies for golf development and popularisation;
- ✓ existence of a unified system of competitions at the international level, combining professional and amateur trends;
- ✓ introduction of a unified world handicap system by 2020;
- ✓ standards unification for training and certification of trainers (instructors), judges, firemen;
- ✓ rapid progress of golf business-industry (golf clubs and golf courses, production and sales of clothing and sports equipment, sports sights production and trading, tourist services, information services for sports fans, earnings of professional players, cottage construction near golf course, fields, etc.);
- ✓ golf courses certification and golf club accreditation;
- ✓ opening of municipal state supported golf courses at central, regional, and local levels.

In Ukraine, golf has been actively developing since 1997. In the same year, the All-Ukrainian Golf Federation (hereinafter – AGF) was established, which according to the legislation of Ukraine enjoys a national status. The AGF is a member of the International Golf Federation (IGF), the European Golf Association (EGA) and closely cooperates with the international organisation The R & A. AGF is a member of the National Olympic Committee of Ukraine and the Sports Committee of Ukraine [14].

In 2018, there were 5 golf clubs in Kyiv and Kharkiv, 6 fields (2 for 9 holes, 4 for 18 holes). Five domestic golf courses have international certification. There are 3 golf simulators in Kyiv and 1 in Kharkiv. Specialised training platforms (driving-range) operate in Kyiv (2), Lviv (1) and Odessa (1). Approximately 700 people are engaged in golf, half of whom play at least one tournament during the year [14].

In 1999, the National Golf Team of Ukraine has started to participate in international competitions, in particular, since 2012 – in the most prestigious amateur tournament – World Amateur Team Championships (WATC) [4; 14].

Since 2011, the World Amateur Golf Ranking (WAGR) has been sponsored by Ukraine. The first WAGR tournament in our country was the Ukrainian Ladies Open Amateur Championship 2011. There were already 14 WAGR competitions and 8 Ukrainian players ranked WAGR by 2014 [18].

After stricter WAGR rating rules acquisition was introduced, Ukraine did not have any players in this ranking. Only in 2018, a national team member Ivan Malovichko fulfilled new conditions of WAGR and entered the corresponding rating system. However, Ukrainian athletes do not rank among the best players in the world: male OWGR (Official World Golf Ranking) and female Rolex Ranking [14].

In 2015, the Unified Handicap Index System (Datagolf) was introduced in Ukraine. National sports golf rating records of Ukrainian players have been kept since then [14].

In 2017, the Ukrainian Professional Golf Association was set up and the Ukrainian Paralympic Golf Course was launched.

There are 15–20 professional trainers of different levels and qualifications; There is 1 judge of international category, 1 judge of national category, 4 judges of the first category, 10 junior judges [14].

Further development of golf in Ukraine is complicated by a number of modern challenges:

- ✓ imperfection of the legislative provision of sports development and promotion of the activities of domestic golf system subjects;
- ✓ instability of the social and economic environment;
- ✓ tense demographic situation in the state;
- ✓ strengthening share reduction trend of state budget sports allocations, in particular, limited financial resources for golf development in the country;
- ✓ low motivation level of different population groups for golfing in the country;
- ✓ lack of golf courses at children's and youth sports schools;
- ✓ backlog of material and technical base level of golf development from that of the countries developing golf;
- ✓ imperfect regulatory and organisational provision of golf;
- ✓ incompatibility with modern requirements for scientific and methodological support of golf development;
- ✓ lack of staff.

The challenges overall are inner and systematic and require that the actions of state authorities, public and private structures should be coordinated and based on the vision and mission of golf system in Ukraine in the long-term perspective, as well as the implementation of strategic directions, goals and objectives for further development of this sport.

Strategic directions, goals and objectives of further development of golf in Ukraine are developed on the basis of the Law of Ukraine «On Physical Culture and Sport» and other legislative acts of Ukraine [2], the synthesis of thematic research results, advanced foreign and domestic work experience, the Strategic Plan of the IGF for 2017–2020 [17], SWOT-analysis of corresponding social system functioning, suggestions of experts and the public.

The golf system vision of Ukraine is to ensure decent representation of the state in the world sports community, golf popularisation as a leisure activity in the system of citizens' healthy lifestyle and promoting the nation's consolidation.

The golf system mission in Ukraine for the period until 2030 presupposes:

- ✓ ensuring the Olympic and Paralympic sports promotion in the community;
- ✓ increase of Ukraine's investment attractiveness;
- ✓ creation of conditions for domestic athletes' golf skills growth;
- ✓ involvement of pupils, students and other population groups in golf;
- ✓ strengthening the social institution of the family by means of active rest;
- ✓ use of golf for physical and psychological rehabilitation of the military and veterans of combat operations;
- ✓ promoting moral and ethical education, especially of children and young adults.

The mission will be realised on the basis of IGF values: integrity; solidarity; respect; perfection

In the course of research, strategic directions, goals and objectives of golf development in Ukraine for the period including 2030 were determined (Fig. 1).

The «Golf Accessible for All» Vector (Fig. 2).

Strategic Goal 1. Implementation of golf courses at educational institutions.

Objective: to introduce golf in educational process and extra-curricular work in physical education at educational institutions of all levels (development of methodological recommendations, material and technical support improvement, enhancement of the system of training and advanced training of teachers of physical culture for conducting lessons with golf elements, use effective means of motivation for schoolchildren and students to go to golf, conduct nationwide competitions for the best organisation of the relevant work, etc.); to organise cooperation between educational institutions in which golf and mini golf sections operate; to ensure the creation and operation of the Student Golf League of Ukraine.



Fig. 1. Strategic directions of golf development in Ukraine

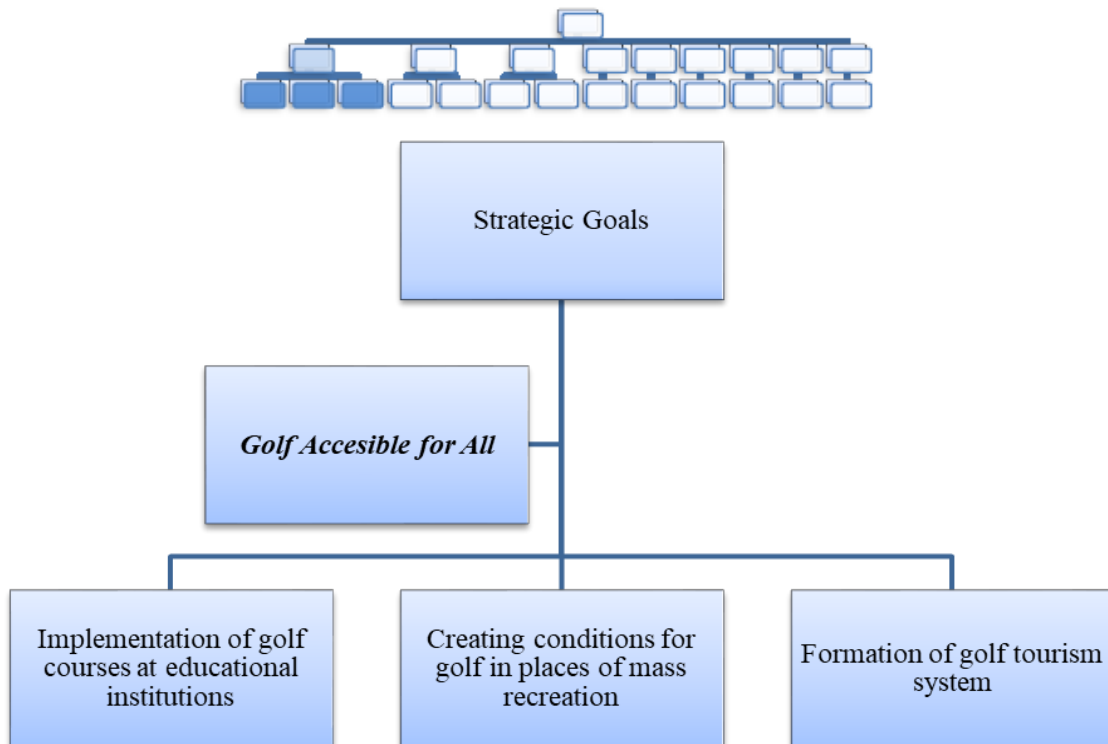


Fig. 2. Strategic Goals for «Golf Accessible for All» Vector

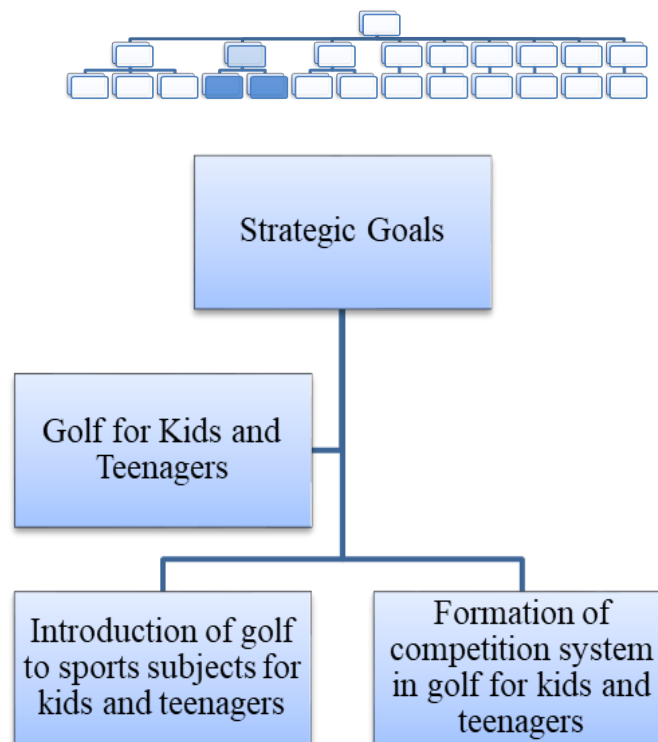
Strategic Goal 2. Creating conditions for golf in places of mass recreation of the population.

Objective: to conduct public sports activities with elements of golf as effective types of family activities in places of mass recreation of citizens; to create family golf courses; to develop and implement target programs for creation of children playgrounds and platform sports facilities for golf in recreational parks and active recreation areas; to create a system of mass sports events, holidays with golf elements among children, teenagers and young adults; to provide conditions for bringing children to short-term training on technical elements of golf based on the special project «Mass entertaining golf schools».

Strategic Goal 3. Formation of golf tourism system.

Objective: to organise excursions for pupils involving golf and mini golf competitions; to create favourable conditions on golf courses for tourists as spectators and/or participants in mass competitions; to promote the formation of tourist groups attending prestigious international golf competitions; to organise a golf courses tour throughout Ukraine.

*The «Golf for Kids and Teenagers» Vector (Fig. 3)*



**Fig. 3.** Strategic Goals for Kids and Teenagers Golf

Strategic Goal 1. Introduction of golf to sports subjects for kids and teenagers.

Objective: to implement a training curriculum for kids and teenagers sports schools, specialised sports schools of the Olympic reserve for kids and teenagers, schools of higher sports skills and specialised schools with golf profile; to open golf departments in kids and teenagers sports schools and in other subjects of this sports kind; to create Golf Academy for young players based on leading golf clubs; to organise summer camps for best young golfers; to develop programs for the Olympic reserve golf preparation like «From the first ball hit to the sport of higher achievements»

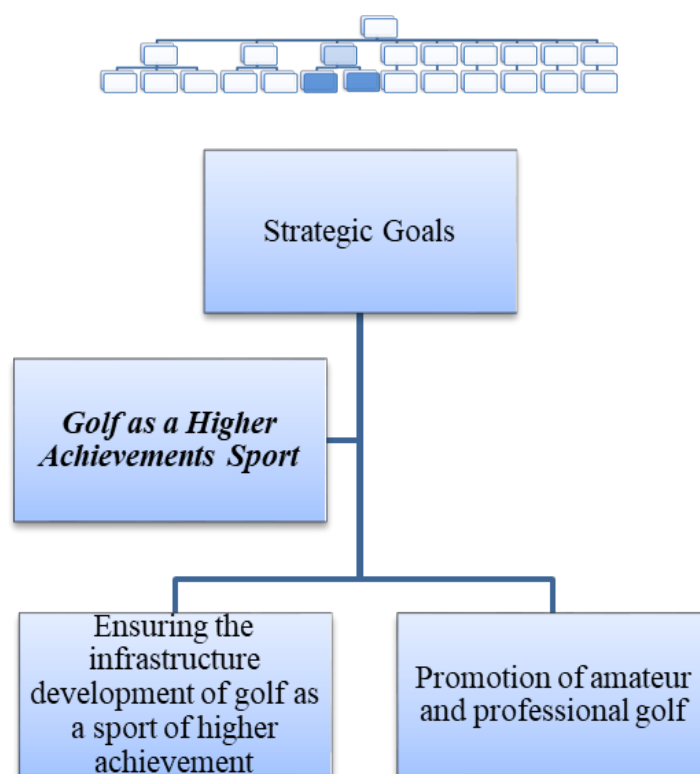
Strategic Goal 2. Formation of the system of competitions in kids and teenagers golf.

Task: to organise all-Ukrainian multi-league golf competitions among young players; ensure participation in various international sports competitions of best young golfers; to launch and hold an international tournament for young golfers in Ukraine.

*The «Golf as a Higher Achievements Sport» Vector (Fig. 4)*

Strategic Goal 1. Ensuring the development of golf infrastructure as a sport of higher achievement.

Objective: to promote the formation of a system of golf clubs of various forms of ownership; to create a center for the preparation of national gold teams Ukraine; to ensure the functioning of the national golf team of Ukraine.



**Fig. 4.** Strategic goals of the «*Golf as a Higher Achievements Sports*» Vector

Strategic Goal 2. Promotion of amateur and professional golf.

Objective: To stimulate tournament clubs among golf fans and launching a respective national tournament; to create a competitive system of competitions for professional golf players in Ukraine in accordance with international standards and rules; to register Ukrainian golf professionals, their certification and assignment of the corresponding categories; conducting the official sports rating of Ukrainian golf professionals; to support Ukrainian players participating in prestigious international competitions of amateurs and golf professionals; to assist leading Ukrainian golfers in attracting sponsors and investors from commercial amateur and professional golf projects; to implement a range of activities for Ukrainian athletes' participation in the Olympics and Paralympic Golf Games.

*The «Golf in the system of physical culture and sports rehabilitation» Vector (Fig. 5).*

Strategic Goal 1. Introduction of golf elements in the system of physical culture and sports rehabilitation of people with disabilities.

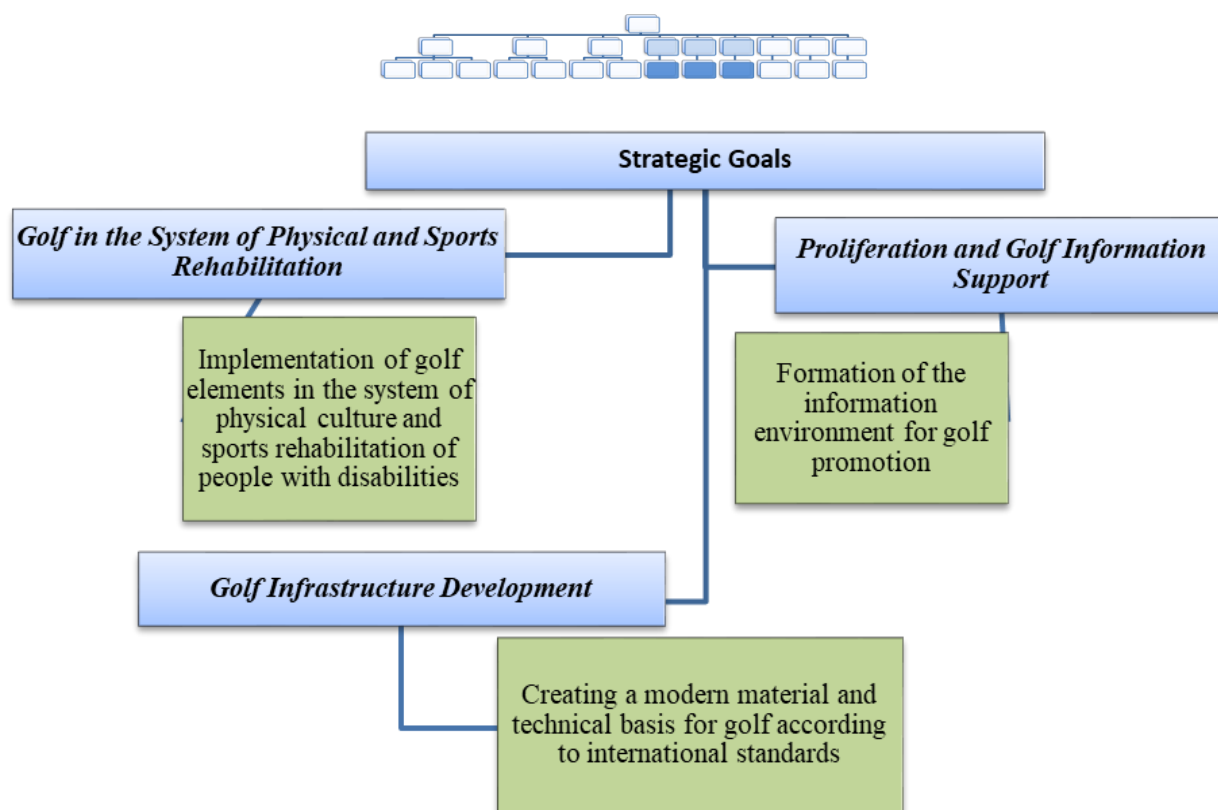
Objective: to implement social programmes using golf elements in physical culture and sports rehabilitation of adults with disabilities, children with disabilities in order to improve their physical and psychological state; to ensure the availability of golf (mini-golf) training for physical education and sports rehabilitation of the military and battle veterans; to provide unhindered access to barrier-free golf courses for adults and children with disabilities.

The «Promotion and information provision of golf» Vector (Fig. 5).

Strategic Goal 1. Formation of the information environment for golf promotion.

Objective: to introduce social advertising on the benefits of golf for the formation of a citizens' healthy lifestyle in the media, primarily on television, as well as educational programmes for people of all ages in relation to golf during lifetime and overcoming the state of social indifference; to provide coverage of sporting events from golf in the media and social networks; to integrate existing resources and create new

informational ones to ensure the exchange and dissemination of golf information; to launch the publication of the periodical – the «Golf of Ukraine» magazine ; to create a golf league of journalists in Ukraine.



**Fig. 5.** Strategic Goals of the Vectors: *Golf in the System of Physical and Sports Rehabilitation, Proliferation and Golf Information Support, Golf Infrastructure Development*

The «Development of golf infrastructure» Vector (Fig. 5).

Strategic Goal 1. Creating modern material and technical basis for golf in accordance with international standards.

Task: to prepare and make changes and official additions to the legislation to create a favourable legal development platform for the domestic golf infrastructure; further development of golf infrastructure through construction of modern golf courses and their certification amendments for sporting events of various levels; to accept and financially provide a long-term plan for building for 9- and 18-hole golf courses of different types and classes, shortened golf courses, mini golf courses; improvement of urban planning in terms of creating golfing and mini-golfing places; to create a network of golf simulators on various sports locations of Ukraine.

The «Scientific and Methodological Support of Golf» Vector (Fig. 6).

Strategic Goal 1. Introduction of innovative approaches to scientific and methodological support of golf development.

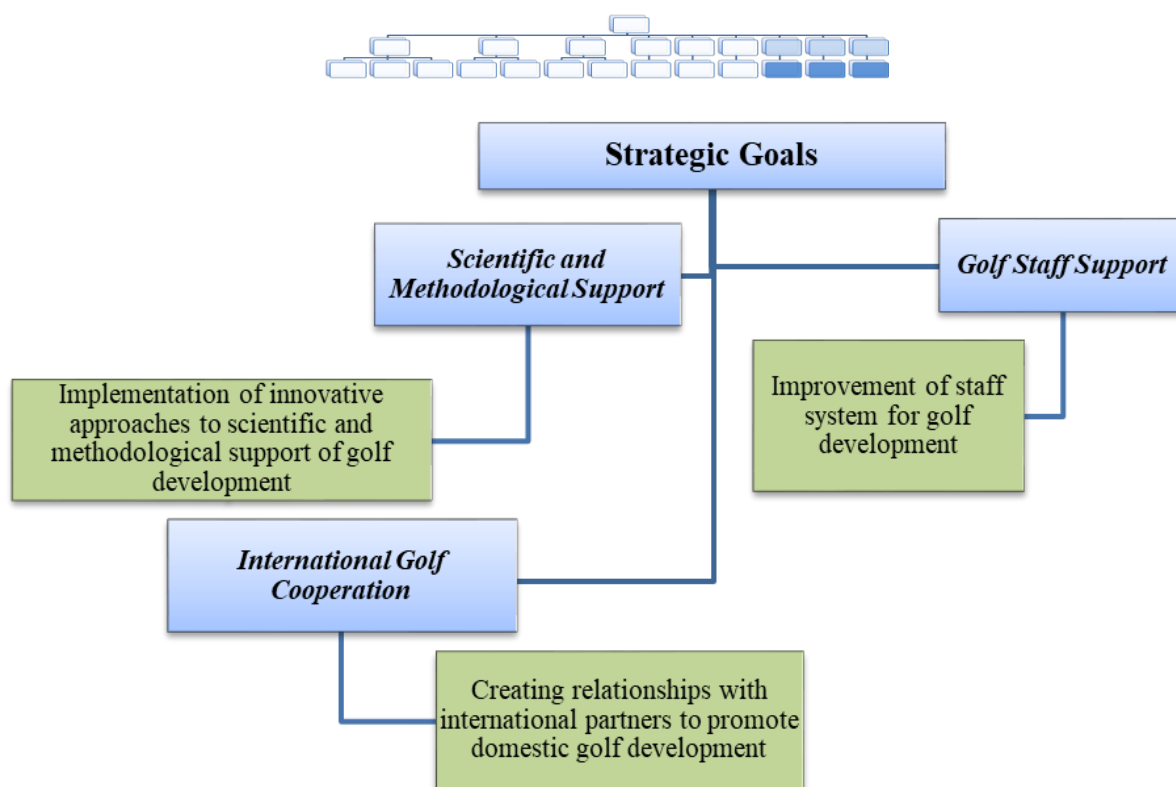
Objective: to develop scientific support programmes for training the leading domestic golfers and national teams of Ukraine; to organise scientific research and implementation of their results into practice of golf clubs and other sports objects; to provide prevention of injuries and illnesses of golfers in the process of sports activities, as well as prevent the use of illicit substances and methods, etc; to use innovative technologies for the mobilisation of functional and mental reserves to increase the efficiency of training and competitive activities of golfers; to carry out preparation and publication of methodical and scientific publications, textbooks, manuals, videos, audio products for trainers, judges, athletes; to ensure participation in international conferences and seminars devoted to actual issues of golf development.



The «Golf Staff» Vector (Fig. 6).

Strategic Goal 1. Improvement of the staff system for golf development.

Objective: to determine the need for different golf courses and to adopt a long-term plan for golf development staff; to establish training golf coaches in leading specialised institutions of higher education; to arrange the work of the School of Golf Judges; to assist domestic judges in obtaining licenses from international golf organisations; to provide training domestic golf care professionals and involvement of special golf equipment; to promote the professional growth of trainers and other golf specialists, to form a system of their certification; to develop a program of volunteer golf development for the organisation of recreational and sport activities.



**Fig. 6.** Strategic Goals of the Vectors: «Scientific and Methodological Support», «Golf Staff Support», «International Golf Cooperation»

The «International Cooperation on Golf Development» Vector (Fig. 6).

Strategic Goal 1. Setting up relationships with international partners to promote domestic golf.

Objective: to maintain and develop business contacts with international golf organisations, national golf federations from other countries based on bilateral agreements and to establish cooperation with new international partners; to ensure the participation of trainers and other golfers in international bilateral and multilateral exchange programmes and internships; to expand the representation of Ukraine in international golf organisations; to ensure the participation of domestic scientists and experts in international forums, conferences and seminars on topical issues of golf development; to promote the participation of domestic golf clubs and other sports subjects in international golf supporting projects.

**Conclusions and perspectives of further research.** Realisation of strategic directions, goals and tasks for further golf development in Ukraine will allow:

- ✓ to coordinate the activities of subjects of various social-economic sectors to ensure the development of golf as an effective means of forming a healthy lifestyle and to establish the international authority of Ukraine in the global sports community;

- ✓ to increase the interest of different groups of the population in the use of golf (mini golf) as an effective type of recreational motion activity and involvement in a healthy lifestyle, the establishment of family values;
- ✓ to introduce lessons with golf elements in institutions of full secondary education in each region of Ukraine and to arrange the work of golf sections during extracurricular hours;
- ✓ to form the national system of golf tourism;
- ✓ to open golf departments in subjects of children and youth sports;
- ✓ to raise the level and prestige of all-Ukrainian golf competitions, the performance of the national golf team of Ukraine at international competitions, the use of performances of Ukrainian athletes as an effective means of patriotic education of our country's population;
- ✓ to introduce golf elements in the system of physical culture and sports rehabilitation of individuals with disabilities, military and veterans of battle operations;
- ✓ to popularise golf in society;
- ✓ to provide state support for the development of material and technical base of domestic golf and opening of 8 new golf courses for 18 holes;
- ✓ to increase the number of golfers training and taking part in competitions of different levels up to 21 thousand;
- ✓ to improve the training system for trainers and other golfers;
- ✓ to use the results of scientific research and innovative technology to ensure the development of golf;
- ✓ to expand international cooperation with the aim of domestic golf development.

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