

Phillips comment

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the business being done in the Asia-Pacific region. Japan's sagging economy has not affected development in the region, as backing aplenty has emerged from Taiwan, Singapore, Thailand and Hong Kong. Everyone seems determined to build a real-estate-based golf complex in the People's Republic of China, while Malaysia and Indonesia remain the hottest overall development markets.

Last year, Vietnam was the new frontier. But after 12 months of feverish development activity, it's almost *passee*. India is the new hot market, with dozens of projects in planning around the southern coastal cities of Bombay, Goa, Bangalore and Madras.

Three thoughts:

- More than the U.S. market, this region really needs a good exhibition and conference to help manage the staggering growth.

- For American manufacturers who can establish distribution networks quickly, a killing can still be made here.

- So many courses went up so quickly — and shoddily — from 1988 to 1992, the renovation market will boom before long.

Asia-Pacific market short of managers

By PETER BLAIS

SINGAPORE — Club managers are looking forward to the second two-week hospitality management program conducted jointly by the National University of Singapore and America's Cornell University School of Hotel Administration.

This year's program will run from June 5-17 at the Kent Ridge Campus in Singapore. Plans are to eventually expand the program to two, 14-day sessions that would run back-to-back over a one-month period.

Last year's 14-day session drew 45 students from throughout Asia. While not geared specifically to golf clubs, the program attracted many students who worked at country clubs or resorts with golf operations, according to Cornell Professor Leo Renaghan, one of the program organizers.

The Executive Program in Hospitality Management could help club managers better manage costs and develop ways to attract new customers, Renaghan said. All faculty have taught senior level executives.

"As the leading hospitality school in the world, we want to be where the action is," Renaghan said. "We believe that will be Asia over the next 10 to 15 years."

As is the case for course superintendents, professional training opportunities for golf club managers is also sorely lacking in the Asia-Pacific region, according to Kathi Driggs, spokeswoman for the 5,000-member Club Managers Association of America.

CMAA has worked with Cornell to develop club management programs worldwide.

"Finding qualified people to manage golf clubs in Asia is a real problem," Driggs said. "Asian managers are generally very thankful for all the information they can get."

"The problem in Asia is that there are people with hospitality management knowledge, but they don't know how to apply it to that market," Renaghan said.

For more information contact Miss Ramona Zuzarte, Faculty of Business Administration, National University of Singapore, 10 Kent Ridge Crescent, Singapore 0511, Republic of Singapore; telephone 7723143.

Golf Course Marketplace

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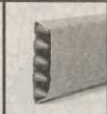
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