

Joe O'Flynn

Chairman

Quality & Assurance Working Group

Golf Quality & Assurance

Working Group Members

- **Joe O'Flynn (Chair)** **Rathsallagh House Hotel**
- **Jim Melody** **Woodbrook Golf Club**
- **Matt Sands** **Cork Golf Club**
- **Bernard Gibbons** **Powerscourt Golf Club**
- **Barry Keane** **Irish Pro Golf Tours**
- **Karen Hope** **NITB**
- **Keith McCormack** **Fáilte Ireland**
- **Michelle McGreevy** **Fáilte Ireland**
- **Tony Lenehan** **Fáilte Ireland**

Tony Lenehan

Fáilte Ireland,

Head of Food, Hospitality & Standards



Fáilte Ireland
National Tourism Development Authority

RAISING THE GAME

The National Standards Framework
Golf Accreditation



Industry Standards & Quality
'Competitiveness through Quality & Service'

www.discoverireland.ie/golf

Raising the Game

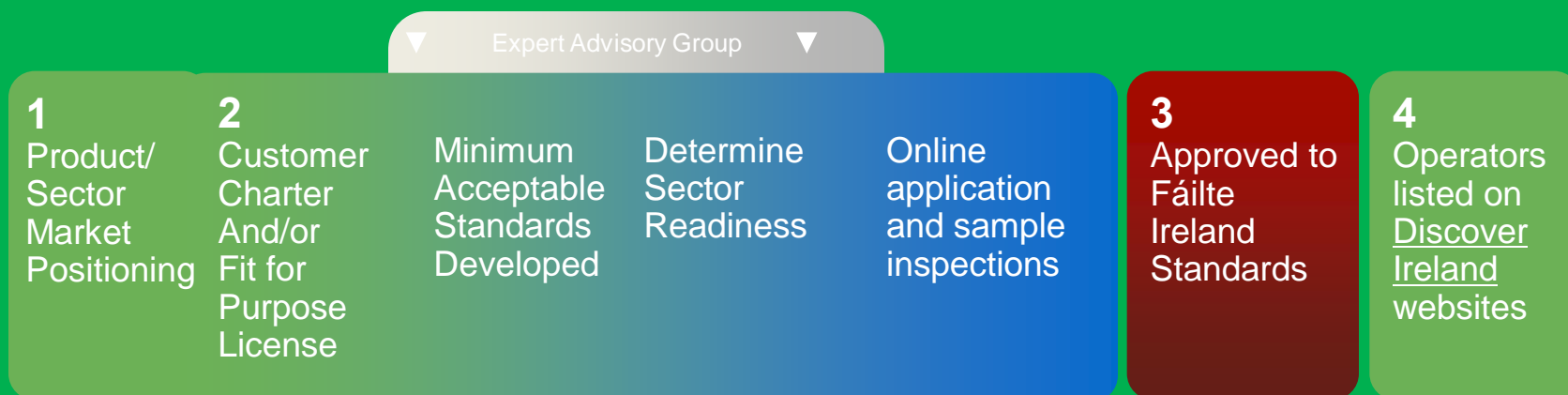
- **In association with Fáilte Ireland's National Standards Framework, the first industry standards for golf courses in Ireland have been launched.....**
 - **To date 32 courses are now Approved to Fáilte Ireland's standards**
 - **A further 50 courses have applied to participate in the scheme**
- ✓ **Journey**
 - ✓ **Process**
 - ✓ **Prize**

The Journey

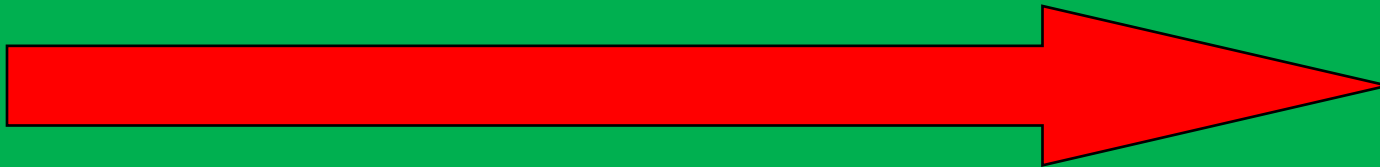
- **Golf Strategy**
developed by Fáilte Ireland with the assistance of IMG and Irish Industry.
- **Key finding;**
 - ✓ *A quality assurance system is required to stimulate new business and counteract negative perceptions*
- **Working Group Established**
The role of the working group was:
 - *To ensure that the expertise of industry representatives informs the decisions of the Golf Development Forum;*
 - *To establish tourist oriented and consumer driven standards for a golf tourism quality assurance system.*

National Standards Framework

The working group adopted the National Standards Framework to structure their approach



The Journey Progress



Quality Benchmarks

- **Qualmark** endorsement programme – a system introduced by Tourism New Zealand
- Course Management Best Practice Guidelines **R&A**
- **Visit Scotland**
- **Quest & National Benchmarking Service** (Sport England)
- **GUI/IAGTO Declaration of Intent** (Andalucia)

Standards linked to Customer Experiences

The Customer Journey

- 1.Pre-arrival/reservations**
- 2.Arrival, car park, access and grounds;**
- 3.Reception and welcome;**
- 4.Clubhouse Facilities and Services.**
- 5.Golf Course Standards.**
- 6.Post-golf services and facilities,**

Criteria Samples

- **Are all bookings taken via a reservation system for tee times, hire, caddies & F&B?**
- **Are clear directions to the club available?**
- **Is there a credit card facility available?**
- **Are there fixed tee markers for each course?**
- **Do greens present a smooth putting surface?**
- **Are holes moved regularly to prevent excessive wear?**
- **Are tee divots repaired with sand and seed mix?**
- **Are there dedicated shower facilities available?**
- **Is there a limited food and beverage service available ?**

CERTIFICATE

This is to certify that

has been assessed against the
National Standards Framework
for Golf Courses
and is now

APPROVED

This award will expire

DECEMBER 2011



Aidan Pender
Director



Fáilte Ireland
National Tourism Development Authority

The Prize

The benefits of participation in the scheme include:

- **Participation** in an official nationwide quality assurance system, which informs and assures the consumer of the quality product available in Ireland
- National & International **recognition**, providing eligibility to use the term 'Approved to Fáilte Ireland Standards' in all promotional material and on websites
- **Quality Assessment**, an independent assessment carried out by experienced professionals which will highlight strengths and areas for improvements relative to the required standards

The Prize

The benefits of participation in the scheme include:

- **Free Listings** on websites including:
 - www.discoverireland.ie, Fáilte Irelands Home Holiday Campaign Website which attracts on average 2 million Irish visitors annually
 - www.discoverireland.com, a portal to 47 microsites across the globe, including 19 foreign language versions, attracting on average 10 million visitors annually;
 - www.discoverireland.ie/golf and www.discoverireland.com, dedicated consumer golf sites aimed at Irish & Global audiences
- **Business Supports**
 - Fáilte Ireland offers key business supports including Biz-Check Mentoring & Advisory Services, E-Business & Web Supports, in addition to a host of professional development courses. For more information, check out <http://www.failteireland.ie/Business-Supports>.
- **Access** to publicity and marketing opportunities.



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Want to know more?

Contact:

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Bernard Gibbons

**Quality & Assurance Working Group
Member**