

The development of Sanya golf study tour products based on the RMP-SWOT theory

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Abstract. Against the backdrop of the integration of study tours and quality-oriented education, Sanya has emerged as a key region for promoting the development of golf study tours, leveraging its favorable climate, industry foundation, and tourism resources. This study positions policy support as the core driver and employs literature review, field investigation, and the RMP-SWOT framework to explore strategies for developing golf study tour products in Sanya. While policy guidance has accelerated the growth of golf study tours, challenges remain, including product homogenization, weak course systems, and insufficient teaching staff. The RMP-SWOT analysis reveals that Sanya's advantages include suitable climate, high-quality golf facilities, and abundant tourism resources, whereas weaknesses lie in limited market awareness, inadequate supporting services, and homogeneous competition. Opportunities stem from policy incentives and rising consumer demand, while threats arise from macroeconomic fluctuations and regional competition. Targeted development strategies are proposed: establish a tiered course system offering "skills + literacy" courses for youth and "sports + leisure" products for parent-child groups; create a school-enterprise cooperative teacher training and certification system to address staffing gaps; adopt an "online precision marketing + offline experiential engagement" model, leveraging Sanya's tourism IP to enhance brand influence. Sanya should orient itself toward "sports education," optimize training systems, modular course design, and integrated marketing to significantly enhance product competitiveness. This will facilitate the effective translation of policy advantages into implementation, integrate resources to drive product iteration, and form a distinctive industry framework. Future research could focus on intelligent courses, sustainable development, and cross-regional collaboration to support industry standardization.

Keywords: Sanya, golf study tours, product development, RMP-SWOT

1. Introduction

With the improvement of people's living standards and the transformation of educational concepts, study tours—an innovative form of tourism that combines research and learning—have been experiencing robust growth in China. The government has introduced a series of policies to support the development of study tours. For example, in 2016, the Ministry of Education and ten other departments jointly issued the Opinions on Promoting Study Tours for Primary and Secondary School Students, which explicitly stated that study tours serve as an innovative form linking school-based and extracurricular education and are an effective means of

implementing comprehensive practical education. Various local governments have also launched relevant policies to promote the standardization and large-scale development of the study tour market.

2. Research background

Sanya, as a well-known tourist city in China, boasts abundant tourism resources and a unique tropical coastal climate, attracting a large number of domestic and international visitors. Its golf industry also possesses a solid foundation and certain advantages. By the end of 2023, Sanya had six golf courses built to international standards, and the golf industry has become an important component of the city's tourism sector. Currently, Sanya's golf study tour products have significant development potential but remain in the initial stages. Issues such as limited product variety, repetitive content, and insufficient experiential engagement prevent them from fully meeting market demand. Conducting research on the development of golf study tour products in Sanya therefore carries considerable practical significance.

3. Domestic and international research status

According to international research, the development of golf tourism resources relies on the integration of natural conditions, event resources, and educational resources. For example, in Spain, evaluations of golf hotels revealed that the core factors for enhancing competitiveness are optimizing course facilities and service quality [1]. Similarly, in the United States, Tru Golf Links applied simulator technology to physical golf courses, indirectly promoting the professionalization of golf study activities [2]. These findings provide technical references for innovation in golf development. Studies on East Asian golf tourists' pursuit of "memorable travel experiences" indicate that visitors value not only the sport itself but also cultural interaction and educational benefits [3]. This is analogous to the BMW Amateur Golf World Championship, which attracts global participants through international competitions to increase brand recognition; similarly, Sanya needs to leverage the combination of tournaments and study tours to attract international students and families [4]. Research also shows that golf tourism significantly stimulates related industries such as hotels, catering, and aviation. Sanya could emulate this model by developing a composite market space integrating "golf + hotel & catering + educational training." Existing literature emphasizes the importance of product differentiation. For example, 1Panel's server management tools and Agilysys's digital solutions [5] can significantly improve course management and service process efficiency in study tour activities. However, these products show limited local characteristics. By integrating multiple resources and adopting technological innovations—such as advanced turf management techniques, inspired by Agilysys's digital solutions—both course quality and study tour service efficiency can be improved. Most international studies focus on specific regions or industry segments, and systematic research on "golf study tours" remains relatively scarce, warranting further in-depth exploration in the future.

Domestically, Aihong Yin classified and evaluated the ecotourism resources of Luobei County, finding that despite abundant ecological resources, the tourism industry had not reached a scalable stage and ecotourism products lacked diversity [6]. Qianjin Liu applied the RMP analysis model to Ningxia's sports tourism market, finding significant differences in tourism satisfaction among visitors with varying monthly incomes [7]. Yuan Liu and Rui Wang investigated study tours in Wuhan and Nileke County, respectively, discovering deficiencies in product design and market promotion, and proposed corresponding optimization strategies [8, 9]. Lihua Zhong argued that practical operational activities allow students to acquire knowledge and skills through hands-on experience [10]. These scholars have conducted research and analysis from perspectives including ecotourism resources, sports tourism markets, and study tours. They emphasize that integration of tourism

resources, market segmentation, and product optimization are crucial for tourism industry development. They also highlight the importance of course diversity and interactivity, which can effectively enhance students' learning interest and experience quality. In addition, Jingjing Shan [11] noted the government's key role in promoting school-enterprise cooperation in study tours, guiding both parties to actively participate. From the angles of course design, school-enterprise cooperation, and policy support, these studies illustrate the dynamism and impact of study tour products and underscore the importance and potential of their development, while also indicating the possibilities for sustainable growth.

4. The impact of relevant study tour policies on the development of golf study tours in Sanya

With the promotion of quality-oriented education and the continuous deepening of educational reform in China, study tours—as a vital form of extracurricular education—have received widespread attention and recognition from both the state and society. To regulate the study tour market and promote healthy industry development, the government has issued a series of policy documents. In 2016, the Ministry of Education, together with 11 other departments, issued the Opinions on Promoting Study Tours for Primary and Secondary School Students, which clarified the nature, objectives, principles, and tasks of study tours, providing strong policy support for their healthy development [12]. The Hainan Provincial Department of Education and other authorities further issued the Implementation Opinions on Promoting Study Tours for Primary and Secondary School Students, specifying the development goals, main tasks, and safeguarding measures for study tours in Hainan Province [13]. Since the implementation of these policies, Hainan Province has actively responded by adopting multiple measures to promote the healthy development of study tours, including strengthening the qualification review and management of study tour institutions, regulating market order [14], ensuring student safety, increasing efforts in product development and promotion, and encouraging golf courses, tourist attractions, and cultural venues to participate in study tour product development (see Figure 1). Study tour institutions within the province have also adjusted their course themes. As shown in the figure, local cultural elements have received high attention, with the three most popular types of courses being: natural ecology, marine ecology, and red (revolutionary) education.

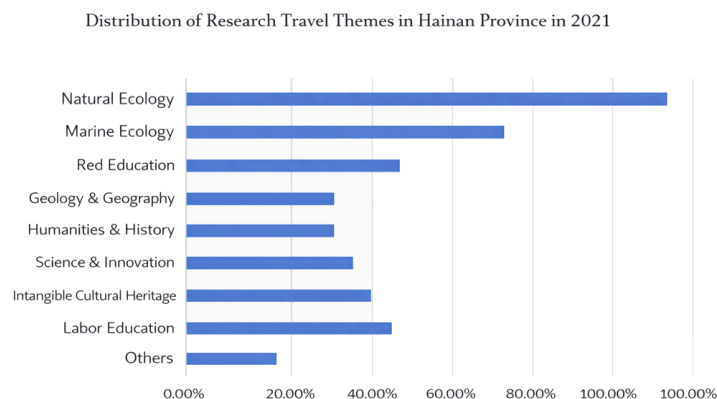


Figure 1. Distribution of study tour themes in Hainan Province in 2021(source: Hainan provincial study tourism development white paper, 2021)

Under policy support, golf courses and study tour institutions in Sanya have intensified their product development efforts, launching a series of distinctive golf study tour products, such as golf experience learning

camps, winter and summer golf camps, and parent-child golf study tour itineraries, resulting in a steadily expanding variety of offerings. The enforcement of policies has promoted the standardization of Sanya's golf study tour industry, with enterprises placing greater emphasis on product quality and service standards. Safety assurance systems and quality evaluation criteria have also been gradually established and continuously improved [15].

However, in practice, some golf courses and study tour institutions lack support from professional teaching staff. The number of instructors skilled in golf and experts in educational pedagogy is relatively small [16], and this shortage of qualified personnel has led to suboptimal product quality and teaching outcomes. Although there has been some enrichment in product types, the problem of product homogenization remains severe. Many products offered by different enterprises lack uniqueness and innovation in content and form, failing to meet the diverse needs of the market.

5. RMP-SWOT analysis of golf study tour product development in Sanya

5.1. Resource Advantages (RS) analysis

Table 1. Major golf courses in Sanya

Course Name	Area (ha)	Course Style	International Certification Level
Yalong Bay Golf Club	68	Links Style	PAG Level
Luhuitou Golf Club	73	Links Style	PAG Level
Red Canyon Golf Club	100	Tropical Free Style	National Level
Haitang Bay Sea & Golf Club	110	Seaside Links Style	International Championship Level
Shenquan International Golf Club	150	Links Style	Championship Level
Sanya Longquangu Golf Club	87	Mountain Style	Not Disclosed

Sanya is located in a tropical coastal region, with an average annual temperature of 25.5°C. The warm and humid climate is highly suitable for golf and study tour activities, particularly in winter, when Sanya becomes an ideal destination for students and tourists from northern China [17]. By 2023, Sanya had six international-standard golf courses, including Yalong Bay Golf Club and Sanya Luhuitou Golf Club, as shown in Table 1. These golf courses are well-equipped and surrounded by beautiful environments, providing an excellent platform for golf study tours. In addition, Sanya boasts rich tourism resources, such as Yalong Bay, Sanya Bay, and Tianya Haijiao, as well as natural landscapes including tropical rainforests and coastal beaches. By integrating golf with tourism resources, comprehensive study tour products combining golf, sightseeing, and cultural experiences have been developed. Currently, golf study tours have become a signature feature of Sanya's study tour offerings, beginning with basic skills such as gripping and swinging, gradually introducing children to golf etiquette, rules, and strategies. Furthermore, increasingly large-scale golf study tour events are being held in Sanya. Notably, from June to August 2025, a golf summer camp certified by the U.S. Professional Golfers' Association (PGA) was successfully conducted in the city.

5.2. Resource Weaknesses (RW) analysis

Despite the rapid development of Sanya's golf industry and the growing demand for professional talent, the city's golf talent cultivation system remains underdeveloped, and the shortage of skilled personnel is prominent. The lack of high-level professionals, such as golf instructors and curriculum designers, limits the

development and quality enhancement of golf study tour products. Currently, only a few internationally certified PGA instructors operate in Sanya. For example, the "Longteng Sanya Cool Summer" international brand summer camp featured on-site instruction by Dan-Alex Heyns, a teaching director from South Africa. The local talent supply remains insufficient, and a localized talent cultivation system has yet to be established. Sanya has introduced the "Tourism Service Quality Experience Officer" program (planned to recruit 100 officers in 2025) to improve service quality, but this initiative is unlikely to fully cover all aspects of the golf study tour sector in the short term.

Even though Sanya's golf course facilities are relatively complete, supporting infrastructure necessary for golf study tours—such as accommodation, catering, and transportation—is still inadequate [18]. These shortcomings are particularly evident during peak tourist seasons, when lodging and transport resources are strained. Moreover, while golf embodies rich cultural values such as integrity, self-discipline, and respect for others, Sanya's golf study tour products have placed more emphasis on skill training rather than exploring and transmitting the cultural essence of golf.

5.3. Resource Opportunities (RO) analysis

Multiple policies issued by national and local governments have provided strong support for the development of golf study tour products in Sanya. With the implementation and refinement of these policies, the golf study tour market is expected to continue expanding. Alongside the ongoing promotion of quality-oriented education and growing public interest in healthy lifestyles, market demand for golf study tours has shown stable growth. Among youth groups, enthusiasm and demand for golf are steadily rising, offering a broad market space for the development of golf study tour products.

As a core part of the Hainan Free Trade Zone, Sanya engages in regional cooperation with other areas of Hainan Province as well as relevant domestic and international cities to jointly develop golf study tour products. Through resource sharing and complementary advantages, Sanya enhances the visibility and influence of its golf study tours. For example, in 2024, the Hainan Open European Tour Challenge (with a total prize of USD 500,000) was held at Sanya Luhuitou Golf Club, attracting international stars such as Lucas Bjerregaard. During the event, participants visited local attractions including Luhuitou Scenic Area and Hongzhou Yacht Club, combining golf with marine culture and the traditions of the Li, Miao, and Hui ethnic groups, creating a new cultural tourism concept expressed as "GOLF = Green, Oxygen, Light, Friendship."

5.4. Resource Threats (RT) analysis

With the rapid expansion of the study tour market, an increasing number of enterprises and institutions are entering the golf study tour sector, intensifying market competition. In addition to local companies in Sanya, competitors from other domestic and international regions are also vying for market share. Consumer demand for study tour products is becoming increasingly diverse and personalized, with higher expectations for product quality and service standards. Enterprises that fail to keep pace with evolving consumer preferences and continuously innovate or optimize their products risk losing competitive strength.

Although Sanya's climate is highly suitable for golf, it is also susceptible to extreme weather events such as typhoons and heavy rainfall. According to the Hainan Province Flood, Wind, and Drought Emergency Response Plan, the flood season typically spans from May 15 to November 15. Analysis of historical hydrometeorological disaster data indicates that, on average, 9.6 tropical cyclones affect the province each year, with 1.8 making landfall on the main island. Typhoons directly impacting the island are concentrated between June and October, particularly in September and October. Flooding mainly occurs from May to November, with the highest probability from August to October, accounting for approximately 68% of annual

incidents. Such extreme weather events can disrupt golf study tour activities, increasing operational risks for enterprises and raising safety concerns for participants.

5.5. Market Advantages (MS) analysis

According to public information released by the Sanya Municipal Government, between 2021 and 2024, Sanya received over 110 million tourists, with total tourism expenditure exceeding RMB 309.5 billion, reflecting annual growth rates of 7.5% and 6.8%, respectively. In 2024, Sanya accounted for 34.82% of the province's total tourist volume and 46.24% of its tourism revenue, demonstrating a clear trend of simultaneous growth in both quantity and value. Notably, the Sanya government proposed the 2024 summer core tourism theme, "Longteng Sanya, Cool Summer", aiming to integrate resources across sectors under government leadership. This initiative promotes the combination of golf study tours with folk culture, marine technology, and other industries, offering diversified choices for tourists of different ages and interests, activating the summer tourism market, and showcasing Sanya's appeal as an international tourism and consumption hub.

On June 4, 2024, the Sanya Summer Parent-Child Tourism Product Launch unveiled ten premium study tour routes. These routes included marine-themed study projects such as island exploration and marine technology, as well as Sanya-specific experiential activities like tropical nature exploration. Golf study activities were cleverly integrated with other types of study experiences, forming a rich and diversified product system. Ye Jialin, Director of the Sanya Tourism Development Bureau, emphasized that through PGA golf, PADI scuba diving, and ASA sailing programs, Sanya not only offers island resort resources but also highlights its unique ethnic cultures and the lifestyle of Hainan residents. From tourism to technological industries, these initiatives fully demonstrate the immense potential of integrating golf study tours with local cultural characteristics.

5.6. Market Weaknesses (MW) analysis

Currently, the market promotion efforts of Sanya's golf study tour enterprises are insufficient. Promotional channels are limited, relying mainly on word-of-mouth and traditional advertising, while emerging marketing methods such as digital marketing and social media promotion have not been fully utilized. As a result, market visibility and influence remain limited. Product homogenization also undermines customer loyalty, as consumers perceive Sanya's golf study products as lacking distinctive features and may instead choose ecotourism or cultural study tours in other parts of Hainan.

Furthermore, market volatility is significant, with pronounced seasonal fluctuations in tourist flow. Although the tourism sector extended peak-season activity after the 2025 Spring Festival, the problem of low off-season attendance at golf courses persists. Sanya's hot and rainy summer climate likely reduces the comfort of outdoor golf, while the winter season, although climatically favorable, suffers from insufficient promotion of study tour activities, resulting in uneven tourist distribution throughout the year.

5.7. Market Opportunities (MO) analysis

According to the Overall Plan for the Construction of Hainan Free Trade Port, the sports industry in Hainan enjoys policy advantages such as tax exemptions and cross-border capital flows. Public data released by the Hainan Provincial Government indicate that by 2025, the total scale of the province's sports industry will exceed RMB 27.5 billion, with the annual growth rate of value added in the sports sector surpassing the overall economic growth rate, significantly increasing its share in the provincial GDP. The sports services sector accounts for more than 70% of the total sports industry. Although the pandemic has had some impact on offline golf facilities, leading to a reduction in the number of courses, it has also, to some extent, driven the

development of golf study tours. According to the China Golf Association Golf Industry Report, as of June 5, 2025, there were 335 operational golf courses nationwide. The Ping An Securities report, Sports & Outdoor Industry Panorama Series (IV): Golf Industry Overview, indicates that while the 40–49 age group remains the core consumer of golf, accounting for 40% of participants, the combined share of the 18–29 and 30–39 age groups has risen to 46%, emerging as a key driving force for industry growth. Interest among youth is rapidly increasing, participation numbers continue to rise, and the frequency of various golf tournaments is steadily growing.

Diansheng Fang, Deputy Dean of the School of Physical Education at Hainan University, noted that "Sports + Tourism can simultaneously meet people's needs for leisure travel and physical activity, gradually becoming a basic lifestyle in the post-pandemic era and an effective way to rapidly stimulate economic growth." Sanya has successfully hosted multiple international sporting events, such as the Volvo China Open. On November 11, 2024, the Sanya Cup International Golf Challenge opened in Sanya, attracting numerous visitors from Singapore, including professional golfers and industry representatives. Leveraging this international golf event, the Sanya Tourism Development Bureau actively implemented the Tourism + Sports integration strategy, promoting Sanya's tourism resources and further developing the city's leisure tourism industry while enhancing its international recognition and influence. From June to August 2025, a PGA-certified golf summer camp held in Sanya also helped promote golf values such as discipline and integrity, raising public awareness of the unique charm of this "gentleman's sport."

5.8. Market Threats (MT) analysis

Beyond golf study tours, other types of study tour products—such as cultural experiences, technological exploration, and ecological tourism—act as substitutes, diverting market demand and posing threats to the development of Sanya's golf study tour products. Locally offered programs such as PADI scuba diving and ASA sailing compete directly with golf. These water-based activities align more closely with Sanya's positioning as a "coastal city" and are generally priced lower than golf study tours, making them more attractive to budget-conscious families. According to fee standards for various summer camps in Hainan, daily costs for golf study camps range from RMB 1,000 to 1,200 per participant, whereas other types of study tours start at as low as RMB 98 per person. This price gap places Sanya's golf study tours at a disadvantage in attracting the broader market. Additionally, Yunnan Province, leveraging its "spring-like all-year-round" climate, has established over ten golf courses, and golf study tours in cities such as Kunming and Lijiang are thriving. These programs emphasize high-altitude landscapes and climate adaptability as core competitive advantages, providing a differentiated golf tourism experience from Hainan's tropical style, thereby attracting family travelers. Within Hainan Province, Haikou's Mission Hills Golf Resort, with its scale advantage of ten championship-level courses and proximity to the provincial capital, draws a significant portion of potential golf study tour customers away from Sanya.

5.9. Product Advantages (PA) analysis

Policies associated with the Hainan Free Trade Port provide tax incentives for golf study tours, such as duty exemptions on imported golf equipment, and facilitate cross-border cooperation. In 2023, Sanya introduced internationally renowned golf teaching brands, such as the U.S. PGA Training Center, which helped reduce operational costs. With an annual average temperature of 25°C, Sanya allows for outdoor golf instruction year-round. Compared with northern cities, such as Beijing, where golf courses close for 4–5 months during winter, Sanya's ability to operate throughout the year significantly enhances its appeal to potential visitors. Some golf courses in Sanya have also incorporated VR simulators and AI motion capture systems, lowering the entry

threshold for beginners. For example, Sanya University has developed golf swing mechanics courses using simulators, combined with practical training, improving both teaching efficiency and engagement.

5.10. Product Weaknesses (PW) analysis

Currently, Sanya's golf study tour products focus primarily on traditional golf skills training. The content and format of these products are relatively homogeneous, making it difficult to meet the diverse demands of the market. Although partnerships have been signed with organizations such as PGA and PADI, the actual implementation of high-end golf study products remains limited, and market influence is still developing. Promotion is mainly conducted through official WeChat accounts, with limited use of emerging media channels such as short videos and KOL marketing, resulting in suboptimal outreach to young family demographics.

Due to the lack of well-established regulations and industry standards, product quality in Sanya exhibits significant variability. Some operators compromise on instructor qualifications, facility standards, and service quality to reduce costs, leading to a decline in overall product quality. Moreover, some golf study experiences overemphasize swing practice while insufficiently cultivating educational elements such as environmental awareness and sportsmanship. Compared with mature golf study systems in Europe and the United States, Sanya's products still lag in terms of course content diversity and attainment of international certifications, indicating room for improvement and enhancement.

5.11. Product Opportunities (PO) analysis

Golf is widely recognized as an elegant and fashionable sport with a unique appeal. Sanya's golf study tour products allow students and visitors to enjoy the pleasure of golf in beautiful natural surroundings while experiencing the charm of golf culture, providing a distinct product experience. These products can be integrated with resources from tourism, culture, and education, creating diverse product combinations—such as golf combined with tourism, golf with ethnic culture, and golf with education—catering to personalized customer needs. As market demand becomes increasingly diverse, the golf study tour market can be segmented into multiple niches. For students and tourists of different age groups, skill levels, and interests, personalized products can be offered to meet various customer needs. Enterprises should continuously upgrade and optimize existing products based on market feedback, enhancing cultural content, experiential quality, and educational significance to increase product added value and competitiveness. For example, the "Longteng Sanya, Cool Summer" summer camp has become a high-end benchmark for Sanya's golf study tours. Located at the scenic Yalong Bay Golf Club, it attracted over 40 parent-child families to experience the enjoyment of golf. The program is renowned for its international perspective and professional teaching system, employing the globally recognized PGA curriculum while incorporating an English-speaking environment to meet the expectations of high-net-worth families for internationalized educational experiences. The "Golf + Luxury Accommodation" product model offers participants an unparalleled vacation experience.

Observation and experience-oriented products center around high-level golf tournaments in Sanya, combining the enjoyment of spectating with hands-on experience. In October 2024, Sanya successfully hosted the Hainan Open European Tour Challenge with total prize money of USD 500,000, attracting 120 top players from 29 countries and regions. The organizing committee carefully designed interactive sessions between professional players and young participants, showcasing the unique charm of golf and promoting its sporting culture among youth.

5.12. Product Threats (PT) analysis

With continuous technological advancements, applications of Virtual Reality (VR) and Augmented Reality (AR) in the study tour sector are becoming increasingly widespread, posing challenges to traditional golf study tour products. Enterprises must continually incorporate new technologies to enhance product technological content and appeal, keeping pace with evolving customer demands. Failure to anticipate and adapt to these trends may lead to poor product sales and impede enterprise development.

From the consumer perspective, according to the Golf Industry Market Development Status and Supply-Demand Analysis, by the end of 2022, China had approximately 975,000 golf participants, primarily from high-income social strata with relatively high education levels. Sanya's golf study tour programs are positioned as high-end, with relatively high per-capita spending, making them less accessible to average-income families. This pricing positioning represents a potential limitation for market expansion.

6. Research on product development strategies for Sanya's golf study tour industry

6.1. Resource integration strategy

To leverage Sanya's advantages in climate, golf venues, and tourism resources and create differentiated competitiveness, the resource integration strategy focuses on promoting "Golf + Cultural Tourism" resource linkage and activating off-season resources. On one hand, collaboration with scenic areas such as Yalong Bay and Tianya Haijiao is strengthened to offer combination tickets such as "Morning Golf Training + Afternoon Ecological Exploration." Additionally, "Golf + Li and Miao Ethnic Culture" experience programs are developed, incorporating traditional Li brocade patterns into golf apparel and establishing cultural exhibition areas at the Luhuitou Golf Club, effectively enhancing the cultural value of the products. On the other hand, to address low course utilization from May to September, "Rainy Season Ecological Courses" are launched, including indoor golf rules instruction and golf course carbon footprint calculation practice. Courses are developed in collaboration with university research teams to optimize resource utilization and enhance product competitiveness.

6.2. Market segmentation strategy

To overcome homogeneous competition and improve market penetration and customer loyalty, Sanya's golf study tour product development adopts a strategy of tiered, customized marketing and the construction of a digital marketing matrix, as shown in Table 2. For three core customer segments—youth students, parent-child families, and corporate groups—differentiated products are offered: "Leadership Training Camp," "Parent-Child Challenge," and "Customized Tournament + Business Networking" programs. Target customers are reached through precise channels such as school partnerships, Xiaohongshu KOL promotions, and B2B direct sales, meeting their diverse needs for skill development, parent-child interaction, and team building. In digital marketing, an integrated WeChat mini-program "Sanya Golf Study Connect" provides VR course previews, class bookings, and data tracking. Offline, collaborations with airlines offer "Flight + Course" co-branded cards, and promotions with Haitang Bay Duty-Free Store provide "shopping-with-reward study tour vouchers" events. This omni-channel approach strengthens customer engagement and expands market coverage.

Table 2. Customer segmentation and customized marketing

Customer Segment	Core Needs	Product Match	Marketing Channels
Youth Students	Skill Development + Comprehensive Competence	Leadership Training Camp (7-day course)	School Partnerships, Education Expos
Parent-Child Families	Leisure Experience + Parent-Child Interaction	Parent-Child Challenge (2-day package)	Xiaohongshu KOL, OTA Platforms
Corporate Groups	Team Building + High-End Services	Customized Tournament + Business Networking	B2B Direct Sales, Industry Associations

6.3. Product innovation strategy

To address product homogeneity and enhance educational value and experiential depth, Sanya's golf study tour product development focuses on a "three-dimensional, tiered" course design combined with technological integration. In the curriculum system, a comprehensive learning path covering "skills–culture–ecology" is established: Skills dimension: tiered training is arranged as Basic Skills (1–3 days) → Tactical Application (7 days) → Tournament Management (14 days) to meet the needs of learners at different stages. Technological empowerment: VR simulators are introduced to lower the learning threshold. Smart wristbands monitor movement data in real time and generate personalized reports, enabling an integrated "teaching–learning–assessment" process. This dual approach—structuring courses and enhancing experiential methods—breaks homogeneity and creates a professional yet engaging study tour product system. Cultural dimension: golf etiquette, Li and Miao ethnic cultural elements, and international tournament rules are incorporated to enhance cultural immersion and global perspectives. Ecological dimension: courses include vegetation knowledge, carbon footprint calculation, and sustainable golf course practices to deepen environmental awareness and practical skills.

6.4. Guarantee mechanism strategy

To address talent shortages and fluctuations in service quality, Sanya's golf study tour development constructs a guarantee mechanism through faculty training certification systems and industry standardization. Faculty development: Collaborations between local universities and golf clubs establish Golf Study Tour Instructor Training Bases, offering long-term systematic training, including PGA coaching certification, pedagogy credits, and emergency first aid. This strengthens teaching quality from the talent reserve level. Industry standards: In cooperation with the Hainan Provincial Department of Culture and Tourism, Golf Study Tour Service Standards will be established, specifying requirements such as daily practical course hours $\geq 60\%$, teacher–student ratio $\leq 1:8$, and daily water consumption ≤ 30 L per student. Enterprises meeting these standards will receive the "Sanya Advanced Study Tour Quality Certification". Standardization provides a "hard constraint" on service quality, enhancing both faculty capabilities and service consistency, laying a solid foundation for sustainable development.

6.5. Implementation pathways and prioritization

Based on the RMP-SWOT analysis, a three-year phased implementation plan is designed across resources, market, and product dimensions: Phase 1: Resource Integration and Standardization: Integrate Sanya's golf courses, cultural tourism sites, and universities to establish thematic product libraries such as "Golf + Li and

Miao Ethnic Culture" and "Golf + Tropical Rainforest Exploration." Apply for government subsidies and encourage enterprises to obtain Golf Study Tour Service Standard certification to consolidate quality foundations. Phase 2: Market Penetration and Digital Upgrade: Collaborate with technology companies to develop the "Sanya Golf Study Connect" mini-program, integrating VR previews and course customization. Promote online orders through OTA platforms, KOL livestreams, and other channels. Phase 3: Brand Internationalization and Product Iteration: Introduce international golf event IPs and develop cross-border golf study tour routes with partner countries to attract overseas customers. Simultaneously explore smart wearables + VR teaching applications and implement a modular curriculum system, enhancing product added value.

7. Conclusion

This study explored the development potential of golf study tour products in Sanya. The city's abundant golf courses, tourism resources, and favorable climate provide a solid foundation for developing such products, while supportive policies and growing market demand further promote the industry's gradual standardization. By employing the RMP-SWOT model, this research identified the strengths, weaknesses, opportunities, and threats of Sanya's golf study tour products, providing a basis for formulating product development strategies. In implementing these strategies, emphasis should be placed on market research, resource integration, curriculum design, instructor training, and marketing promotion to meet consumer demands and enhance product quality and competitiveness. This study primarily relied on survey data from a subset of Sanya's golf courses and study tour institutions, and thus the findings are limited in representing the entire industry ecosystem. The research was mainly conducted from the perspectives of tourism management and the sports industry, with limited reference to educational psychology and adolescent development theories. As a result, the educational value of golf study tours in terms of personality development and social skills enhancement was not fully examined. Furthermore, the economic and social benefits of product development lack long-term data support, making it difficult to comprehensively assess the sustainable development impact of golf study tours.

For future development, instructor training could be strengthened by establishing a Golf Study Tour Instructor Training Base in collaboration with local universities and golf clubs, offering systematic training such as PGA coach certification, educational credit courses, and emergency first aid, thereby reinforcing teaching quality from the talent reserve level. Research data could be expanded to improve representativeness and reliability, and an evaluation system for economic and social benefits of golf study tours could be developed to provide scientific support for enterprise and government decision-making. Continuous monitoring and evaluation of policy implementation would enable identification of issues and formulation of improvement plans, promoting the healthy development of Sanya's golf study tour industry within a comprehensive data framework across sectors. Big data analytics could be utilized to construct an evaluation model encompassing policy impacts, market trends, and product development processes, alongside education effect tracking plans. Long-term surveys or experimental methods could quantify the impact of golf study tours on adolescents' core competencies. By integrating sports pedagogy and sociology, future research could examine how golf study tours influence sports skill acquisition, cultural value recognition, and social behavior habits, providing a more scientific theoretical basis for curriculum design. Moreover, the application of Virtual Reality (VR) and smart wearable devices in golf instruction could enable the development of blended online–offline study tour products. Considering policies under the Hainan Free Trade Zone, cross-border golf study tours could be explored to expand industrial development, improve policy evaluation and standardization, and

guide government departments to establish a golf study tour quality certification system, thereby advancing the industry toward standardization and sustainable growth.

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