

TV's Influence on Golfers

Televised professional golf tournaments, featuring near-perfect golf course conditions, may be creating unrealistic expectations for amateur golfers. According to a recent GCSAA poll of more than 800 professional golf course superintendents, golfers increasingly have great expectations for golf course conditions, a key factor increasing the costs of golf course maintenance. In the survey, superintendents were asked if golfers have increased expectations for course conditions. Sixty-six percent of the golf course superintendents polled said "yes" and they have created pressures leading to higher maintenance costs.

In 1999, 70% of superintendents polled said that televised golf events are the leading cause of higher golfer expectations. This year's survey, with only 54%, indicates other causes of higher expectations, with 34% of superintendents saying that comparison of courses by golfers is the leading factor. That number is up from 15% in 1999.

"Golf course superintendents play an essential role in helping people enjoy the game of golf," says GCSAA president Mike Wallace, Certified Golf Course Superintendent. "This survey tells us that golf course superintendents are paying close attention to what players have to say about golf course conditions and that we have a shared responsibility with players to establish realistic expecta-

tions and to work together to maintain optimum conditions in an economical way."

—Leader Board, May/June 2002



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